

Case Study



# Soc Informatique Scales Building Design Software, Reduces IT Reliance with Sentinel

The Company Plans for  
SaaS in the Near Future

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Building a future we can all trust

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– Stéphane Lotz, Soc Informatique CEO

Building designers, such as architects, engineers, and interior designers, estimate costs before embarking on a project. To do so, they assess building material types, quantities, and sources, as well as labor costs. Soc Informatique, a France-based building design consultation firm, helps builders with this process, servicing around nine hundred clients. One way Soc Informatique assists designers is with its software products which simulate a building design on a screen and determine costs accordingly. In 2022, Soc Informatique was ready to fully scale their software business and streamline their operations, and prepare for a SaaS migration, so they turned to Sentinel as their software licensing and monetization platform. Here’s why they chose Sentinel and the results that ensued.

## Objectives

Soc Informatique approached Thales with the following objectives surrounding agility and streamlining:

1. Increase the number of subscription plans to ensure recurring revenue
2. Offer a 30-day free trial
3. Provide a cloud-based license
4. Support migrating software from on-prem to SaaS
5. Automate license creation to reduce IT involvement
6. Allow customers to register, renew, and upgrade with a self-service portal

## Pricing Flexibility and Automation

Before implementing Sentinel, only one in six of Soc Informatique’s products was offered as a subscription. They aimed to **expand to 100% subscription over the course of five years**, and therefore needed a platform with the agility to support perpetual and subscription pricing models simultaneously during the transition.

In addition, Soc Informatique sought to automate both the back end and customer-facing functionalities of the license registration, renewal, and upgrade processes. They had previously used HASP hardware

key licenses which required a lengthy manual process for IT to burn a hardware key and then provide an activation code for each one. Instead, Soc Informatique wanted to offer autonomously activated licenses for a better user experience. Using the Sentinel webservice API, Soc Informatique customers now enjoy quick and easy license activation via email, and the IT team is freed up to focus on their main tasks.

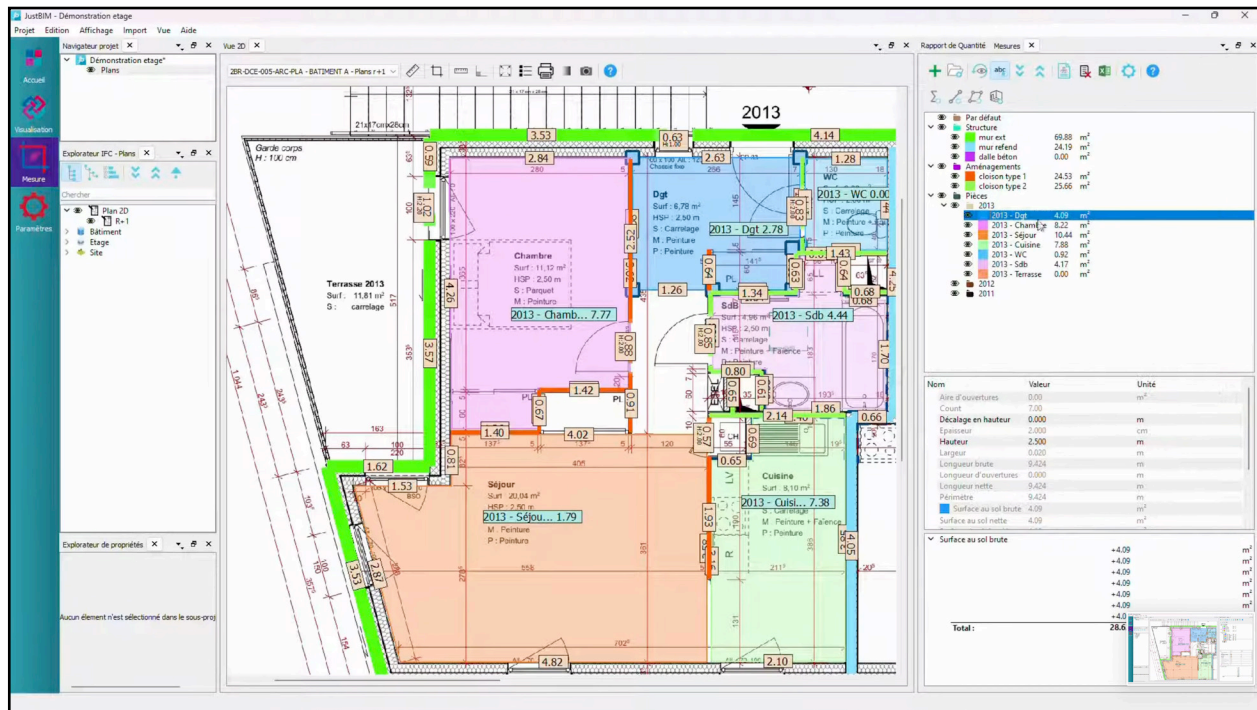
## Results

The process went smoothly and successfully. “We gained peace of mind for ourselves, and for our customers...Sentinel’s automation, digital licenses, and user self-service enablement allowed us to offer software immediately to the end user,” commended Stéphane Lotz, Soc Informatique CEO.

“We were very pleased with the quick Sentinel onboarding of just a few months, backed by Thales’ French support team’s consistent support,” continued Lotz. “**We reduced our IT technical support load by around 30%** for installation questions, rote tasks, and reporting needs. We were able to create a license portal using Sentinel APIs and saved even more time by creating our own license models using Sentinel’s configurations. In addition, the EMS Web Service flexibility will allow us to integrate our CRM, SugarCRM,” explained Lotz.

Moving forward, Soc Informatique excitedly anticipates its migration to SaaS while maintaining a hybrid model of both cloud and on-prem software licensing. “Sentinel allows us to **easily begin our transformation from an on-premises player to a cloud/SaaS player**. Being able to manage both in parallel is a huge plus in this transition,” summarized Lotz.





## Soc Informatique Building Design Software

<https://www.youtube.com/watch?v=mZBHEFI2CXM>

## 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 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.