



CASE STUDY

Sentinel LDK / EMS Powers Flexible On-Premise and On-Demand Licensing of Automotive CAN Tools for Schleißheimer GmbH

Schleißheimer GmbH, a leading developer of hardware and software for microcontroller real-time systems for the automotive market, was using a third party software licensing technology to manage licensing of its CAN bus software. When the company discovered limitations in that licensing solution, it decided to see what else was available. In the search for a more capable solution, Schleißheimer GmbH discovered Gemalto Sentinel LDK which has enabled further product innovation and business growth.

Background

Schleißheimer GmbH manufactures CAN tools that are used primarily in the automotive industry. Since its founding in 1993, the company has implemented software systems for leading automotive manufacturers including Daimler, Audi, VW, Porsche, Toyota and Alfa Romeo.

Schleißheimer GmbH employed a third-party technology to license its CanEasy software, an analysis and testing environment for CAN and LIN bus. When the company learned that its existing software licensing provider could not provide a correct and much needed update in a timely fashion, Schleißheimer GmbH decided to look for an alternative.

Challenge

Schleißheimer GmbH took the opportunity to examine their current licensing challenges and future plans for the CanEasy product before considering a new licensing technology vendor.

The company took a look at what licensing needs were not currently being met. Its existing licensing system for CanEasy did not allow for online software activation. Nor could it meet customer demand for hardware-based software security keys.

Moving licenses to another computer was also not possible. This problem was especially pronounced with Floating Licenses. The license could not be moved by the customers: They had to first prove the need for a re-location, for instance a server failure. Otherwise, Schleißheimer GmbH could not control whether the old license had been deactivated. In addition, individual licenses could not be easily checked out from the network license to be used on computers without network access. The process was complex, time consuming, and did not provide a positive user experience.

Next, Schleißheimer GmbH looked at its future plans for the CanEasy product. The company wanted to extend the CanEasy product line by offering multiple versions which would use licensing to enable different features and functionality. In addition to delivering these as on-premise packaged software products, the company also wanted to offer each of these as subscription-based on-demand services.

The Solution

Schleißheimer GmbH chose to implement Sentinel LDK, Gemalto's out-of-the-box software protection, licensing and entitlement management system. Sentinel LDK also features the web-based, license management capabilities of Sentinel EMS, Gemalto's entitlement management system. Within three to four weeks after contacting Gemalto, the licensing concept was clear and over the next eight weeks the concept was further refined and implemented.

Schleißheimer GmbH chose Sentinel LDK/EMS because it could enable flexible licensing, strong security, multiple floating licenses, easy online software activation, and re-hosting of licenses to other computers. "We were pleased with the excellent quality of pre-sales support. All integration issues were clarified before purchase and implementation proceeded exactly as described. Technical support was very responsive whenever we encountered a problem," said Sascha Kuhn, software developer for CanEasy.

When asked about their implementation, Sascha Kuhn replied, "We use the Sentinel LDK 7.0 API to query licensed features. Using Sentinel EMS we create the licenses for the software products. Then we email our users the necessary license keys. We also use Sentinel LDK for subsequent online activation to install licenses. Furthermore, users can borrow individual seats from a network license and re-host their licenses to another computer."

Results

More Modern Architectures

"The first and most obvious advantage of moving to Gemalto was the simple and transparent pricing structure. Beyond that, the technical benefits of the Gemalto solution are many," said Sascha Kuhn, software developer for CanEasy. "Floating licenses are no longer based on license files. With Sentinel LDK they run as a central service. IP addresses are configured directly within the licensed applications. Our customers' system administrators prefer it that way and we can implement more modern architectures."

Security & Online Activation

Gemalto Sentinel LDK provides the security and license types required by Schleißheimer GmbH: from improved floating licenses to innovative software-on-demand licensing. Schleißheimer GmbH customers benefit from the simple application of the licensing system such as the licensing server and automatic online activation.

Flexible Packaging

"Sentinel LDK has given us a great deal of flexibility in how we package our products and enable features," said Hans-Joachim Schleißheimer, CEO of Schleißheimer GmbH. The company now offers its analysis and testing environment CanEasy in

four product editions: CanEasy Basic, Analyse, Simulation, and Professional. These editions cover typical application scenarios in electronic control unit (ECU) development up to implementation. Each CanEasy edition can also be extended with options like LIN bus capability or diagnostics.

"The four product editions offer our users a matching functional scope. Eliminating function overkill helps our customers save money," said Schleißheimer. "Combined with our innovative buy and rental models, users get full flexibility. Everyone receives the right functions at the right time."

Innovative Delivery Options

With the help of Gemalto's Sentinel licensing technology, Schleißheimer GmbH is now able to market four different versions of its CanEasy product as packaged on-premise software for purchase and online activation. In addition to on-premise versions, customers also have the option of subscribing to the company's CanEasy on Demand software service.

"Companies already rent and lease company cars or CRM systems. With the help of Sentinel LDK, CanEasy on Demand now brings this flexibility to automotive tools," stated Hans-Joachim Schleißheimer. "Companies can simply decide on a project-to-project basis how many CanEasy on Demand workplaces they need."

"Sentinel has also given us the ability to customize additional products for individual customers," said Schleißheimer. "For instance, we have developed a circuit board for a producer of platinum auditors using the Sentinel LDK HL hardware key which enables us to couple the firmware to a specific piece of hardware."

About Schleißheimer GmbH

Schleissheimer GmbH was founded in 1993 and specializes in software and hardware development for microcontroller real-time systems. The company also performs software tests according to the automotive industry's standards. In addition, Schleissheimer develops software and hardware products based on the company's own software for modern microcontrollers as prototypes or in small batches. The company also offers their own line of software tools for development, analysis, and simulation of CAN and LIN bus systems. Schleissheimer's best-known products are the simulation and analysis environment CanEasy, including the subscription service CanEasy on Demand, as well as the testing and simulation software CanX. The company has more than 20 years of experience in developing automotive ECUs for suppliers and OEMs like Continental AG or John Deere.

For more information, visit: www.schleissheimer.de/en/

About Gemalto's Sentinel Software Monetization Solutions

Gemalto, through its acquisition of SafeNet, is the market-leading provider of software licensing and entitlement management solutions for on-premises, embedded and cloud-based software vendors. Gemalto's Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions.

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