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Building a future we can all trust

# IoT Building Manufacturer Accelerates Software-Driven Growth

For over 50 years, DEOS has been a leading manufacturer of building automation systems. They create sustainable products and solutions that combine heating, ventilation, air conditioning, and lighting into efficient IoT-powered system.

DEOS manufactures effective, reliable, and innovative control systems, and they work together with users to ensure smooth planning and implementation. Their loyal customer base of builders, planners, and building operators chooses to work with them because they know they will receive top-quality intelligent products and unbeatable customer service.

To that end, in addition to manufacturing building automation systems, DEOS also offers high-end plant-programing software. With the software, users can program a site's entire building automation system to map functions and maximize productivity. An extensive library of prefabricated system graphics makes programing buildings safe, fast, and convenient.

## Lots of Pain Points, One Source

It did not take long for DEOS' software to make a positive impact on the industry. The software was easy to use and effective – saving users both time and money. Yet DEOS was aware of the dangers of complacency. For years, the company grew because it successfully adapted to market demands and emergent technology. To keep

their software relevant, DEOS knew they needed to evolve. Their goal was to create software solutions that would propel them into a future of software-led revenue models.

As DEOS looked to advance their software, they charted several pain points. On the customer end, customers wanted to download the software immediately, but DEOS was physically shipping software to customers using hardware dongles. On the business end, there was demand for a usage-based pricing models, but their disconnected environment couldn't support a user centric approach. They also wanted to create pricing tiers by locking certain features and, but they did not have adequate cataloging capabilities. Finally, DEOS was intent on making data-driven business decisions, but their current their software had no way of sending post-sale usage data back to the company.

For each of their challenges, DEOS was able to trace the pain back to their outdated licensing and entitlement platform. Their software was advanced, but the infrastructure they relied on to configure and deliver their software was desperately lacking. It was time for a refresh.

## For a Rigorous Solution, Outsource to Experts

To achieve their business goals, DEOS knew they had to address the gaps created by their outdated licensing and entitlement systems.

When DEOS first began exploring options, they assumed building their own cloud-based licensing and entitlements system made the

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– Thorsten Javernik, Executive Board member and the IT Manager, DEOS.

most sense. They figured their own engineers were best suited to build a licensing and entitlement platform that would provide them with a bespoke experience. Luckily, before they started to build, they invested time researching their options. Their diligent efforts produced a clear outcome: building a platform on their own would be arduous and inefficient. It made more sense to partner with licensing and entitlement experts like Thales Sentinel.

Thorsten Javernik, a member of the executive board and the IT Manager, was the champion for the new agile licensing and entitlement system. Despite initially thinking that they would stay in-house, Javernik explained that "DEOS chose Sentinel as an industrial solution once we realized that our core competency isn't in the development of license solutions." They recognized that the benefits outsourcing to a team with decades of experience made more sense than building their own.

Mr. Javernik explained another reason partnering with Thales made sense: a homegrown system was bound to become brittle quickly. As he put it, "a solution developed in-house would have meant continuous maintenance and further development. We wouldn't have been able to achieve that in the long term."

## Infrastructure Re-alignment Enables End-to-End Transformation

Thales Sentinel has a rich history of empowering companies that are transitioning from hardware licensing to cloud software services. Within months after rolling out the Sentinel platform, DEOS was able to implement a new system for configuring, segmenting, and delivering their software.

The cumbersome and wasteful dongles are gone. Instead, customers can buy the software online and instantly download the offering to their local devices. With the change to the entitlement and licensing infrastructure, DEOS can segment and catalogue their products. They can easily adjust who can access their software and when, without altering code. DEOS is also able to test new business models with user-based licensing. In the future, they plan to monetize even more features, create cloud-based offerings, and manage entitlements to create recurring revenue.

DEOS successfully addressed the gaps created by outdated licensing and entitlements. Doing so allowed them to achieve their short-term goals and set the stage for even more growth in the years to come.

## Challenges:
- Meeting the needs of customers with a natural evolution to cloud services
- Collecting usage data to use for intelligent business decisions
- Creating feature-based product packages that support innovative business models

## Solution:
- Sentinel LDK
- Sentinel CL

## Result:
- Easier purchasing experience lead to increased customer satisfaction
- Free-flow of data from the customer to the company, and vice versa
- Ability to test new business modes and grow software revenue

## 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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