

# Siemens Energy Automation Maximizes ROI for SICAM Power Automation Systems Using Thales Sentinel

## Background

Energy substation automation is a highly competitive market with many global players. With increasing price pressures, higher product volumes, and increasing project requirements driving the need for more features, Siemens Energy Automation recognized the need to replace its legacy protection and licensing technology to more fully monetize and strengthen security for its SICAM product investments.

SICAM is a part of Siemens' energy automation and smart infrastructure digital grid product solutions. These solutions address the reality that the way utilities are consumed has shifted, and running the power grid is dynamic in ways it never was before. A successful automation system is a foundation of a high level of functionality and flexibility. Therefore, substation automation and the technology that powers it has become more critical. Siemens' SICAM products enable more flexible and configurable models of substation automation, with customizable applications that enable network operators and utilities the full range of what they need to be sure their substation automation is ready for what lies ahead.

Siemens' SICAM PAS is used by electric utilities in substations, generation plants and at SCADA control centers. SICAM PAS is also used with power distribution systems at industrial facilities. SICAM PQS analyzes the contents of fault records then generates

fault location reports, post-disturbance review reports, and power quality reports.

## Challenges

Siemens faced a number of business challenges related to licensing and delivery of its SICAM products. Even though Siemens Energy Automation employed software protection and licensing technology for its energy automation products, the technology was many years old, and quite rigid.

Increasingly, clients and potential clients wanted more flexible licensing—with either more or fewer features—so Siemens needed to be able to 'turn on' or 'turn off' product features based on customer need. They also found that more and more, customers were wanting to try out the software before making a decision to make a major investment. The aging technology they were using didn't enable this, and also presented security risks. Combined with its limiting the company's ability to implement new licensing models, Siemens realized it was time for a change.

Siemens Energy Automation also wanted to show an increased return on its development investments in the SICAM products. SICAM PAS is a high-value software offering with a price to match, so securing the software and assuring revenue was business-critical.

With multiple channels involved in each sale – from Siemens Energy Automation to the end industrial client or municipality – the company also sought to eliminate the possibility of unauthorized access and use of its software along the long value chain to the customer.



## SIEMENS

"Thales technology is an efficient way to protect our Siemens Energy Automation SICAM and will help us achieve our financial goals while securing the return on our development investments."

– Gerhard Fürst, PLM manager for SICAM PAS

It was also important that the licensing and entitlement management system integrate with existing Siemens Energy Automation back-office systems for order entry, production, and logistics. For a company like Siemens, ease of implementation is critical.

## Solution

In an effort to enable feature-based licensing of its SICAM products, Siemens Energy Automation chose to upgrade its legacy licensing and protection technology to Thales Sentinel.

Siemens and Thales Sentinel's Professional Services teams conducted a one-day consulting workshop where SICAM and Sentinel project and API implementation were discussed. Afterwards, the implementation was conducted, including integration of the licensing API with SICAM systems. The implementation process was managed within a six-month minor release cycle, to minimize disruption.

**“Thales technology is an efficient way to protect our Siemens Energy Automation SICAM and will help us achieve our financial goals while securing the return on our development investments.”**

### Gerhard Fürst, PLM manager for SICAM PAS

Siemens Energy Automation deployed Thales Sentinel to manage the internal license production and entitlement management logistics for its SICAM products. To ensure maximum security and license enforcement on SICAM products when shipping them to municipalities or industrial clients around the world, Siemens Energy Automation secures its systems with custom Siemens-branded Sentinel hardware keys, while they use software-based licensing for trial products. Each type of licensing has a different use case, and meets different needs for Siemens.

## Results

When asked about the migration experience, Fürst responded, “The technology migration was implemented without obstacles and was a relatively quick process which we managed to accomplish within a six month minor release cycle.” Key accomplishments that were enabled by the project include:

Importantly, the feature-based licensing Siemens sought is made possible via Sentinel's web server. This helps the Siemens SICAM team to better respond to market needs in real time.

In addition, the Sentinel keys in use can be remotely updated when SICAM products or features are updated. This functionality reduces production and operating costs, as Siemens no longer has to ship additional products; it also benefits customers, as they don't have to wait for new dongles to arrive, and can use their software without interruption.

### Challenge:

- Continuous improvement of the protection technology to keep SICAM up to date
- Wanted to enable feature-based modular licensing
- Needed to protect valuable software against unauthorized use in a complex sales process

### Solution:

- Sentinel LDK with Sentinel EMS
- Custom-Branded Sentinel HL Max Keys
- Sentinel SL Soft Keys

### Results:

- Quick implementation
- Improved protection
- Licensing flexibility for better response to market needs
- Reduced operational costs & improved customer experience
- Maximized ROI

Thales custom branded its Sentinel keys with the Siemens logo for increased brand recognition once in the field.

Overall, implementing Thales Sentinel software licensing has done exactly what Siemens Energy Automation was looking for: “Using Thales technology is an efficient way to secure our Siemens Energy Automation SICAM and will help us achieve our financial goals while maximizing the return on our development investments,” said Gerhard Fürst.

## About Thales

The people you rely on to protect your privacy rely on Thales to protect their data. When it comes to data security, organizations are faced with an increasing number of decisive moments. Whether the moment is building an encryption strategy, moving to the cloud, or meeting compliance mandates, you can rely on Thales to secure your digital transformation.

Decisive technology for decisive moments.