THALES

Building a future we can all trust

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, energy-efficient building software.

DIALux is produced by the German company DIAL GmbH. Initially, they charged lighting manufacturers that were showcased on their website, while users enjoyed DIALux as a freemium. Over time, DIAL sought to add a revenue stream from the users with a premium upgrade called DIALux Pro which users would pay for monthly. That's when they turned to Thales to bolster their software licensing capabilities.

The Need

DIALux chose Thales Sentinel as their licensing and entitlements platform because it addressed their three critical needs:

1) User Self-Service Portal. To scale DIALux Pro, DIAL needed a flexible, self-service subscription, with a streamlined licensing process. They wanted users to be able to upgrade from the freemium package to the monthly Pro package or to cancel their subscription instantly via the DIALux website or DIALux app.

2) Billwerk Integration. DIALux required a solution that could integrate with their billing platform. They use Billwerk, a popular

German system, to process recurring payments received across the globe. Once payment for the upgrade is registered in Billwerk, Sentinel is able to trigger customer access to the enhanced features in the Pro package.
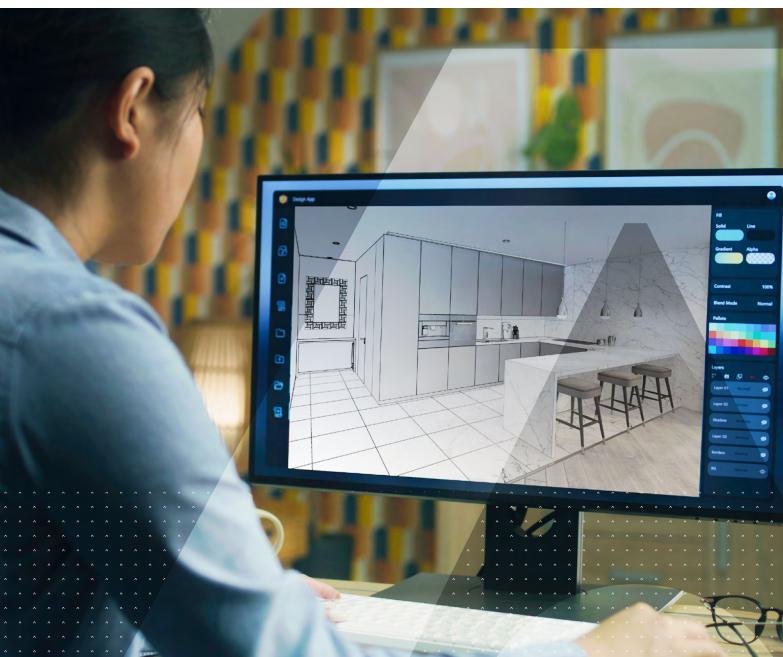
3) Security. DIALux software is valuable IP. They needed a way to prevent piracy and ensure there was no misuse or overuse of licenses.

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 interface. Now they can register for an account, upgrade to a monthly Pro subscription, and cancel on their own. The automation makes it accessible for the customer with no fulfillment labor costs for Dial.

- **Facilitated easy billing.** Sentinel EMS (Entitlement Management System) allows for recurring subscription payments processed via Billwerk and its natively integrated payment service provider. Sentinel EMS integrates with many systems. However, since Billwerk is a Thales Technical Partner, it just required a webhook to correlate the incoming payment with existing entitlements in order to issue the new entitlements.

- **Encrypted the code.** As a complete licensing and entitlement platform, Sentinel was also able to meet DIALux's security needs with the LDK Envelope solution. Envelope is backed by Thales' dedicated Advanced Security group to offer debugging and disassembly protection, complete application encryption, and runtime decryption, all with the simplicity of a few mouse clicks.

About Sentinel

Sentinel is the leading platform 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.

Results

Thales experts were there for Dial throughout the Sentinel implementation and deployment process. Now that Dial has successfully monetized and scaled their software, Thales continues to support revenue growth opportunities with our signature partnership approach.

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 take advantage of Sentinel's capabilities in order to offer new business models and to further develop value-added features for continued growth.

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.

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