THALES

Objectif Lune Expands Software Business and Enters New Markets with Thales Sentinel

Background

Objectif Lune is a software company that helps other businesses, large and small, automate their business communication. They specialize in products that are elegant but simple, and that can work within existing systems. Based in Canada, Objectif Lune is a global company that is committed to their customers' success by making communication digital, automatic, and intuitive.

The Objectif Lune platform enables more interactive communications with customers, across a variety of media channels. Their software connects to customers' systems with a minimum of integration work required, making it easy for customers of all sizes to use Objectif Lune's products.

The Business Challenge

Initially, Objectif Lune worked mostly with large printing and direct-mail marketing companies, through their flagship PrintShop Mail product. Over time, they sought to expand their business by moving into the dynamic and potentially lucrative SMB (small and medium businesses) market. SMBs are a very large industry, and they also have specific needs, which are different than those of Objectif Lune's original customers.

Objectif Lune needed to find a way to tap into this broad market, through new types of software and bundles of products, while still being able to serve their existing customer base. Additionally, the company faced the obstacle of creating a pricing strategy that would attract small and medium-sized businesses. Those businesses have very different cash flow patterns than large businesses, and may be less inclined to spend a lot of money up-front for services.

This was compounded by the fact that Objectif Lune does business through many partners throughout the world. Each partner has different needs, and it's much easier for them to sell products that are flexible and can be customized to meet users' specific needs.

Finally, Objectif Lune invests time and energy into building out their software; in addition to all of the challenges mentioned, they needed a licensing solution that would offer secure protection to their valuable and distinct software, helping them to maintain their edge over competition.

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> " Thales Sentinel's commitment to providing solutions that keep our customers happy has made a critical difference in helping us achieve steady sales growth every year."
>
> – Harry Raaphorst, Managing Director, Objectif Lune B.V.

The Solution

Objectif Lune decided to use a pay-per-use pricing model, believing this would benefit their smaller customers who didn't want a significant up-front commitment. The way this works is that Objectif Lune offers prospective customers trial versions of their software, which are essentially free to install and evaluate, for a limited period of time. When the prospective customer decides to purchase the software, Thales Sentinel enables Objectif Lune to charge the customer based on their actual usage going forward.

In order to enable such usage-based licensing, Objectif Lune selected Thales Sentinel as their partner. This new pricing model allowed Objectif Lune to increase revenue by providing new and existing customers with flexible options to meet their needs: time-limited demos, pay-per-use software, and concurrent or floating licenses. In addition, the company wanted to be able to use remote software updates and license renewals, which were enabled through Thales Sentinel products.

The Results

The strategic functionality of Thales Sentinel allows Objectif Lune to approach SMB customers with an attractive and dynamic pricing model, while simultaneously and effectively securing their software from unauthorized use or piracy. This enables Objectif Lune to go after a much larger base of potential customers, with an offer that is designed to meet their specific needs.

Nearly any sales strategy can be implemented and enforced using Thales Sentinel, and enterprising software publishers who partner with Objectif Lune can customize the software to fit new business models according to their specific requirements. "We do business through major distributors and document companies all over the world," said Harry Raaphorst, Managing Director at Objectif Lune. "Thales Sentinel's commitment to providing solutions that keep our customers happy has made a critical difference in helping us achieve steady sales growth every year."

Challenge:
- Wanted to create a pricing strategy to expand into the small and medium-sized business market
- Enable more flexible licensing, including trials and pay-per-use models

Solution:
- Thales Sentinel hardware- and software-based licensing

Result:
- Successfully generated new revenue streams by entering the SMB market
- Protected software from piracy
- The ability to create flexible licensing management and pricing models, enhancing market penetration

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About Objectif Lune

Objectif Lune has experienced rapid growth since its founding nearly three decades ago. To help businesses make the most of their valuable data printing operations, Objectif Lune offers a full range of professional services including software integration, document design, and customer development. Objectif Lune's customers and partners benefit from the company's team of instructors with complete and tailored training programs to help users leverage the full power of their variable data applications. For more information on Objectit Lune's products and services, visit objectiflune.com.

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.

Contact us – For office locations and contact information, please visit cpl.thalesgroup.com/software-monetization/contact-us