

Virtual Lighting Planner DIALux Monetizes Software, Integrates with Billwerk Using Thales Sentinel

DIALux is a world leader in smart building lighting design software, founded in 1989. Architects, designers, and electrical engineers worldwide use DIALux to formulate virtual lighting plans from nearly 200 lighting manufacturers. Available in 25 languages, over 750,000 professionals use DIALux, positioning it as top-of-mind for smart and energy-efficient building software.

DIALux is produced by the German company DIAL GmbH. Their initial business model was to charge a membership fee from the lighting product manufacturers whose products are showcased on their site, and users enjoyed DIALux as a freemium. Over time, DIAL sought to add a revenue stream from the user end as well instead of only offering a freemium. To do so, they chose to offer a premium upgrade called DIALux Pro which users would pay for monthly. At this point, they turned to Thales to bolster their monetization system.

The Need

DIALux chose Thales Sentinel as its software monetization platform because it addressed their desires, as follows:

1) User Self-Service Portal. To scale DIALux Pro, DIAL needed a flexible, self-service subscription, including a licensing and entitlement solution. They wanted DIALux users to be able to upgrade from the freemium package to the monthly Pro subscription instantly via the DIALux website or DIALux app, or cancel any time.

2) Billwerk Integration. DIALux needed a solution that could integrate with their billing platform, Billwerk (commonly used by German companies) to process recurring payments from anywhere worldwide. They needed Billwerk payments to trigger user access to the Pro package features, versus the basic features in the free version.

3) Security. DIALux had no system in place to tackle software piracy risk nor protect its IP.

DIALux

Solutions

Using the Thales Sentinel Platform, DIAL accomplished their goals, as follows:

- **Enhanced customer experience.** Sentinel RMS (Rights Management Services) enabled users to seamlessly upgrade to a Pro subscription and access its features via a self-service portal web frontend. They can register for an account, choose a monthly Pro subscription, manage feature licensing, and cancel after any month.
- **Facilitated easy billing.** Payments were streamlined easily with Billwerk, an official Thales Software Monetization Technical Partner. Sentinel EMS (Entitlement Management Services) allowed for recurring subscription payments processed via Billwerk and its natively integrated payment service provider. Incoming payments are reported to their system from Billwerk via a webhook that correlates the payment with existing entitlements to extend their usage, or issues new entitlements when users choose to add them.
- **Encrypted the code.** Sentinel LDK Envelope protects the DIALux software's unique, proprietary intellectual property and blocks software piracy.



“Sentinel gave us the option to offer our customers additional functionality that can be ordered fast and flexibly. Due to Thales’ great support, we quickly learned how to use the system and got things up and running in a timely way.”

– Thorsten Kock, Software Development Business Unit Manager

Results

Throughout the process, Thales was DIAL’s partner for implementing and deploying Sentinel, and they continue to provide their signature support. Implementation took only nine months, at which point DIALux published their first version of monetizing, scalable software.

Sentinel capabilities also serve as a catalyst for DIAL to expand customer-centric Cloud-based services such as job and support boards for the lighting design industry community.

Moving forward, DIAL plans to strategically determine additional feature development, and in doing so will take advantage of Sentinel’s breadth of business models to enable continued growth.

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

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.

