

Generating Revenues by Keeping Customers Informed with Sentinel Up

Company Profile

A leading Independent Software Vendor (ISV), based in the United States that develops scientific graphic software for use by geologists and technical engineers.

Business Needs

The company distributes products via various direct and indirect sales channels. However, the company currently does not have direct contact with end users. Even when a direct sale is made, the company only has access to the customer purchasing contact and not the end user. This situation creates lost revenues because product related notifications are sent to the distributor, reseller or the purchaser and often does not reach the actual end user. The company seeks to ensure recurring revenue streams from the sale of renewals and maintenance agreements directly to end users.

Customer Challenges

The company fails to keep customers informed about product updates, renewals and value-added services. The main challenges facing the customers include:

- **Lack of Direct Contact:** All product related information is sent via email to the distributor, reseller or purchaser. However approximately two thirds of these messages “gets lost on the way” and do not reach the end user.
- **No End User Awareness:** In many cases, the actual end user is not aware of any product updates, new feature releases or the availability of value-added services.
- **Risk of Customer Attrition:** Customers do not receive on-going information about product value and usefulness leading to a real risk of customer churn.
- **Revenue Protection:** The company needs a solution to accelerate sales via product updates and ensure recurring revenue streams from the direct sale of maintenance contracts.

Proposed Solution: Sentinel Up

The proposed Sentinel Up solution enables the customer to deliver a complete product life cycle customer experience. With Sentinel UP customers can:

- Reach actual end-users directly via in-app notifications.
- Keep customers up-to-date by pushing regular service packs with feature enhancements and bug fixes.
- Deliver unobtrusive product related information about product value and usefulness.
- Promote value-added support services and maintenance plans.

Cost Effective Deployment

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:

- **Improve Customer Experience:** The company seeks to “keep the customer informed” throughout the entire product life-cycle.
- **Promote Product Value:** The company seeks to deliver useful information to boost actual product usage.
- **Maximize Revenues:** The company seeks to drive the value of maintenance services to protect these revenue streams.
- **Build Customer Loyalty:** The company seeks to strengthen its relationship with end users via direct and regular product updates.