

Neodata Secures Software with SafeNet Sentinel Hardware Keys

“We considered the SafeNet Sentinel Key along with one other competitor. Evaluation of both products demonstrated to us that Sentinel was significantly stronger and more secure. We were also pleased with the great technical support we received throughout the process.”



Jorge Davalos
Director General
Neodata

Customer Profile

Neodata, based in Mexico, develops software tools that increase productivity for the construction industry. Neodata's software products include Precios Unitarios, which includes applications that can be purchased individually or as a suite: Unit Price System, Tools for Cost Engineering, and Neodata CAD. Additionally, the company offers Neodata ERP, Neodata ERP for Small and Medium Business, Housing Commercialization, and CRM.

Business Challenge

Neodata sought a means for protecting software from piracy. It was vital for the company to implement a high level of protection in order to reduce the risk of unauthorized use and distribution of its software. Secure piracy protection would ensure that the company's revenue streams were not threatened.

Many of Neodata's competitors were already realizing the various commercial advantages of using hardware keys. In addition to securing revenue by reducing the risk of unauthorized use, hardware keys enabled competitive software vendors to offer feature-based licensing. By controlling access to various software modules or features, developers established incremental value and, as a result, increased revenue.

Hardware keys also provided end users with convenience and flexibility by securely enabling roaming licenses for access to licensed software from multiple locations. Because the token was required for the application to run, vendors were provided with the assurance that software could not be used without an authorized license.

Neodata also required a piracy protection solution that was quick and easy to implement, so there would be no significant burden placed upon their development staff. Quick implementation would also ensure that Neodata never experienced a delay in time to market as a result of securing their applications. This was a crucial factor, as the company frequently releases innovative improvements to their software.

Solution

Neodata began their search for a piracy protection solution in 1990. “We considered the SafeNet Sentinel key along with one other competitor. Evaluation of both products demonstrated to us that Sentinel was significantly stronger and more secure. Implementation of the Sentinel token was

Customer Profile

- Developer of software tools that increase productivity for the construction industry


Business Challenge

- Reducing the risk of unauthorized use and distribution of software
- Quickly and easily implementing piracy protection
- Securely enabling use of software at multiple locations

Solution

- SafeNet Sentinel Hardware Keys





successful and quick. We were also pleased with the great technical support we received throughout the process,” said Jorge Davalos, Director General, Neodata.

In 2006, Neodata upgraded to the newest Sentinel Hardware Key. In addition to the improved security, Neodata appreciates the design and physical strength of the latest USB dongle. Independent laboratory testing has demonstrated that SafeNet keys are significantly stronger than competitive USB tokens and the most impervious to breakage.

“Neodata now offers single-user and network license models for our software. We are also considering implementing subscription license models in the future. The V-Clock was another feature of the Sentinel Key that appealed to us, as it will enable us to securely offer time-based subscription licenses with our existing implementation and existing tokens,” said Mr. Davalos.

The Sentinel Hardware Key V-Clock allows developers to reliably offer time-based license models while minimizing the risk of time tampering: the rolling back of the system clock to cheat a license. The V-Clock checks and stores the system time in the Hardware Key, then checks repeatedly to verify consistency. If the system time ever differs significantly from the last known date and time, the application can be disabled or run in a restricted mode. Sentinel V-Clock comes standard with Sentinel Keys and requires no on-board battery, effectively preventing time tampering without added costs.

Neodata’s entire suite of software products is now protected by Sentinel. “Over the past 18 years, SafeNet staff has provided great service, including on-site support, and we have a great relationship with the company. As hacking techniques have evolved through the years, SafeNet has consistently offered stronger and stronger solutions to counter rising threats. We are pleased to have the company as a trusted, long-term partner supporting the continued protection of our software,” said Mr. Davalos.

“Because our applications are used by the construction industry, they often must be available for use in administrative offices, as well as in the field. Our customers appreciate the flexibility provided by Sentinel Keys,” concluded Mr. Davalos. Users of Precios Unitarios are able to easily install and use the software at multiple locations. Neodata can be certain that only one version is in use at any given time and, therefore, they are properly compensated for all uses of the application.

About SafeNet

SafeNet is a global leader in information security. Founded 25 years ago, the company provides complete security utilizing its encryption technologies to protect communications, intellectual property, and digital identities, and offers a full spectrum of products, including hardware, software, and chips. ARM, Bank of America, Cisco Systems, the Departments of Defense and Homeland Security, Microsoft, Samsung, Texas Instruments, the U.S. Internal Revenue Service, and scores of other customers entrust their security needs to SafeNet. For more information, visit <http://www.safenet-inc.com/sentinel>

