

Prismart Expands Software Business with Subscription-Based Licensing from Thales Sentinel

Background

Prismart Learning Solutions is a growing technology company specializing in digital education, with a focus on both production services and academic products, aimed specifically at schools. Prismart's founder, Deepak Deopa, started the company with the goal of bringing the latest technology into the field of education, enabling children to benefit and enjoy learning through technology.

Prismart develops solutions that are affordable, fun for children, and include all requirements from schools. Tens of thousands of children across India use Prismart products every day to learn new skills, including technology and academics.

In addition to its products for use in schools by young children, the company is also known for their innovative work in the 3D space, including with modeling and animation. Given their valuable and unique software, Prismart was committed to finding a way to effectively protect and license their intellectual property.

Challenges

While all Prismart products are technical, 3D animation video is a particularly complicated process involving different types of professionals working together for significant periods. "Given the

considerable investment in time and resources to produce 3D video learning content and that it is the lifeline of our business, preventing piracy and illegal distribution of our animation content is critical for us," said Deepak Deopa, Founder of Prismart.

In addition to being concerned about piracy, the company wanted to be able to serve more schools, by offering their video learning software on a subscription basis. By offering their software as a subscription, Prismart could reduce the cost to schools, and enable more institutions than ever before to use Prismart's groundbreaking software. That transition would meet the company's goals of educating more children, while also growing the bottom-line and gaining customers.

The Solution

Prismart researched available software licensing and protection solutions before selecting Thales Sentinel, a market leader with field-proven technology. Prismart was seeking a solution with many different capabilities, and found that the Thales Sentinel solutions offered the right combination of what they needed.

With Thales Sentinel, Prismart is able to license their software more flexibly, offering time-based licenses, and enabling subscription based sales of their e-learning video products for the first time.



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– Deepak Deopa, CEO, Prismart

In addition, Thales Sentinel is able to offer the protection that is business-critical to a software-driven company such as Prismart. "We are using the API to encrypt and decrypt content files. Sentinel is at the backend and generates time-based licenses and manages the licensing back office," said Pawan Chuphal, Chief Operating Officer for Prismart.

"The software is easy to use and enables us to protect both the application and the video content. Thales Sentinel has helped us to manage our customers and licenses as well as provide updates remotely," stated Mr. Chuphal.

The Thales Sentinel team visited the Prismart office to help ensure a smooth integration process, and build strong relationships between the two teams. "Later, when we implemented Thales Sentinel with our LMS product, the integration was fast because of the software's capability," said Mr. Chuphal.

The Results

As a result of implementing the Thales Sentinel solution, Prismart has been able both to stop piracy of their software and video content and enable recurring revenue-based software sales. Previously, concerns about software privacy and usage were a drain on key resources Prismart needed to build their key products. Now, however, software licensing is a force helping the company move ahead.

With Thales Sentinel, Prismart was able to position their software at the center of the business with confidence, selling to new customers in the way that they wanted to buy, without being limited as to how Prismart could sell.

"The top benefits are quite obvious: controlled time-based licensing and content protection. We went from piracy to no piracy," stated Mr. Deopa. "We've gone from losing revenue, hard work and potentially the most precious thing of all, our unique art, to being completely secure and increasing revenue. Thanks to Thales Sentinel we now offer subscriptions and earn recurring revenue from our clients."

According to Mr. Chuphal, "The Thales Sentinel implementation supports all operating systems and technology. The experience with Thales Sentinel has been excellent. We've received great support and believe this is the the beginning of a great relationship."

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.

Challenge

- Needed to prevent piracy of exclusive software
- Inflexible, high-cost licensing was slowing growth and keeping customers away

Solution

- Thales Sentinel LDK

Results

- Increased revenue by appealing to new customers through subscription offerings
- Protect software from piracy concerns, enabling internal resources to be directed at products, not licensing