



CASE STUDY

Apollo Communications Protects its Intellectual Property and Enforces Software Licensing with Gemalto Sentinel

Apollo Communications is a leading provider of telecommunications and industrial monitoring process solutions for the oil and gas industry, and uses National Instruments' LabVIEW platform to develop its products. From the beginning, Apollo Communications used a homegrown system to control its customers, software licenses, and specific projects but knew there was also a need to protect its intellectual property and enforce licensing. While attending National Instruments Day in Mexico City, the company learned that Gemalto Sentinel LDK is a part of the LabVIEW Tools Network. The company is now deploying the Gemalto Sentinel solution to protect and license its SCADA-Acom software and is reaping the rewards.

Background

Apollo Communications is a leading provider of telecommunications and industrial monitoring process solutions for the oil and gas industry, which is highly competitive. In the past, in order to serve its customers, Apollo learned the requirements of each of its customers and then depending on those requirements, developed the best solution for each client. The company did not feel the need for a protection and licensing tool since the projects it developed were for very specific customers. Instead, it used a homemade system to track its customers, software, and specific projects.

Business Challenges

As the company began to release new products for broader audiences, it faced a number of challenges. "We weren't sure how we would control the licenses. If we avoided the license, our software could be moved from one machine to another and also as we avoided that, unscrupulous hands

Challenge

Guard Against:

- > Tampering & Theft of IP
- > Unauthorized Copies & Use

Solution

- > Sentinel LDK
- > Sentinel HL Max-Micro
- > Sentinel EMS

Results

- > **Maintained Competitive Edge:** Source code is secure & tamper proof
- > **Assured Revenue:** by protecting against unauthorized use & distribution
- > **Expanded Business Models:** through flexible licensing options
- > **Reduced Costs:** by eliminating manual operational tasks

would have access to our API, because we did not think piracy for such projects,” said Jose Daniel Corcega Ramos, automation sub-manager for Apollo Communications.

For example, the company’s SCADA-Acom software, which can be installed on any device running the Windows operating system, monitors critical processes and then publishes that data via the web. The purpose of this application is to monitor and control critical processing of data from customers in gas stations of the Petroleos Mexicanos, better known as Pemex – the Mexican state-owned petroleum company. “We lacked software protection, licensing, and control,” said Daniel Corcega, “So we decided to listen to consultants on the Gemalto Software Monetization team after meeting them at the National Instruments Day event in Mexico City.”

The Solution

Apollo Communications met with the Gemalto team and learned about the capabilities of the Sentinel License Development Kit (LDK) for LabVIEW, and that it was available in the LabVIEW Tools Network. After that meeting, the company was convinced that it made sense to use Sentinel to protect the trade secrets residing within its source code, and to create, enforce, and manage its licensing. “We knew tools such as dongles for the protection and licensing of traditional applications like .Net, C#, and Java existed, but when we saw Sentinel LDK was part of the LabVIEW Tools Network, this was amazing for us. This would save us a lot of time in the integration and implementation of a protection and licensing system,” explained Daniel Corcega.

After a training session that focused on best practices for using Sentinel and its powerful tools, the company is now using Sentinel LDK with Sentinel HL hardware keys to protect its intellectual property (IP), for copy protection, and to enforce licensing of its LabVIEW-developed products.

“We’re using Sentinel HL Max-Micro keys because we need a large memory to add some data in it, and found in this model of key, the best option for our requirement,” said Daniel Corcega.

The company is also using Sentinel EMS to manage licensing and entitlements. “Depending on the needs of our clients, we develop different types of applications and we now protect them all because we need to protect our API and intellectual property.”

“With Sentinel, we finally get control of licensing our applications while avoiding the piracy and copying of our intellectual property. We also have the ability to provide different types of business models such as rent, pay per use, and floating.”

The Results

Sentinel LDK’s integration with NI LabVIEW software allows Apollo Communications to protect the IP in its source code while simultaneously protecting it from compromise through unauthorized use and distribution – to maximize profitability while increasing end-user transparency, and reducing licensing support costs. Deploying Sentinel has helped Apollo Communications eliminate manual operational tasks associated with licensing, and thereby introduce new products and features more easily.

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About Apollo Communications, S.A. de C.V.

Apollo Communications was founded in 2009, as a subsidiary company to Química Apollo, in order to provide solutions to the needs of its customers in the area of Telecommunications and Industrial Monitoring Process. With the support of national and international experts in both wire and wireless network planning, Apolocom has the ability to define and implement complex communication networks to provide its customers the best solution, specifically defined for each of the needs. For more information, visit: www.apolocom.com.mx/en/home

About Gemalto Sentinel Software Monetization

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.gemalto.com/software-monetization

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