



CASE STUDY

# COBUS ConCept Assures Revenue, Expands Licensing Flexibility & Reduces Costs with Gemalto Sentinel

COBUS ConCept, a leading CAD/CAM software vendor switches to Gemalto Sentinel to protect its software code and provide its customers with an alternative to physical dongles. The move to Gemalto Sentinel provides a single solution for managing software- and hardware-based protection keys and also offers cloud-connected licensing.

## Background

COBUS ConCept designs powerful software solutions that help wood furniture, window, and door manufacturers save time, minimize errors, and produce high-quality products. The company's software enables woodworking manufacturers to quickly set up milling, drilling, saw cuts, and cycles using graphical editing macros, including interactive CNC programming.

COBUS NCAD, the company's powerful CAD/CAM software solution, incorporates powerful parametric programming functionality that allows existing drawings to be reworked and sent to production quickly. Machine neutrality means it can link to any machine on the market without the need to code or work in multiple software interfaces.

Many of the world's wood furniture, window, and door manufacturers rely on COBUS ConCept to streamline the design and manufacture of their products.

## Challenge

- > An Alternative to Protecting with a Dongle
- > More Flexibility in Licensing
- > High Logistical Costs

## Solution

- > Sentinel LDK
- > Sentinel EMS
- > A hybrid license enforcement approach: Sentinel HL and SL Keys

## Results

- > Protected Trade Secrets
- > Assured Revenue
- > Enabled More Software Licensing Options
- > Reduced Operational Costs
- > Enabled Remote Updates: Online and Offline

## Business Challenges

COBUS ConCept has always recognized the need to protect its intellectual property from theft and illegal use and previously used a dongle product to do so. However, its software customers were not always accepting of a physical dongle and many were requesting more flexibility in licensing the COBUS software. Additionally, the company sought a way to reduce the logistical costs of fulfilling, shipping, and supporting dongles.

The company decided to investigate its options for protecting and licensing its software in a way that would provide more licensing and enforcement flexibility while also reducing its operational costs.

## The Solution

After careful consideration, COBUS ConCept chose Gemalto Sentinel LDK with Sentinel HL and SL keys to protect and license its software solutions. And Sentinel EMS to manage license keys, entitlements, and enable remote product activations, upgrades, and reporting.

“We chose Sentinel because it offers hardware- and software-based license enforcement methods that are easy to implement,” said Manfred Nölkensmeier, General Manager for COBUS ConCept.

“None of the other vendors could provide this. Many customers don’t want to deal with hardware keys so it makes sense to have one technology like Sentinel, that can support it all. Gemalto provided a complete solution including entitlement management with a web service interface and an option to use cloud-connected licensing.”



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## The Results

Using the Sentinel technology, COBUS ConCept now has more options for protecting and licensing its software. Depending on the customers’ preference, the application, and the environment, the company can now choose whether to lock its software to a dongle, a PC, or license it in the cloud. In addition to offering a perpetual license for its software, the company now has the flexibility to offer its customers trials and more innovative licensing models such as subscription, feature-based, or consumption-based models based on usage.

Sentinel has also streamlined the back office and reduced operating costs for COBUS ConCept. Sentinel manages and automates the entire software license lifecycle – from order entry, software delivery, activation, and managing entitlements, to supplying remote software updates to customers – regardless of whether users are online or offline.

Sentinel gives COBUS ConCept the tools to manage it all seamlessly. The company also plans to use Sentinel EMS to improve license distribution through its channel partners.

## About COBUS ConCept

With more than 20 years of experience providing mid-sized manufacturers with professional IT development and implementation, COBUS ConCept has become a trusted and reliable partner for woodworking manufacturers around the world. Based in Germany, COBUS ConCept is dedicated to developing and perfecting software that helps manufacturers, especially those in woodworking, streamline their operation. For more information, visit: [www.cobus-concept.com](http://www.cobus-concept.com)

## About Gemalto

Gemalto is the market-leading provider of software licensing and entitlement management solutions for on-premises, embedded, and cloud-based software vendors. Gemalto Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions. For more information, visit:

[gemalto.com/software-monetization](http://gemalto.com/software-monetization)

  
security to be free