



CASE STUDY

# Cadac Group Cuts Operational Expenses & Gains Licensing Flexibility with Gemalto Sentinel

Cadac Group was feeling the pain of using three different licensing platforms for its software product lines. High operational costs and inflexibility hampered its ability to respond to customer and market needs. With a mix of SaaS and traditional software, the company sought to replace its disparate licensing platforms with a single licensing solution that would support all of its product lines and provide the flexibility to creatively bundle features and price its software according to how its customers wanted to buy. After evaluating a number of licensing solutions, Cadac Group chose Gemalto’s Sentinel EMS with Cloud Licensing and is now reaping the rewards.

**Background**

Cadac Group is a leading provider of solutions to create, manage and share digital design information. The company also develops independent software for improving and optimizing design processes, document management, and project communication. Cadac Organice Suite is the leading engineering collaboration solution, based on Microsoft SharePoint and Autodesk Vault – making collaborating on multidisciplinary projects easier than ever. Cadac TheModus Suite is a cloud-based platform for the AEC (architectural, engineering, construction) industry using Autodesk Revit. Cadac NXTdim is a productivity and configuration tool for Autodesk Inventor.

**Challenge**

- > Multiple Licensing Systems
- > Inability to Adapt to Customer/Market Needs

**Solution**

- > Sentinel EMS w/ Cloud Licensing
- > Sentinel Licensing Integrated w/CRM

**Results**

- > One Licensing Platform for On-Premise & Service-based Products
- > Easily Adapt Products to Customer/Market Needs
- > Usage Tracking & Analytics for Improved Business Intelligence
- > Reduced Operational Costs for Improved Profits

## Business Challenges

Cadac Group was feeling the pain of using three different licensing platforms for its software product lines. High operational costs and licensing inflexibility hampered its ability to respond to customer and market needs.

"We don't believe that there is a 'one size fits all' licensing approach," explained Paul Smeets, Chief Technology Officer for Cadac Group. "We need to be flexible in terms of how we assemble our software components into solutions for our customers and in how we choose to align our software pricing with the business challenges of our customers. The return on investment is different for every solution and we needed a licensing and pricing model that we could easily adapt."

## The Solution

Cadac Group wanted a single licensing platform to support its cloud-based solutions and its traditional software applications. The company initially considered developing a licensing solution in-house but quickly realized that without licensing expertise, it made more sense to standardize on a commercial licensing solution. Cadac assembled a team, which evaluated Flexera, Inishtech, and Gemalto Sentinel.

"Gemalto has a mature product line and a solid reputation. We already used Sentinel RMS technology in some of our products and based on that experience and the great story around Sentinel EMS and Cloud Licensing, the choice was easy," stated Paul Smeets. "The hardest part was to come up with a clear product definition from our product managers. In a workshop run by Gemalto's Professional Service people that included all stakeholders, we were able to align our requirements with the Sentinel technology. After that, it was easy to implement Sentinel EMS and Cloud Licensing with our products."

Using Sentinel EMS with Cloud Licensing, Cadac engineering built an easy to integrate SDK on top of the Sentinel Cloud SDK, which it is using to support its web-based solutions as well as its traditional Windows client applications. "This allowed us to replace the existing licensing technology within days," remarked Paul Smeets.

"Sentinel is now helping us gather usage data, which will help us build a product roadmap closely aligned with our customers' needs".

Paul Smeets, Chief Technology Officer for Cadac Group

## The Results

Sentinel EMS with Cloud Licensing has allowed Cadac to standardize on one licensing technology for all of its software products; whether offered as a service-based subscription or perpetually licensed for on-premises use.

"Sentinel allows us to integrate the licensing process with our CRM system. It has provided the flexibility to assemble features into products and makes it easy to adapt our pricing to align with our customers' business cases," said Paul Smeets. "In addition, Sentinel is now helping us gather usage data, which will help us build a product roadmap closely aligned with our customers' needs."

When asked about plans for the future, Paul Smeets replied, "Gemalto was very responsive and listened well during the presales phase and the support we've received since going live is very good. We look forward to migrating all of our products to Sentinel Cloud Licensing."

## About Cadac Group

For almost three decades, Cadac Group helped clients create, manage, and share digital information so they can design and implement their projects more efficiently. Our solutions simplify complicated design processes in the construction, engineering, and manufacturing industries. We are one of the most respected resellers of Autodesk products in the world. Yet we are much more than an Autodesk vendor. We take Autodesk to the next level, creating fully robust BIM, Product Data Management, and Microsoft SharePoint based Engineering Collaboration solutions through our add-on product suites: Cadac Organice Suite, Cadac NXTdim Suite, and Cadac TheModus Suite, and related applications. For more information, visit: [www.cadac.com](http://www.cadac.com)

## About Gemalto Sentinel

Gemalto, through its acquisition of SafeNet, is the market-leading provider of software licensing and entitlement management solutions for on-premises, embedded, and cloud-based software vendors. Gemalto Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions. For more information, visit: [www.safenet-inc.com/software-monetization-solutions](http://www.safenet-inc.com/software-monetization-solutions)

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