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CONNECTEVE Protects Hospital AI Medical Diagnostic Software with Thales Sentinel

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> " Thales Sentinel laid the foundation for continued innovation, enabling us to grow as a business that helps patients get quicker diagnoses."
>
> – **Junghyun Do, CONNECTEVE Software Director**

CONNECTEVE Co., Ltd. is a growing MedTech startup offering AI-powered diagnostic tools used in hospital settings. based in Seoul, Korea. Founded in 2021, their flagship product, Connevo, uses advanced AI algorithms to analyze arthritis progression from X-ray images, and is already sold in Asia, Europe, and the Middle East. The analysis provides valuable clinical insights to physicians and patients directly at the point of care. Since this solution is designed for hospital use, it operates entirely within secure, on-premises environments (including offline), ensuring robust protection for sensitive patient data and compliance with medical privacy regulations.

Software Protection and Licensing

CONNECTEVE needed to secure their AI software and still grow within the heavily regulated medical industry and therefore sought the following:

1. IP and software protection. It was critical to have a reliable way to safeguard proprietary AI models, core Python code, misuse, and unauthorized duplication (copying).

2. Licensing. The company wanted to prevent software overuse within their target market - hospital environments.

3. Experience. CONNECTEVE had realized a homegrown solution would not satisfy their comprehensive needs. They investigated Thales Sentinel due to high recommendations from another medical AI hospital software provider in Seoul, and after assessing Sentinel's capabilities, they chose to move ahead.

Setup

The company delivers its software strictly on-premises within hospital environments, with all license management and software activation performed locally by CONNECTEVE engineers. This ensures full compliance with hospital data protection requirements, as no external network access is permitted.

Secure Licensing

Using Sentinel LDK software licensing, CONNECTEVE established a secure licensing management system. Each software's license is embedded with customized data—including sales region, product serial number, medical device certification ID, and partner information, allowing CONNECTEVE to maintain deployment-specific control over usage.

Quick GTM with Customer Self Service

Another issue CONNECTEVE faced was that its software lacked a unified licensing or distribution process, making it difficult to manage entitlements and customer deployments. Therefore, they pursued a licensing and monetization strategy that would allow them to go to market quickly with flexible packaging options, such as subscriptions and free trials, to support future expansion into new product lines. To simplify operational processes, CONNECTEVE centralizes their license management with Sentinel LDK's entitlement management system (EMS). The EMS customer portal provides CONNECTEVE's healthcare clients with self-service tools for license activation, deployment visibility, and order management, further streamlining administrative work.

Implementation

Thales supported CONNECTEVE through an intensive training program, including personalized demonstrations. They relied on the Sentinel team's thirty years of experience for the technical guidance to best integrate **Sentinel technology with CONNECTEVE's Python-based AI solution. After just ten days of collaborative workshopping and training that addressed CONNECTEVE's unique use cases, CONNECTEVE went live with Sentinel.**

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Results

Since deploying Thales Sentinel, CONNECTEVE has begun to generate revenue by offering their proprietary diagnostic software securely and efficiently. The company now enjoys the ability to launch new products with Sentinel's capabilities such as:

- A range of flexible licensing models, including custom licensing duration terms
- Subscriptions, starting with free trials, and
- Software and IP protection

This scalability has proven essential to their growth and differentiation within the highly competitive medical imaging sector.
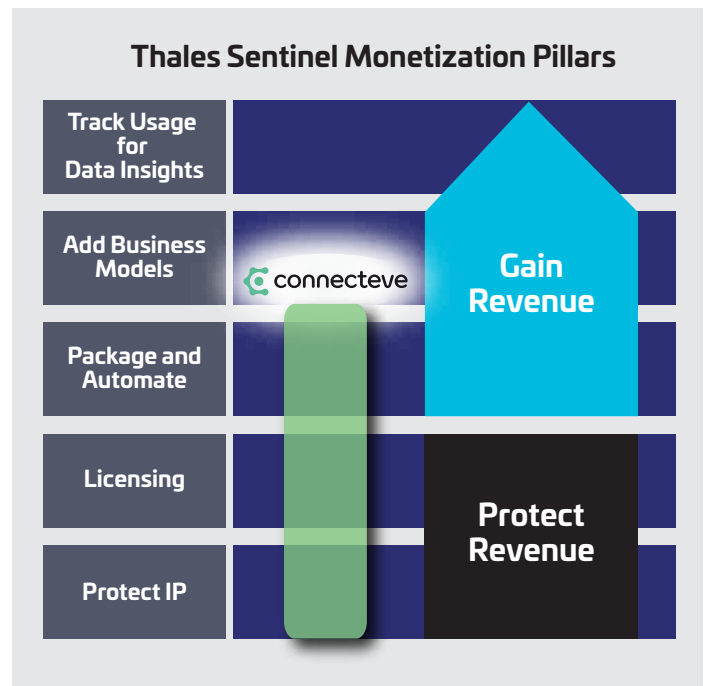
From a technical perspective, Sentinel protects CONNECTEVE's Python code and AI models from unauthorized access and duplication. The solution's stringent license enforcement and customized metadata embedding provide peace of mind for both CONNECTEVE and their customers, while centralized activation and control simplify operations for the engineers who manage licenses in hospitals. End users benefit from seamless activation experiences via the customer portal and can rely on robust compliance with privacy and security standards particular to the healthcare industry.

Support

CONNECTEVE's engagement with Thales was marked by a collaborative and consultative sales process. The Sentinel sales engineer team worked closely with CONNECTEVE to clarify their requirements and develop a meaningful roadmap for short and long-term value, ensuring that Sentinel implementation aligned with their business needs. "Throughout the process, the Thales support team was readily available, keeping the product launch on track with the company's timeline," pointed out Junghyun Do, CONNECTEVE Software Director.

Looking Ahead

With Sentinel's robust license management and entitlement solutions in place, CONNECTEVE is well-positioned to expand its portfolio and reach more healthcare patients with immediate plans to use Sentinel for additional product launches. "As our strategic partner for critical security and operational requirements for offline medical environments, Thales Sentinel laid the foundation for continued innovation, enabling us to grow as a business that helps patients get quicker diagnoses," emphasized Junghyun Do.

Thales Sentinel Monetization Pillars

Track Usage for Data Insights		Gain Revenue
Add Business Models	connecteve	
Package and Automate		
Licensing		Protect Revenue
Protect IP		

About Thales Sentinel

Thales Sentinel is the leading platform for software licensing, protection, and monetization. Our solutions enable software providers to generate new revenue streams, improve operational efficiency, increase customer satisfaction, and gain valuable business insights. Based on award-winning technology, Sentinel has a strong global customer base with thousands of customers in 100+ countries spanning 30+ industries.

About Thales

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