# Alchera, an AI Image Recognition Company, Improves Profits with License Management Solution Sentinel

A translation of a Datanet article, November 13, 2023

THALES

Building a future we can all trust

IT·정·보·마·당
DATANET

Young-kyu Hwang (left), CEO of Alchera, and Damien Bullot, vice president of Sentinel business development for Thales.

Alchera is a fast-growing AI-based image recognition company founded in 2016 that successfully attracted a total of 27 billion in investments and was listed on KOSDAQ in 2020. In the National Institute of Standards and Technology Face Recognition Vendor Test (NIST FRVT), it proved its high technology with 99.99% accuracy within one second. Alchera's AI technology has been applied to 350 million cameras around the world, and it has the world's top-ranked image recognition AI technology.

Hwang Young-kyu, CEO of Alchera, said, "Alchera is focusing on the use of AI technology and the creation of new possibilities to realize a safe world. To this end, Alchera develops innovative solutions in various industries with a focus on AI technology and safety, security, and environmental protection, and pursues social value creation and corporate growth."

## Establish Various Use Cases and Continue to Grow

Alchera's core competitiveness is its image recognition AI technology, SMART VIEWING, which is installed in face recognition, behavior analysis, and anomaly analysis solutions, and has seen success in a variety of fields such as finance, security, and environment.

Alchera's core technology is not only provided directly to customers, but also provided to partners as an SDK, and using APIs, its AI technology can be embedded in other applications. In particular - starting in 2023 - it is supplying non-face-to-face identity authentication AI solutions to the first financial sector and fintech companies and expanding the application cases of AI services for face authentication and identification of authenticity and copy of ID cards.

After a short period of rapid growth, Alchera faced significant challenges in managing the software licenses it issued to its customers and partners. Alchera had developed a license management product, but as it secured a large number of customers, it felt limited by its homegrown solution.

When delivering products according to customer environments, developers had to be supported to set policies on the license duration and scope of each product, and the workload of licensing personnel increased, taking them away from their core engineering roles.

CEO Hwang said, "Alchera's core competitiveness is trust. For product license management, it is necessary to maintain a high level of trust to ensure a stable customer base. License management not only directly impacts Alchera's bottom line, but also our relationships with our customers and partners. We needed a license management solution that was optimized for our customers' needs."



" Thales Sentinel is an excellent solution that satisfies all the needs of Alchera and its customers. In the future, we will integrate Alchera's internal back office with Sentinel, to improve license management, protection, and customer support."

– **Young-kyu Hwang, CEO of Alchera**

## Flexible License Management In Large, Complex Environments

In 2020, Alchera introduced the Thales' Sentinel software monetization solution to understand the licensing of Android devices and the quantity of facial recognition SDKs supplied to partners. With the renewal of the contract in September 2023, the company additionally introduced EMSaaS, a managed service provided by Thales, to increase customer satisfaction, internal operational efficiency, and gain business insights through an improved license certification process.

"When we were considering adopting a license management solution, the most important thing we considered was flexibility and stability that could be immediately applied to large-scale complex customer environments. Thales Sentinel has been a proven solution that has been delivered to the largest number of customers in the world for a long time, and in addition to license management, we evaluated it as a solution that can further improve Alchera's bottom line by providing data-driven business insights to enhance customer convenience."

Sentinel is a solution that provides licensing, distribution, and protection technologies to prevent unauthorized use and distribution of software, and to protect developers' revenue and trade secrets by preventing the threat of reverse engineering and piracy. Delivered to more than 10,000 global customers in more than 100 countries, Sentinel solutions provide license management, rights management, software packaging and pricing, technology usage tracking, reporting, and more. In addition, Thales' 30+ years of experience and the support of Sentinel's software monetization organization, which consists of 450 experts in 20 countries, also increase Sentinel's competitiveness.

Damien Bullot, VP of Business Development for Thales Sentinel, said, "Sentinel enables developers to securely deploy applications through software security and licensing management, gain visibility into their users, and enforce licensing terms and conditions to prevent unauthorized use and distribution.

"With Sentinel, developers can offer a variety of licensing models and flexibly price and package their products, creating new revenue opportunities and improving customer satisfaction. By integrating with the back office and automating licensing, we can also reduce operating costs and administrative work."

## Support for Customer-Specific Licensing Policies

One of the advantages of Sentinel is that it is possible to set a license that meets the customer's requirements. License terms such as yearly, monthly, quarterly, and half-yearly can be adjusted, and a model that can be deployed in any environment such as on-premise, cloud-based, or both (hybrid) is provided. You can also charge based on usage, number of employees, number of certifications, etc.

For example, a customer who adopts a facial recognition solution can charge based on the actual number of authentications, or charge based on the total number of employees. Since it is easy to create and automatically deploy the licensing model that customers want, customers can easily introduce the face recognition solution, which can greatly expand Alchera's customer base.

Thales offers Sentinel EMS with an optional Pulse feature that provides intelligence about its customers. Pulse, which was officially announced in September 2023, analyzes customers' usage patterns to visualize whether they are using the product's functions properly.

If a customer purchases 10 licenses, but only uses 2 and does not realize that the other 8 have been purchased, the developer will notify the customer and determine if they have any difficulties with the product and if they need further assistance. In doing so, you can find out if a license is expiring or needs expanded functionality, and you can offer customers an improved alternative to open additional sales opportunities.

"Sentinel Pulse can help software vendors get the most out of their customers' products and get the most out of their investments. In the process, we can expect additional sales, increased customer satisfaction, and to maintain lasting customer relationships."



" Thales is already helping globally competitive AI companies improve their profitability, and we can confidently say that Alchera is one of them. I hope that Sentinel will also help other Korean companies grow."

**– Damien Bullot, Vice President of Business Development, Thales' Software Monetization**

## Increasing the Convenience of Overseas Customers and Expanding Opportunities for Global Expansion

Alchera is also accelerating its overseas market, development with its branches in the U.S. and Vietnam and believes that the Sentinel solution will further increase its global customer accessibility. Sentinel, which supports license issuance and permission management through the cloud, as well as security and customer adoption effectiveness, can increase customer satisfaction.

If Sentinel hadn't been introduced, it would have been necessary to develop a homegrown, separate licensing platform that would meet the customer's desired package and billing criteria. Alchera's core competitiveness, AI technology, and the investment of developers' resources in additional tasks cannot be said to be an effective policy in terms of human resource management. In addition, to meet the demanding customer demands of multi-hybrid environments, developers with relevant expertise are required, and it is not easy to hire professional developers.

Alchera CEO Hwang continued: "Alchera is growing rapidly by securing many customers not only in Korea but also overseas. Customer satisfaction and trust need to be increased for higher growth, and license management and protection automation technologies are needed. Sentinel is essential because overseas customers want to improve the convenience of issuing and managing licenses directly," he said, adding, "In the future, we will link Sentinel with Alchera's internal back office and further improve license management, protection, and customer support."

"We are proud to know that Sentinel has helped Alchera grow with its outstanding AI technology. Thales is already helping globally competitive AI companies improve profitability. Alchera, a fast-growing Korean AI technology company, is also one of the success stories that we can confidently unveil," added Bullot.

"Sentinel can easily implement multiple packages without the help of engineering, which can improve the profitability of technology companies and create new customer acquisition opportunities by supporting licensing policies for customized packages," Bullot said. In addition, Sentinel analyzes and provides real-world data from customers to help technology companies improve their products, better support customers, and have upsell opportunities. I hope that many companies in Korea will be able to grow together with Sentinel."

## About Thales

Today's businesses and governments depend on the cloud, data and software to deliver trusted digital services. That is why the most recognized brands and organizations around the world, rely on Thales to help them protect sensitive information and software wherever it is created, stored or accessed – from the cloud and data centers to devices and across networks. As the global leader in data security, identity & access management, and software licensing, our solutions enable organizations to move to the cloud securely, achieve compliance with confidence, create more value from their software and deliver seamless digital experiences for millions of consumers every day.



cpl.thalesgroup.com