

Case Study

AI-Based Sound Recognition Cochlear Inc Protects AI Model and Goes to Market with Flexible, Streamlined Licensing and Packaging

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“Imagine a world where AI can understand all sounds like humans do.” This is how CochL Inc, an AI-based sound recognition solution, introduces its revolutionary technology that moves beyond the current AI standard of speech recognition.

While humans are generally adept at sound identification, machines need to learn it, which is where CochL Inc comes in. Their flagship product, CochL.Sense, is software that identifies acoustic sounds and labels them with a sound tag such as “baby crying,” “glass break,” or “gunshot.” The system can send alarm notifications based on a sound tag. These notifications have endless use cases, such as nurses alerted to the sound of a crying baby in the newborn ward, to cafeteria workers needing to clean up a broken bottle, to jewelry-store owners warned to duck down when undergoing an armed break-in.

CochL turned to Sentinel to protect their Python-based applications and AI models, and implement customer-centric licensing and registrations.

Protection

The protection of an AI application goes beyond the need for traditional software IP and copy protection. CochL Inc specifically was looking for an encryption solution for their Python-based applications and their AI models. Yet protecting Python, a scripting language widely used in AI industries, for an AI model that was trained over several years, is challenging. Upon learning that Thales Sentinel Envelope supports encryption for both Python applications and AI models, CochL Inc reached out to the Thales’ support team for training on this Sentinel product. They implemented Sentinel Envelope’s encryption and obfuscation capabilities to protect against reverse engineering of their core model, retraining algorithms and parameter values in their Python application source code.

Customer-Centric Pricing and UX

Initially, CochL Inc offered its services for a one-time fee, known as a perpetual license. However, to achieve a recurring revenue model, they needed to set up subscription-based, multi-axis pricing and packaging options.

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– Subin Lee, CochL Inc Chief Operating Officer

Sentinel allows for multi-axis pricing, empowering CochL Inc to set up a variety of subscription packages that aligned with their customer needs. In addition, CochL Inc needed to ensure that licenses would be compatible across versions, both backward and forward compatible. Moreover, they needed a streamlined, single-source-of-truth system to unify their perpetual and subscription plans along with their homegrown and Sentinel licensing deliveries. Sentinel set up an automated system that unified CochL Inc’s disparate systems and manual processes into one seamless purchasing journey, integrated with CochL Inc APIs.

Sentinel also helped CochL Inc set up customer portals for self-service registration and upgrades. Customers could choose pricing models that were perpetual or subscription, feature-based or usage-based (also known as count-based, or consumption-based), and could activate licenses autonomously via a customer portal. Prior to Sentinel, CochL Inc had difficulty arranging configurable packaging using their homegrown solution, whereas with Sentinel, configuration comes ready-made and is user-friendly. Therefore, the agile pricing and packaging and independent customer portal made CochL Inc’s go-to-market much quicker.



Support

Implementing Sentinel took only one month. The Sentinel support team worked in partnership with CochI Inc to speed up time-to-market and maximize their revenue potential. "Thales addressed all our concerns. We had many questions about software licensing as it was not our core business. The Thales support team guided us to align Sentinel with our workflow and ecosystem based on our use cases." They also prepared a Case for Change document for CochI Inc to develop a roadmap for future Sentinel use cases, complete with industry outlook, challenges, expected outcomes and KPIs.

Conclusion

CochI Inc is a young company with a growing need for a robust software licensing solution. Sentinel addressed their concerns about protecting their software, managing different licensing and business models, and improving operational efficiency. Moving forward, CochI Inc plans to migrate from its homegrown cloud-based licensing to Sentinel's and is looking toward integrating its back-office applications as well to further solidify their single source of truth streamlining already instilled with Sentinel. "We are confident Sentinel helps us achieve our business goals, including IP protection, customer satisfaction, streamlined operations, and revenue generation," exclaimed Subin Lee, CochI Inc Chief Operating Officer.

To learn more about CochI Inc, go to www.cochl.ai.

About Thales

Today's businesses and governments depend on the cloud, data and software to deliver trusted digital services. That is why the most recognized brands and organizations around the world rely on Thales to help them protect sensitive information and software wherever it is created, stored or accessed – from the cloud and data centers to devices and across networks. As the global leader in data security and software licensing, our solutions enable organizations to move to the cloud securely, achieve compliance with confidence, create more value from their software and deliver seamless digital experiences for millions of consumers every day.

