

FROST & SULLIVAN

*THALES SOFTWARE MONETIZATION*

**2022**  
**MARKET**  
**LEADER**

*GLOBAL SOFTWARE  
LICENSE AND ENTITLEMENT  
MANAGEMENT INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Thales Software Monetization excels in many of the criteria in the software license and entitlement management space.

AWARD CRITERIA	
Growth Strategy Excellence	Technology Leverage
Implementation Excellence	Price/Performance Value
Brand Strength	Customer Purchase Experience
Product Quality	Customer Ownership Experience
Product Differentiation	Customer Service Experience

### Industry Challenges

Software manufacturers and device makers regularly struggle to ensure legitimate users have easy access to their solutions, pay for the desirable features, and prevent access to unauthorized users.

In addition to these challenges, the COVID-19 pandemic fundamentally changed how businesses operate with a limited workforce. It is now commonplace for companies to allow their teams to work either exclusively remotely or in a hybrid environment where they work from home and in the office. Businesses are also dealing with the crippling workforce shortages by using more intelligent devices to build in more resilience and automation in their operations.

These challenges and the continued popularity of SaaS-based solutions and proliferation of intelligent devices have focused software publishers and their customers toward the need for comprehensive entitlement management and license enforcement. A robust entitlement management system also provides software publishers with insights on data usage that they are leveraging to help with contract renewal negotiations and uncovering upsell opportunities.

The further good news about modern SLM solutions is that they provide streamlined interfaces for clients and servers. They are compatible with most popular development and testing platforms and are largely transparent to users.

So why isn't everyone jumping on board the SLM train? Despite the proven benefits of productivity, automation, and revenue growth, the initial costs of planning, implementing, and deploying SLM remain in the five- to six-figure range. Additionally, companies may not understand what solutions exist in the market. If they are aware, they may lack confidence in the value proposition or may not have internal champions for investing in piracy-prevention and monetization features.

Concerned with the expense and the unknown ROI of installing a third-party SLM solution, some companies may simply include piracy and overuse as a cost of doing business or will address it in an after-the-fact process of audits or tracking. Other companies turn to their own engineers to build a solution believing this to be a more cost-effective alternative.

Unfortunately, homegrown licensing and entitlement solutions can prove to be more costly to implement and maintain: The addition of a new licensing model, for example, may require a full development cycle. This can severely burden development teams, impact roadmaps, and draw out time-to-market for new product releases.

There are still regions such as Asia and Latin America that lag far behind in adoption of SLM solutions, and, even in North America and Europe, many SaaS publishers are significantly behind on SLM adoption as they are not aware of how a purpose-built commercial SLM solution can yield significant benefits.

### **Brand Strength**

Thales Software Monetization is a part of Thales Group, a €16 Billion behemoth and well-known across the many industries it plays in. In 2019, it acquired market leader, Gemalto, further galvanizing its focus in the SLM market to remain the overall market leader in the software license and entitlement management market.

### **Growth Strategy Excellence**

*"Thales provides the most comprehensive platform for software enforcement and hardware enforcement and is focused on solutions to help the SaaS market quickly scale."*

**- Mukul Krishna,  
Global Practice Leader**

Thales Software Monetization is a recognized leader in the software monetization field, with a team of 450 experts in over 20 countries, including the United States, much of Europe, and as well as China, India, Japan, and South Korea. Thales SM provides the most comprehensive platform and services for license and entitlement management, spanning both software and hardware enforcement with additional focus on helping SaaS companies to scale and grow.

### **Implementation Excellence**

The Sentinel Platform provides publishers with flexibility to create licenses and entitlements for any pricing model and allows customization of product packages and licensing models to meet evolving customer needs. It allows management of licenses and entitlements for products across any direct or indirect distribution channel and the deployment of popular and custom licensing models including trial, subscription, perpetual, seat-based, and per-use licensing.

### **Product Quality**

Sentinel enables customers to track delivery and activation status of licenses and get notifications for expirations and renewals. The data gathered in a central place can be used to generate up-sale and cross-sale opportunities. Sentinel also helps prevent reproduction, distribution, and unauthorized use of customers' licenses and product features while allowing publishers to verify customer compliance with license usage terms and conditions of sale. It protects against IP theft through file encryption, code obfuscation, and system level anti-debugging.

### **Product Differentiation**

Thales SM provides the most comprehensive suite of software monetization solutions, centered on a sophisticated entitlement management capability that can address any combination of SaaS, on-premises, and device-based requirements. Coupled with a security focus and both hardware and software enforcement capabilities, Thales SM provides comprehensive solutions and services that address the needs of vendors today and tomorrow, which sets it apart from other top players in the market.

### **Customer Ownership Experience**

*“Coupled with a security focus and both hardware and software enforcement capabilities, Thales SM provides comprehensive monetization solutions that focus on the needs of vendors today and tomorrow, which sets it apart from other top players in the market.”*

**- Mukul Krishna,  
Global Practice Leader**

Thales Software Monetization has always put customer experience high on its agenda. With flexible and scalable solutions, Thales SM can equally address the needs of those looking for an out-of-the-box experience or those looking for a tailored and personalized experience. Dedicated SaaS services to facilitate ecosystem integration mitigate the need for costly and cumbersome customizations, while easy-to-use APIs and web services ensure lower cost of ownership for Thales SM's customers, irrespective of how dynamic and changing their business is.

## **Conclusion**

---

In a market that is fiercely competitive and changing rapidly, Thales Software Monetization has shown it can compete at the highest level at a global scale. Its impressive growth strategy and resilience has enabled it to maintain its market leadership. In recognition of its exemplary market performance, Frost & Sullivan is proud to confer the 2022 Global Market Leadership Award in the software license and entitlement management industry to Thales Software Monetization.

## What You Need to Know about the Market Leadership Recognition

---

Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

### Best Practices Award Analysis

For the Market Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

**Growth Strategy Excellence:** Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

**Implementation Excellence:** Company processes support efficient and consistent implementation of tactics designed to support the strategy

**Brand Strength:** Company is respected, recognized, and remembered

**Product Quality:** Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

**Product Differentiation:** Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

**Technology Leverage:** Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers are proud to own the company's product or service, and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and of high quality

