Coronary Diagnostics AI Medic Sets Stage for Globalization Using Thales' Sentinel

THALES
Building a future we can all trust
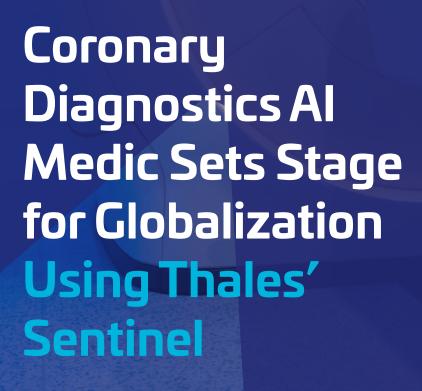
Korean **AI Medic** provides medical device software for diagnosing coronary artery disease based on cardiac CT scans. Their products are AutoSeg, which uses AI to provide auto-segmentation of the heart and coronary arteries, and HeartMedi, which performs on-site CT-FFR to assess coronary artery blood flow. Analysis from AutoSeg's auto-segmentation and HeartMedi's assessments can inform patient prognoses.

The company initially used a homegrown solution for licensing their software. However, they quickly realized they needed a platform that could do more to protect their IP and scale their software business. Specifically, they wanted to implement flexible subscription models to enable annual recurring revenue from their target customers: hospitals, clinics, and medical research institutions. Moreover, they wished to replace myriad manual tasks with a streamlined, automated process to confidently expand globally and prepare for IPO.

Implementation

AI Medic learned about Thales' Sentinel through similar AI-driven software companies. They were initially interested in Sentinel because of its robust security and data management, and Sentinel was the only licensing platform which could protect their applications with Python and C++ code. In addition, AI Medic chose Sentinel because it allowed them to deploy software with hybrid licensing - both software (on prem) licensing and cloud licensing.

In early 2021, AI Medic began implementing on-prem software licensing with Sentinel LDK SL. Two years later, they expanded by offering cloud licensing with Sentinel LDK CL, and added Sentinel EMS, the Entitlement Management System, to enhance their subscription offerings.

Using Sentinel EMS, AI Medic was able to:

- **Configure multi-axis pricing and packaging models.** The new choices met diverse customer needs, making subscriptions more appealing. In doing so, they **created recurring revenue streams**.
- **Gain actionable product usage data** for informed decision making. By viewing usage traffic and feature usage, AI Medic could better determine customer preferences. Prior to Sentinel, they had no data monitoring system in place.
- **Automate and streamline software registration, licensing, and delivery.** A platform based on a single source of truth was a must for global expansion.
- **Continue to safeguard** their IP, protect against security breaches, and prevent unauthorized use. AI Medic is especially pleased with their ability to **maintain full license control after distribution**.

Customer Focused

AI Medic was unable to create diverse, configurable business models with a homegrown licensing platform because they lacked the capability and resources to develop them. Using Sentinel, AI Medic could effortlessly configure the business models and licensing features they desired, devising new, agile business strategies without involving their engineering team.

AI Medic also saw an increase in customer satisfaction with their distribution partners and end users due to their new Sentinel self-service portals for:

- Free Trials
- New Orders
- Downloads
- Activations, and
- Deployment Visibility

Sentinel works within a company's ecosystem, and these self-service portals were integrated with AI Medic's existing portals – again, without involving their engineering team.

Support

Throughout deployment, Thales Sentinel support was readily available for guidance. "Getting answers right away made us move on to each step quickly," reported Song Jeong Soon, AI Medic Vice President. Within months of implementation, the Thales Sentinel Sales Team conducted a thorough analysis of how AI Medic utilizes Sentinel, providing valuable insights and offering tips on how to tailor the solution to meet their specific needs.

" Through Sentinel, we gained the ability to effortlessly devise other types of business strategies and market our solution by promoting various features. With Thales' assistance, we approached business renewal with a fresh perspective, product wide,."

– Song Jeong Soon, AI Medic Vice President

Additional Request: Products Pricing Plan

industry

	Purpose	Business Model	Product A					Product B	
			Variable 1	Variable 2	Variable 3	Variable 4	Variable 5	Variable 1	Variable 2
	For Trial	Free	30 days			X	X	30 days	X
SW Upgrade	**For Study**	Perpetual	$AA	$BB	$CC	$DD	$EE	$FF	$GG
		Maintenance Fee/Year	$AA'	$BB'	$CC'	$DD'	$EE'	$FF'	$GG'
		or							
		Subscription/Year	$aa	$bb	$cc	$dd	$ee	$ff	$gg
	For Clinic	Pay per study	$a/study	$b/study	$c/study	$d/study	$e/study	$f/study	$g/study
		Extra payment	$XX					$YY	

Future

AI Medic has begun promoting their life-saving AI-driven products around the world and has plans for going public. Using Sentinel, they have the reliable infrastructure to move forward in their global expansion.

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.