THALES
Building a future we can all trust

Sentinel Accelerates Scaling of Lunit's AI Cancer Detection

Cancer and software are two subjects that are rarely discussed in the same conversation. Prepare for an unusual story.

Korean tech company Lunit has effectively harnessed the power of AI software to detect early-stage cancers. Thanks to early detection, the Lunit AI enables timely management that can increase the chance of survival.

This leap is nothing short of revolutionary. With Lunit, 50% more patients can be screened earlier, and 50% more patients are eligible for immunotherapy. The result is that more people survive a cancer diagnosis: early diagnosis for breast cancer increases survival 1.4x, while early detection of lung cancer increases survival rate by 4.3x. What's more, Lunit's mission is to provide cancer care for all. Technology used to detect cancer is expensive and can be cost prohibitive. Thanks to innovative technology and their flexible subscription-based pricing, Lunit is changing the facts on the ground.

The dramatic success of Lunit AI is making waves across the world. More and more hospitals and clients are starting to implement Lunit technology in their screening process. The World Health Organization (WHO) tapped Lunit as the exclusive artificial intelligence software for screening tuberculosis.

Lunit is powerfully positioned at the cusp of the AI revolution. The medical world is embracing the power of AI to deliver better patient results, and Lunit is expecting to experience significant growth.

> " Our hospital is overflowing with patients, while the number of radiologists remains low. Lunit... is providing great help, especially for [prioritizing] patient triage and monitoring."
>
> – Brazil Prevent Senior Hospital
>   Dr. Fabrício Próspero Machado

Lunit®

The Challenges

Provide product at different price points while maintaining production in the highly regulated medical device market

As a provider of medical software, Lunit faced challenges beyond most other software companies. Software used in the medical industry is highly regulated and requires specific protection to meet anti-tampering requirements. That is on top of the business case for securing the valuable intellectual property from being reverse engineered.

Additionally, Lunit needed to provide a user-friendly interface for clinicians all over the world who utilize the platform in a variety of cloud environments. Like any company who wants to go to market effectively and efficiently, Lunit wanted to avoid creating multiple versions of their solutions to account for the different deployments. They not only wanted to "meet their customers where they lived" on the cloud, they wanted to meet them where their budget would allow. Hence the drive to offer customized per-use and subscription payment models. Offering their solution in this way meant that physicians could utilize the features they needed without paying for those they do not.

The final challenge Lunit faced was how to sell through partner channels in a way that communication and data flow remains seamless. Being a step removed from the end user could be a tricky situation for an AI platform.

A Quick Look at Lunit's Challenges

- Highly regulated medical field
- Need for IP protection
- Many deployment environments
- Desire for flexible pricing and packaging
- Sales through partner channels

The Solution

A software licensing and entitlement system successfully helped Lunit overcome their challenges

Lunit took the unusual step of instituting a software licensing and entitlements program from the time they launched. Most companies don't even consider such a move until they are struggling with IP security, scaling, or trying to remain current in the ever-changing marketplace. But the leadership at Lunit foresaw the need for a robust licensing and entitlement system that could scale with them as they grew.

Customers also embedded Lunit's software in medical devices and used it in various cloud environments. Those created different demands on the licensing and entitlement provisioning that Thales SM's Sentinel Platform was able to address.

Q: What advice would you give to companies struggling with software licensing and entitlement management?

A: You must consider using a professional software license management solution. It is important to find a provider with the technology that offers protection while supporting various development and distribution environments, so that continuous management and protection is possible even in a business environment that extends to the cloud. These professional solutions enable your in-house developers and engineers to fully utilize their capabilities and focus on developing your core technologies. This approach will help your business grow in a stable and healthy way.

— Minhong Jang, Lunit Founder and CBO (Chief Business Officer)

> " A solution that supports the needs of various environments, continuous entitlement management, strong security, and ease of use was what we required of our Software Licensing and Entitlement provider."
>
> – Sunggyun Park, Lunit CPO (Chief Product Officer)

The Results

As a fast-growing medical AI company, Lunit prevented numerous challenges by implementing the Sentinel Platform's Licensing Delivery Kit (LDK).

From a security standpoint, Sentinel provides the highest level of encryption and hacking prevention while ensuring regulatory compliance. With Sentinel, Lunit can ensure that their software is tamper-proof, which is vital both in terms of business ethics and regulatory compliance.

From a business perspective, Sentinel allows Lunit to introduce new products and to package features easily and quickly **without additional engineering**. Plus, the license agreement execution and product/function and features can be controlled by managing distributed software licenses. With Sentinel, Lunit offers customers flexible software packages corresponding to their diagnostic needs.

Lunit also uses Sentinel's solutions to offer an accessible free trial. Easy access to the software which provides first-hand experience with the powerful impact Lunit's software can have on diagnoses. At the same time, offering a free trial is a technical challenge that requires separate, highly secure, tamper-proof licensing.

Finally, Sentinel gives Lunit the ability to monitor and analyze usage data both through direct distribution and through partner channels, a critical capability that sets Sentinel apart from its competition.

> " Since Thales has experience in supplying solutions to customers of all sizes in all industries around the world, it was able to flexibly support even Lunit's unique business model."
>
> – Minhong Jang, Lunit CBO (Chief Business Officer)

What's Next for Lunit

When Lunit went public, sales dramatically increased, putting pressure on their systems and their management team. To keep up with the pace and maintain excellent customer service, Lunit needed to automate to scale.

Thales Software Monetization stands ready to help with the tools to automate licensing and provisioning and seamlessly link their licenses to their CRM/ERP systems (Sentinel Connect). Additionally, Lunit is working with partners around the world, each with different deployment environments. In the next stage of their growth, they will add a partner portal to automate the issuance of licenses by partners, streamline processes, and prevent manual mistakes. This step will also make it easier for global customers and partners to use Lunit software.

Thales Software Monetization is proud to play a role in Lunit's success in early diagnostics of cancer and other life-threatening illnesses. The experience with this beacon of innovation illustrates how Thales Software Monetization empowers people and enables companies to unlock the full value of their software. Thales SM is dedicated to ensuring customers drive innovation and create new revenue opportunities.

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.

About Thales

As the global leader in data security, Thales helps the most trusted brands and organizations around the world protect their most sensitive data and software, secure the cloud, provide seamless digital experiences, and achieve compliance through our industry-leading data encryption, identity and access management, and software licensing solutions.

" With Thales' active technical support, Lunit was able to safely support customers while protecting profitability. Lunit's main customers— medical institutions and global medical equipment companies— require various types of license models, and Sentinel was able to issue and efficiently manage licenses that meet customer needs. I think I would have had a lot of trouble if I hadn't used Sentinel."

– Sunggyun Park, Lunit CPO