



Stäubli Licenses and Scales Robotics Software with Thales Sentinel

The company achieved a two-week time-to-market and seamlessly integrated software distribution within SAP

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“Our newest software release...[was] a resounding success thanks to the Sentinel-enabled quick time-to-market, and the ability to issue a Sentinel software license along with our hardware license.”

– Clement Fournier, Stäubli Global Product Manager

Stäubli Robotics is a Swiss-based industrial automation company with over 2000 patents and patent applications to its name, 6000+ employees, and a presence in twenty-eight countries. As a leading player in robotics, Stäubli provides efficient, reliable engineering solutions and related services to its clients around the world. The unique performance of Stäubli industrial robotic arms, mobile robots, and software provides automation solutions for even the most high-performance and environmentally compliant applications.

Along with its robots, the company offers a range of software products to help their customers with all their robotics projects — designing, programming, commissioning, and continuous robot monitoring. One of their top sellers is the Stäubli Robotics Suite software platform, allowing customers to program, simulate and optimize their robotics projects. Stäubli also offers IoT and data monitoring products with the SCOPE device, performing conditional maintenance analysis on premise and alerting about issues before they become problems.

To license and monetize their software, Stäubli uses the Thales Sentinel platform. Here is their Sentinel story, initially starting with perpetual, hardware key licenses, and gradually working toward a subscription-based, SaaS model.

From Hardware Key to Software Licenses

Stäubli utilized Sentinel HL (hardware key, or dongle) licenses for several years. By 2022, they sought to introduce Sentinel SL (on-prem software licenses) to eliminate the production and shipping times and costs associated with dongles, offering **greater convenience to customers**. Additionally, Stäubli had security motivations for transitioning to SL: prevent legacy HL piracy and enhance edge cybersecurity. Moreover, **adopting SL was key to drive business growth**. By supporting both embedded and on-prem software features, pricing, and delivery, Stäubli could effectively monetize their software offerings at scale.

Full Benefits

To implement licensing and monetize their software, Stäubli needed a platform that could integrate with their SAP production orders for delivery, offering a single source of truth across the licensing and software delivery lifecycle. Stäubli continued using Sentinel because it met their goals, as follows:

- **Shorter time-to-market.** Stäubli’s new RRS (Realistic Robot Simulation) protocol communication — used for integrating Stäubli robots with the Siemens software ecosystem — was licensed and deployed in less than two weeks.
- **Deliver licenses immediately.** Since a new or updated license could be delivered digitally with a software license, customer satisfaction improved because they no longer had to wait days or weeks for a dongle license to arrive.
- **Improve distribution and deployment worldwide.** Sentinel operations facilitate smooth license production and software feature packaging.
- **Diversify software packaging.** The company issues a major release of their Stäubli Robotics Suite every three years with packages that include optional features. In between releases, they have the flexibility to configure upsells and upgrades at any time. They also plan to continually implement new features, easily configurable with Sentinel.
- **Diversify pricing.** They offer preferred pricing for universities and schools, configurable with Sentinel’s entitlement management tool.
- **Most up-to-date security.** Sentinel provides the **IP protection**, including anti-duplication (copy) protection, that Stäubli requires for its robotic software.

STÄUBLI

Professional Support

Under the guidance of Thales' "excellent, responsive, technical support," recalls Clement Fournier, Stäubli Global Product Manager, **"we were able to implement and deploy newly packaged software products with Sentinel in eight days.**" We consequently received six full months of dedicated follow-up for any of our questions. In particular, the first deployments of our newest software release, SCOPE, were a resounding success thanks to the Sentinel-enabled quick time-to-market, and the ability to issue a Sentinel software license along with our hardware license. Sentinel's support facilitated ease of deployment all around."

Looking Ahead

Stäubli plans to implement subscription-based business models to reduce upfront costs for customers, especially important considering the global robotics competition. Moreover, subscription models are beneficial because they increase recurring revenue over time rather than selling with a one-time fee. In addition, they plan to explore e-commerce sales for some of their software offers, also supported by Sentinel.

In summary, Thales' Sentinel enables Stäubli to increase software revenue through agile offerings for seamless delivery with both hardware and software licenses — while integrating with their back end. Relying on Sentinel licensing to protect access to their products, they also look forward to maximizing revenue growth with time-based licensing and subscription contracts with auto-renewal to fully transition to SaaS models. Moreover, the quicker time-to-market enabled by Sentinel means a higher return on investment for Stäubli. All in all, Thales Sentinel propels Stäubli toward continual software business growth through streamlining, protection, and monetization.

About Thales

Thales is a global leader in cybersecurity, helping the most trusted companies and organizations around the world protect critical applications, sensitive data, and identities anywhere at scale. Through our innovative services and integrated platforms, Thales helps customers achieve better visibility of risks, defend against cyber threats, close compliance gaps, and deliver trusted digital experiences for billions of consumers every day.

Thales Sentinel Monetization Layers

