THALES

Reduce Operational Costs and Increase Customer Satisfaction with Sentinel Up

Company Profile

A leading device vendor that develops lighting measurement applications for a wide range of industries including aerospace, automotive and commercial lighting.

Business Needs

The company delivers quarterly software updates to end customers. Currently the company has no automated method for delivery of software updates leading to a slow, inefficient manual process and an overall poor customer experience.

Customer Challenges

The current distribution method has a significant negative impact on business performance.

- **Blocked Manual Updates:** Updates are regularly distributed via email or file sharing applications and are regularly blocked by service providers.
- **Costly Update Process:** Company engineers need to deploy updates manually leading to a direct cost of tens of thousands of dollars, and months of engineering time.

- **Lost Development Time:** A significant amount of engineering time is spent on support of updates instead of developing new core features.
- **Poor Customer Experience:** The slow, manual process leads to a poor user experience, a significant decrease in customer satisfaction and a risk of customer churn.

Proposed Solution: Sentinel Up

Thales proposed a Sentinel Up solution that enables the company to automate delivery of software updates, reduce overall cost of operations and improve customer experience. The key features of the Sentinel Up solution include:

- **In-App Updates:** Enables entitled users to gain direct access to all available software updates.
- **Remote Distribution:** Customers download updates via Electronic Software Delivery platform.
- **Automatic Installation:** Eliminates the need for dedicated hands-on support by company engineers.
- **Back-Office Integration:** Ensures that each user gets the right update for the right version and device.

Find Out How Much You Can Save

To build a homegrown software update solution requires in-house technical expertise, time-consuming development and costly on-going support and maintenance resources. To find out how much you can save with Sentinel Up launch our Build Vs Buy Calculator.

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.

Business Objectives

The company identified these key objectives:

- Reduce Cost of Operations: The company seeks to eliminate hands-on dedicated support by engineers and free up resources for core product development.
- Prevent Manual Errors: Sentinel Up will be integrated with back-office systems to ensure correct and accurate distribution of updates.
- Improve Customer Experience: It is expected that electronic distribution and automation of updates will greatly improve the customer experience.

Key Success Criteria

The company expects to achieve these results.

- A significant decrease in support calls.
- An estimated saving of 2.5% in annual revenue and an average of 3 days per month of engineers' time.
- A significant boost in customer satisfaction due to in-app notifications and automation of software updates.
- Ability to leverage real-time data and analysis to improve product related business decisions.

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