THALES

Building a future we can all trust

Eaton Generates Revenue Streams and Increases Customer Satisfaction with Thales Sentinel

Introduction

Eaton's mission is to improve the quality of life and the environment through the use of power management technologies and services. The company does this by providing sustainable solutions that help their customers effectively manage electrical, hydraulic, and mechanical power – more safely, more efficiently, and more reliably.

Eaton's 2020 revenues were $17.9 billion, and they sold products to customers in more than 175 countries. The company has approximately 94,000 employees. For more information, visit Eaton.com.

Specifically, Eaton's emergency lighting business is a global leader with a wide variety of products considered best-in-class. As the world becomes more and more urbanized with increasing safety threats, emergency lighting is an essential asset in dangerous situations. Proper lighting enables the safe, prompt evacuation of spaces in emergencies, and ensures building occupants can get to the essential safety equipment they need. By delivering essential illumination and guiding occupants to safe locations and safety equipment, emergency lighting reduces panic and saves lives.

The Challenge

To license their emergency lighting products, Eaton was using a hardware dongle. They were frustrated by a reliance on hardware,

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Powering Business Worldwide

as well as the lack of user feedback and their inability to know when a license was activated or consumed. The system was also difficult to integrate with virtual machines, which have grown in popularity.

Eaton was looking for a solution that would help them advance technologically and adapt themselves to the IT infrastructure of their customers. They wanted a solution that could be customized and that would provide flexibility in providing value and pricing options for their customer base.

As a company that prides itself on constant innovation it was critical for Eaton to protect their software from piracy, but they wanted to leverage top line security without the need to use hardware protection dongles.

The Solution

The process of selecting a new licensing partner was complex, and it was important to be cautious. To ensure a successful selection, Eaton held internal discussions with a cross-functional team. The team included the product management team, R&D, procurement, and others as part of the selection process, with R&D taking the lead in making the final choice.

After discussions and a visit with the Thales Sentinel team who explained how the system could address their needs, Eaton chose Thales Sentinel for their licensing solutions. Anders Klepper, Product Manager, Emergency Lighting, Electrical Sector, EMEA noted, "Sentinel was the best solution compared to other alternatives."

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>
> – Anders Klepper, Product Manager, Emergency Lighting, Electrical Sector, EMEA

The Implementation and Result

Eaton integrated the Thales Sentinel solution into their product easily and with full support from the Thales staff. "We received good support during the integration phase and when requesting customizations. Technically, the integration was very easy," said Mr. Klepper.

By choosing Thales Sentinel, Eaton has improved their overall processes and are now able to provide more value and flexible pricing for their customers. Mr. Klepper added "We gained flexibility in terms of easily defining the individual functions and features to be activated with a license. We can tailor the product and adjust to market and customer requirements." Eaton can now offer their product in six different base versions with a number of additional options, each with its own price label.

Additionally, Eaton was able to switch from using hardware dongles when licensing their emergency lighting products—a priority from the start of the project.

With Thales Sentinel, Eaton is now able to track licenses in real-time and receive feedback from customers easily and quickly. Coupled with top of-the-line security and protection against piracy, Eaton is confident they have improved the customer experience, are maximizing their revenue by being more flexible in how they package and price their products.

When asked to summarize Eaton's overall experience, Mr. Klepper replied, "With the Thales licensing solution, we can meet our customers' requirements in an increasingly digitalized working environment."

About Eaton

Today, the world runs on critical infrastructure and technology. Planes. Hospitals. Factories. Data centers. Vehicles. The electrical grid. These are things people depend on every day. And the companies behind them depend on us to help solve some of the toughest power management challenges on the planet. At Eaton, we're dedicated to improving people's lives and the environment with power management technologies that are more reliable, efficient, safe and sustainable.

Eaton's electrical business is a global leader with deep regional application expertise in power distribution and circuit protection; power quality, back-up power and energy storage; control and automation; life safety and security; structural solutions; and harsh and hazardous environment solutions. Through end-to-end services, channel and an integrated digital platform and insights, Eaton is powering what matters across industries and around the world, helping customers solve their most critical electrical power management challenges.

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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.

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