

Caldera Brings Their Service to a New Level with Sentinel

Caldera is a leading producer of professional graphic arts software for print services. With over 30 years of experience and customers across the world, they are considered a pioneer in color management, imaging, and processing solutions for large format peripherals. In 2017, they joined the Dover Group, a global manufacturer of many types of equipment and digital solutions.

The products Caldera software enables have a wide range of applications, from signs and digital graphics to apparel and home décor. They increase the printer's productivity, cut costs, and help them produce vivid, high-quality prints. They specialize in wide-format digital print management, and their software is used by print production operators, or by manufacturers who want to include their software embedded into the products they sell.

As they grew, Caldera realized that their software was particularly valuable. Unique software, such as what Caldera makes, needs effective licensing and protection. That way, Caldera can stay at the top of their industry with confidence and without distraction by something that is not their specialty—licensing.

Initially, Caldera protected their perpetual software licenses using dongle-based licensing hardware. They also had a limited, homegrown system of software licenses to cover trial software.

Over time, Caldera began to realize that their existing software licensing options were not keeping up with their needs, or their customers' demands. Their only option was physical dongles which slowed software delivery time, causing frustrated customers. The hardware was sometimes lost, stolen, or broken. It was also limited and could not license software use on virtual machines—a growing need.

To make matters worse, their software monetization provider informed them that their existing solution was expiring. With such a variety of forces coming together at once, Caldera took the opportunity to seek a new software licensing solution—one that would transform their licensing from a burden to an asset.

They realized they needed to reduce delivery time, and wanted to offer flexibility for their customers, adding features or products to an existing user. Caldera understood that switching software licensing providers and looking for a true partner would better meet the needs of the company and their customers.



Finding the Right Licensing Solution

To find the right solution for their needs, Caldera put together a cross-functional team to run some tests. After defining what they would need from a licensing solution, they installed several different software development kits from various companies. They tried to cover all use cases and examined the potential benefits and limitations of each solution. Based on the results they achieved, Sentinel was the clear winner.

"It was very quick and easy to implement Sentinel; our project team included software developers, engineers and a couple of product managers. The key embedded memory (HL or SL) is particularly helpful for us since we have approximately 2,000 potential variants for some licenses features" said Julien Bussi, Solution Architect at Caldera.



Caldera purchased Sentinel's Entitlement Management System, several thousand hardware dongles and unlimited software licensing hosted in the Thales cloud. Their team noted that Sentinel's turnkey licensing and complete API were critical to them—and that the API was easy enough to integrate without external assistance.

Caldera was able to integrate Sentinel with their homegrown data management solution to easily work with their ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), and other platforms. Sentinel's as-a-service option meant that database size limitations did not hold back Caldera's licensing plans. It also helped to lower the total cost of ownership while providing high availability, integrity, scalability, and automated management operations.

"By integrating Sentinel, we improved the purchase experience and got more accurate licenses that cover more target features. We selected Sentinel because it allows us to scale our revenue without any constraint on the license volumes," explains Julien Bussi, Solution Architect for Caldera. He notes that Caldera's back-office data management system had to be fully integrated with Sentinel to gather data from ERP and CRM platforms. The cloud hosting became obvious and critical for both transaction volume management and SaaS (software as a service) compliance certifications, including GDPR (General Data Protection Regulation), SOC2 and ISO (International Standard Organization) 27001:2013.

Results

Caldera's transition has been a success and is ongoing. While some customers migrated away from dongles right away, over time, customers have mostly selected software-based licensing. How fast this shift happens depends on the market, and with Sentinel, Caldera has the freedom to offer multiple options to their customers. As Mr. Bussi noted, "from the moment we switched to Sentinel, we were able to sell more."

They have also been able to build business intelligence on top of Sentinel technology, enabling them to make data-driven decisions about their product roadmap. Caldera supports more than 1,600 different printer models, so knowing which direction to invest in is critical for their success.

Over time, Caldera has also built strong relationships with the Sentinel team. "We enjoyed excellent contact with our sales representatives, who always defend our interests after sale, follow our technical issues, and even follow up regularly without trying to upsell us. This is a huge upgrade to our customers' user experience," says Julien Bussi.

No transformation project is ever simple, but with Sentinel as their partner, Caldera is a more successful business with better ways to sell their software.

About Caldera

Caldera is one of the world's leading developers of professional graphic arts software. Based in Strasbourg, France, their suite of award-winning print workflow programs provides color management, imaging, and processing solutions to professional print services throughout the world.

About Sentinel

Sentinel is the leading global brand for software licensing, delivery, and protection. Our solutions help customers generate new revenue streams, improve operational efficiency, increase customer satisfaction, and gain valuable business insights.