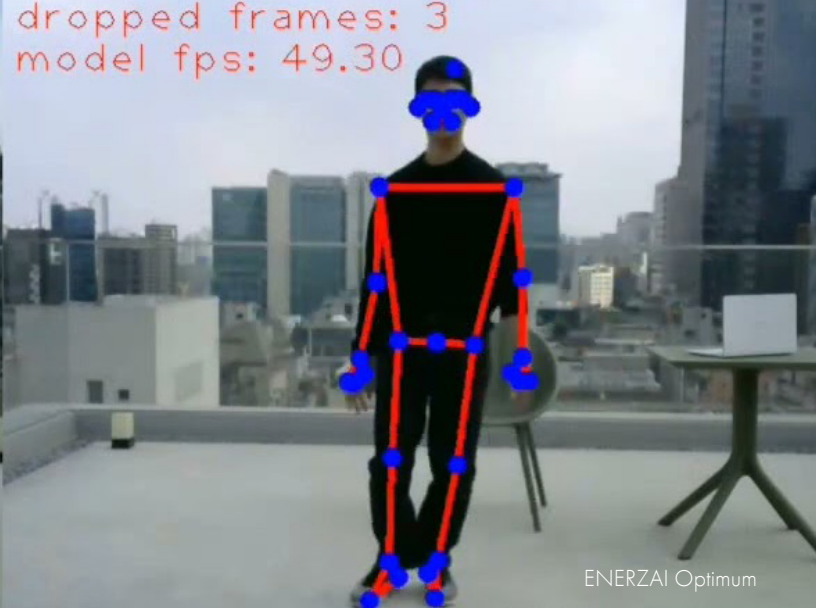THALES
Building a future we can all trust

ENERZAi Launches AI Inference Software with Thales Sentinel

The new company can now produce trial versions at scale

cpl.thalesgroup.com

dropped frames: 296
model fps: 25.85
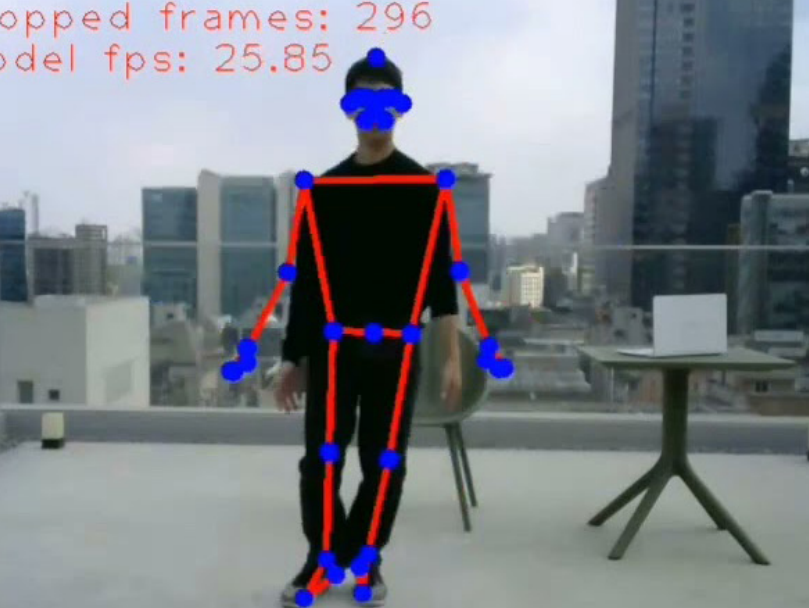
dropped frames: 3
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ENERZAI Optimum

ENERZAi is an emerging startup based in Seoul, Korea that offers AI optimization in real-world applications. Their flagship product, Optimium, is an AI inference engine that optimizes on-device AI models to run quickly and efficiently across various environments.

Once Optimium was market-ready, ENERZAi faced a common challenge: How to deliver and protect their innovative software in the most secure, customer-centric, and scalable way. As such, ENERZAi sought a software licensing and protection solution that would support flexible business models and a smooth customer experience.

Problem

Initially, ENERZAi's software distribution, license management, and customer onboarding were handled manually, which meant operations were inefficient and software protection was at risk. Challenges included:

- **Lack of license enforcement:** Without a licensing infrastructure, software misuse and overuse were real threats.

- **Non-agile business models:** ENERZAi needed to support flexible pricing, trials, and quick conversions from free to paid licenses.

- **Security:** Developed in multiple languages including Python, ENERZAi's software required protection through code obfuscation to prevent reverse engineering and unauthorized redistribution.

At first, ENERZAi considered producing a homegrown licensing system. However, given the complexity and time involved in development and maintenance, ENERZAi preferred a 3rd-party platform. In February 2024, ENERZAi partnered with Thales due to its renowned global and local reputation for software monetization and protection, including for several AI companies in their region. Using the robust Thales Sentinel platform, ENERZAi engineers could remain focused on their core business instead of on licensing.

" We had many questions about license enforcement, distribution, and future scalability. Thales was extremely responsive, offering use case-specific advice. Thanks to Sentinel, we launched confidently, positioned to grow."

– Daniel Chang, ENERZAi CEO

Support and Implementation

Working closely with the Thales Sentinel team, ENERZAi implemented the functionalities needed for their on-prem software using Sentinel's software (on-prem) licensing. **Through hands-on training sessions, live demos, and tailored API integration support, Thales helped ENERZAi align licensing strategy with technical requirements and business goals.** The partnership included discovery workshops, a structured roadmap, and continuous technical consultation.

ENERZAi is still in its early commercial phase, focused on trial distribution and leveraging Optimium to introduce the company's Edge AI solutions. Yet the benefits of Sentinel are already clear, as follows:

1. Operational Efficiency: Entitlements and activations are managed through the unified Sentinel EMS (Entitlement Management System) platform, replacing ad-hoc, manual processes with centralized control.

2. Faster Go-to-Market: Sentinel enabled the rapid and secure delivery of trial versions, even in offline and multi-OS environments.

ENERZAi

3. Improved Software Security: The software is protected through obfuscation, mitigating IP risks.

4. Self-Service Portal for Enhanced Customer Experience: End users can activate software without manual intervention, improving customer satisfaction and reducing support burden.

5. Scalable Business Models: Since ENERZAi can flexibly support free trials, subscriptions, and perpetual licenses, they are paving the way for future growth through new product lines.

6. Future Proofing: ENERZAi is interested in adding cloud licensing down the line.

ENERZAi's collaboration with Thales allowed them to build a secure, scalable foundation for their software business. The Thales team not only helped define a compelling case for change but also provided a strategic roadmap that addressed both short- and long-term business objectives.
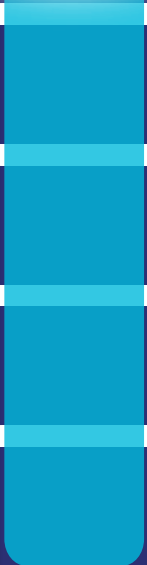
"From the beginning, we had many questions about license enforcement, distribution, and future scalability. Thales was extremely responsive, offering use case-specific advice," exclaimed Daniel Chang, ENERZAi CEO. "Thanks to Sentinel, we launched confidently, positioned to grow."

Looking Ahead

ENERZAi plans to continue working with Thales to expand their customer base, upgrade customers from trials to subscriptions, and explore new revenue streams through additional product lines. Moreover, using Sentinel, ENERZAi can migrate easily from software licensing to cloud licensing according to their timeline. **With Sentinel in place, ENERZAi set the stage for scalable growth with streamlined licensing, software protection, and customer satisfaction.**

Thales Sentinel Monetization Layers

Data Insights	Drive customer success and business intelligence initiatives	ENERZAi
New Business Models	Find new ways to sell, access new markets and customer segments	
Flexible Packaging	Create new differentiators without product investment	
Licensing	Copy protection and revenue protection	
IP Protection	Safeguard against IP theft	

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.