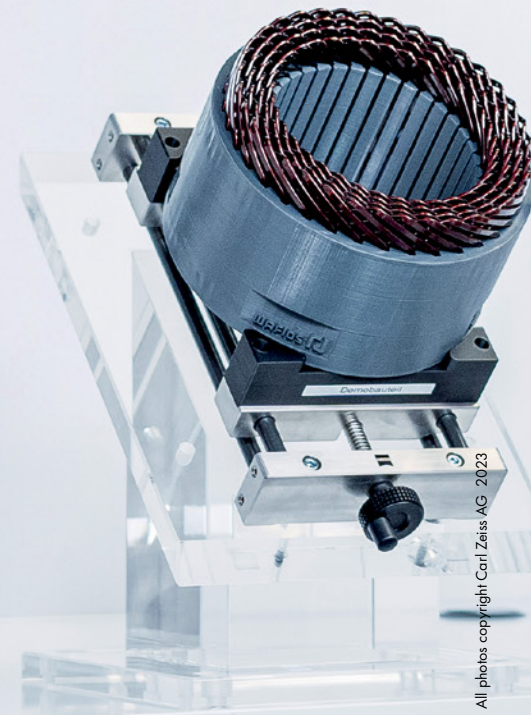# Carl ZEISS AG Adds Revenue Streams

for Multiple Software Businesses Using Thales Sentinel Cloud Provisioning

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THALES

Building a future we can all trust

Carl ZEISS AG (commonly known as ZEISS) produces multidimensional industrial and consumer metrology and optics machinery. Their product range includes coordinate measuring devices, optical and multi-sensor systems, and metrology software for the automotive, aircraft, mechanical engineering, plastics and medical technology industries. Their optics technology is also used for consumer photography, cinematography and other lens-based products. As examples of their innovation, ZEISS created a 3D x-ray for material analysis for industrial use cases, and binoculars with bright and contrast images for high-level nature scoping for consumers.

Before ZEISS partnered with Thales, they were monetizing only some of their software, and to a limited extent. As ZEISS grew, and added to their software offerings, they searched for a solution to **maximize revenue streams across products with cloud-based provisioning**. They chose the Thales Sentinel platform in 2020 to scale their monetization by adding renewable subscriptions, bundled packages, and product upgrades.

The Need

ZEISS' Corporate IT (CIT) provides core digital services across their organization. They were tasked with procuring a suitable, scalable, easily configurable software monetization platform. They needed to support thousands of daily transactions, entitlements, and activations for both renewals and new accounts. The solution needed to operate efficiently with a single enforcement library to support the company's multitude of software monetization initiatives.

ZEISS needed a solution to address the following:

- **Integrations**. ZEISS needed a licensing platform to integrate with its many corporate applications. In particular, the ZEISS ecosystem included the Zuora billing platform that handled subscriptions, and its SAP ERP platform. Integration with SAP entitled hundreds of software orders per business day, with each SAP order containing multiple software products on average. Overall, ZEISS integrated Sentinel into their ecosystem using their existing in-house middleware.
- **Sales on multiple fronts**. ZEISS implemented Sentinel for their B2B IQR (Industrial Quality and Research) and medical technology offerings as well as their B2C vision products. Most

sales were conducted directly with the B2B or B2C customers, and some sales were funneled through regional channel partners as well. Therefore, both direct and indirect sales had to be supported.
- **Hybrid Delivery**. While most of their new software is cloud-native, ZEISS continued to offer many on-premises products downloaded from their servers. Therefore, licensing and provisioning needed to be delivered via Cloud as well as on prem.

All in all, ZEISS needed a comprehensive entitlement management system (EMS) to connect its SAP and Zuora platforms, providing a single source of truth for its renewable subscriptions, product packaging, and upgrades. The right EMS platform would enable creative, agile packaging for optimal customer satisfaction across the licensing lifecycle with one onboarding experience for all product lines.

The Solution

Sentinel's broad platform met ZEISS' needs with the following attributes:

- Sentinel connects to SAP and Zuora via the ZEISS' homegrown software layer, eliminating the need for a direct Sentinel connector to either.
- The Sentinel web service integration worked with the ZEISS CIT middleware software layers
- The Sentinel licensing API provided a unified ZEISS enforcement library.
- Sentinel gave ZEISS end customers an Entitlement ID for a set of licenses.

Revenue Stream Expansion

Sentinel provided ZEISS with the commercial flexibility to add and grow multiple revenue streams by offering:

- Freemium licenses
- Permanent or perpetual licenses
- The ability to upgrade a license or switch to a SaaS subscription
- Floating licenses
- Subscriptions for on-prem software or SaaS, offered with monthly or yearly terms
- Product bundles, handling complex upgrades consisting of existing and new offerings

New product introductions, either through acquisitions or new internal Cloud apps are now more easily integrated into Zuora subscription-driven processes and SAP billing information. Moreover, software entitlements are provisioned without distinction for start date, eliminating different processes for new and old subscriptions.

> " Sentinel helps facilitate ZEISS Corporate Information Technology to provide the services and platforms to enable and manage the demand for more business flexibility, a priority which is at the top of the list of the ZEISS agenda for the future."
>
> **– Dr. Hopfensitz, Head of Monetization Platforms, Corporate Information Technology at Carl Zeiss AG.**

Ongoing Technical Support Partner

Beyond the Sentinel platform business capabilities, ZEISS highly benefited – and continues to benefit – from their Thales Premium Technical Services TAM (Technical Account Manager), who routinely checks in with them. Their Thales TAM is ZEISS' Sentinel implementation partner, assessing performance, providing fixes if necessary, and offering continual advice on scalability.

Specifically, ZEISS' TAM helped:

- Perform ongoing core entitlement management service health checks such as mass orders, entitlements, product bundles, and product update provisioning.
- Save time on resolving ad hoc operational issues.
- Add business requests such as periodic SAP regression tests and entitlement management instances in a timely manner.
- Present Sentinel roadmaps to evaluate potential benefit of new functions upon release.

Summary: Increased Growth in a Supported Environment

Sentinel helped ZEISS to differentiate itself in the target software markets by enabling them to offer a variety of license and revenue models. ZEISS business units can now design and implement licensing for their software. **This centralized, unified approach from Sentinel led ZEISS to continued software 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 the 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.