# AI-Based Neural Labs Raises Revenue, Migrates to SaaS with Thales Sentinel

The Smart City Traffic Safety Software Producer Has Used Sentinel Licensing Since 2003

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Neural Labs, founded in 2003 in Barcelona, Spain, initially developed specialized software for license plate scanning and video analysis. Today, their technology extends way beyond license plates to AI-based Intelligent Transportation Systems, or ITS, for smart cities, enabling safer and more secure, efficient, and practical solutions for vehicle access control and logistical planning. For example, Neural Labs calculates average speeds and travel times between destination points and detects traffic jams based on vehicle counts of any transport mode, such as cars, motorcycles, trucks, bicycles, and electric scooters.

The "neural" aspect of their company name refers to the technology they employed since their inception two decades ago. They develop applications based on neural networks, whereby deep learning (a subfield of machine learning, itself a subset of AI) uses interconnected nodes or neurons in a layered structure that resembles the human brain.

Neural Labs realized early on that a homegrown software licensing solution was not efficient. From the beginning, they chose Sentinel as their platform for security, and they have not looked back since. Starting with hardware key licenses (dongles), Neural Labs later migrated to software licensing with Sentinel SL and are now moving to full digital transformation by implementing a SaaS model with Sentinel CL - cloud licensing.

## Security

For over two decades, Neural Labs remained a loyal Sentinel customer for all software licensing, primarily for software protection as well as activation control for OEM (original equipment manufacturer) products that have video cameras. These products are then resold by other brands. Neural Labs explains how their customers' high confidence in Sentinel's security has played a vital role in the company's expansion. "We knew the expert protection of Sentinel against software piracy was essential for our success. If our software could be easily copied, our future would be in question," explains Neural Labs CEO, Elias Valcarcel, adding that Thales "always had a software protection solution – even for all of our integration needs."

## Streamlining

Neural Labs also depends on Sentinel's streamlined integrations and flexible configurations. "One major benefit is that Thales allowed us to evolve at our own pace and was always able to meet our needs at the time. Thales supported all the platforms we have been using over the years: Windows, Linux, ARM, Virtual Machine, Microsoft Dynamics, and now cloud, to name a few.

Agile licensing is also key. "A flexible licensing system like Sentinel offers a unique commercial solution. It automates the creation and issuance of a license and reduces significant costs, helping us to focus on our customers and the value of our software against competitors," boasts Valcarcel. "Over the years, we automated more processes using Sentinel's APIs."

The Neural Labs development team found it easy to implement software licenses because the Sentinel Toolkit was "easy to handle." Thales' Sentinel support worked with their team to set up their software-based licensing models in a short amount of time, and specifically "helped us manage our API processes," praised Valcarcel.

"Thales always work with us, hand in hand, with reliable and stable support over all these years. Whenever a problem arises, Sentinel has always been there to help us determine the best solutions. Thales has never left our side, providing a soft transition to every new and improved platform or product. For an 18-year-old software company like Neural Labs, this has been a key factor in our success. With Thales, we are never alone," expresses Valcarcel.

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> **– Elias Valcarcel, Neural Labs CEO**

## Results

Over the last three years, Neural Labs increased revenue by nearly 25%. They know that Sentinel helped facilitate this increase partly by protecting their software from revenue leakage with unauthorized use.

In recent years, Neural Labs began a new era of digital transformation with Thales Sentinel LDK SaaS managed service. With this latest licensing iteration, they can deploy and update licenses from any location for their entire product and growing sales teams.

Neural Labs sees their expansion, particularly in LATAM, combined with Sentinel's cloud licensing and SaaS capabilities as the keys to achieving their goal.

Neural Labs is well on their way to becoming a SaaS company and sees Sentinel and its hosted cloud license (CL Service) as the best-in-breed for their needs. They are working with Sentinel's technical support teams to prepare their software and improve their catalog so that 100% will be offered on the cloud.

## 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.

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