

Vaxtor Increases Revenue and Improves Customer Satisfaction by Migrating to a Software-Based Licensing Approach

Vaxtor Recognition Technologies are specialists in license plate recognition. They specialize in Optical Character Recognition (OCR) technology, which is widely recognized as one of the most advanced in the industry. Vaxtor delivers high-performance real-time Automatic License Plate (ALPR) and other OCR solutions to a variety of sectors, from parking and security to law enforcement, smart cities, and more.

Vaxtor products solve real-world problems with world-class technology. Their software is embedded in devices such as cameras, scanners, PC-based platforms, and mobile devices. Reliability, flexibility, and ease of implementation are the hallmark of all Vaxtor products. They successfully integrate next-generation technology with real-time reporting and superior customer service to bring sought after solutions to an evolving market.

The Challenge

Vaxtor has a long history of developing all of their OCR products in-house and licensing them with hardware dongles. But more recently, they began implementing their OCR products within several global camera brands, including Axis, Mobotix, and Hawha, where the cameras are built in factories around the world.

Developing a process for handling, programming, and shipping hardware keys in a global economy proved to be challenging. To add even more complexity, hardware keys weren't applicable in the context of app store-based software and just-in-time licensing. To retain their competitive advantage, Vaxtor had to transition to a pure software-based licensing implementation.

As a company, Vaxtor recognizes the importance of a positive customer experience, and the impact on that experience from delays in getting customers up and running quickly. The company's business objectives stress the importance of retaining and growing existing customers, which is only possible if customers have a positive experience using a company's products, enhanced by quick and smooth onboarding.

The Solution

For years, Vaxtor collaborated with Thales for software licensing technology implemented through hardware keys. As Vaxtor looked to digitalize its licensing technology, it was only natural that they wanted to expand the partnership with Thales. Working with Thales' Sentinel, Vaxtor was able to avoid the complicated and time-consuming processes of stripping out old technology and starting from scratch.



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– José Ignacio García López, Software Development Director

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– Jason Cook, International Business Development Director

Creating a single, common implementation on both older and more modern technology was critical for Vaxtor. As Software Development Director, José Ignacio García López, put it: "Only Sentinel offered us cross platform support, along with the ability to support both hardware and software license keys." He went on to say that Thales' Sentinel also provided "the flexibility we needed in how we could support trial, production and multi-activation licenses." In the end, Vaxtor was able to migrate to a more flexible and scalable software-based solution while maintaining compatibility with existing hardware dongles, providing customers with choices to best meet their needs.

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The Implementation and Result

Vaxtor integrated Thales' Sentinel, without any major concerns or problems, despite the need for cross platform support. It took Vaxtor less than two weeks to integrate Thales' Sentinel into their libraries. Mr. García said, "Being able to embed part of the library as static objects inside our solutions on multiple platforms was a big plus for us. Since the core of our solutions are multiplatform and completely portable, being able to port the licensing system without changing a single line of code was a huge help implementing the solution."

With Thales' Sentinel now rolled out across all Vaxtor software products, the company is taking full advantage of the benefits that have been enabled by the Sentinel solution. Jason Cook, International Business Development Director at Vaxtor explains that "multiple personnel within the company in different regions are now able to log in to the system via our VPN and generate licenses to fulfill orders." Vaxtor customers receive an email on license production, which they can then activate via a customer-facing portal. In parallel, Vaxtor staff are notified automatically every time a customer activates a license.

According to Mr. Cook, "Sentinel is essential in protecting our product lines and customer experience. The new flexibility we have with licensing options along with the automated notifications have enabled rapid customer engagement, which is crucial to us. This has had a significant positive effect on ensuring return and repeat business."

Vaxtor has built its reputation around stellar customer service, and with software-based licensing, they continue to offer that high level of service. In the words of Mr. Cook, "Sentinel provides... flexible and in depth licensing services that...meet the needs of our varied, diverse, customer base. The speed and ease of licensing management has helped to maintain Vaxtor's impressive reputation of outstanding customer service."

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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 that 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.