

Delcam PLC

Software Development Firm Secures Intellectual Property with SafeNet Sentinel SuperPro



Quote

“Having a trusted partner like SafeNet is vital to our business. If we didn’t use such solutions, the financial loss would be significant to the company and staff frustration would be high.”

Ed Lambourne,
Technical Director
Delcam
www.delcam.com

Overview

The need for organizations to prevent their applications falling victim to piracy or license fraud is great. BSA and IDC report that 35% of software installed on computers worldwide in 2004 was pirated – costing businesses nearly \$33 billion.

Delcam PLC was determined to stamp out illegal use of its products. With a global reach of 10,000 customers, Delcam develops, supplies and trains designers on its CAD/CAM solutions for the design, manufacture, and inspection of complex shapes and tooling. Its customers range from multi-national corporations to independent designers from many industries - aerospace, automotive, footwear, ceramics, packaging, jewelry and sign making. From a design concept, Delcam’s software generates understandable data for a machine tool to create that shape.

Founded in 1977, having evolved from the Cambridge University Engineering Department, Delcam’s solutions give increased ease-of-use, control and flexibility to designers throughout the product development cycle. Delcam’s solutions speed the processes involved in order to help designers create better products in less time.

The Business Challenge

Delcam’s software solutions are high value products, having taken years of technical expertise and development time. The cost for these products can reach thousands of dollars.

As with any expensive item, the risk and temptation to replicate its use behind closed doors and create multiple versions is very high. This problem is exacerbated by the growing black market for software CDs, even over reputable websites. Pirates try to sell the same solutions illegally for a fraction of the price, but without the guarantees of support from the provider (who is often unaware this is happening).

“Over the years, the software industry has launched a range of initiatives to stop this security breach – from rewarding whistleblowers to prosecuting those responsible,” said Ed Lambourne, Technical Director at Delcam. “But it is a very targeted approach when you are only aware of individual breaches and it is not wide-reaching enough.”

“While no company can accurately know the financial loss that software duplication and license fraud is causing, we estimate that this could be anywhere from £1m- £5m of a software development company’s annual revenue.



To any business this level of financial loss is unacceptable and steps to prevent it are essential,” he continued.

The Solution

Delcam was determined to protect its developers’ work and looked at several options to prevent security breaches that would undermine the company.

In 1999, the company started working with SafeNet as the company provided the most robust and most powerful solutions to prevent license fraud. Previously, Delcam had protected its software, but a more robust security solution and comprehensive product was needed. That is why Delcam chose the SafeNet Sentinel SuperPro dongle.

Now, when Delcam has new software ready for distribution, the Sentinel SuperPro dongle is programmed so that its read/write cells can hold a host ID and other values, such as the fixed serial number. In some cases, the encryption algorithms are used to encrypt program data and the final, secure package is sent to the customer.

The authorization that the software can be used legally is given when the dongle is plugged into the USB or parallel port and it can then interact with the software, while being personalized to that user’s own computer. This happens on a continual basis – ensuring that the software is only being used on the correct computer. Without the dongle, the software simply will not work.

“By far the best and most wide-reaching solution, and which we fiercely advocate, is the proactive use of license management – from day one of the software’s existence,” said Lambourne.

“SafeNet Sentinel SuperPro is a hardware protection key and is the strongest safety net available to ensure our software usage is authorized and within the parameters of all license agreements. It provides high levels of security for our developers and we can trust it to protect our software – no matter where we supply it in the world.”

The Benefits

With the Sentinel SuperPro dongle, Delcam’s 90 developers now concentrate on their core skills of software development, rather than worrying that this will be undermined through indiscriminate use of substandard copies.

“Having a trusted partner like SafeNet is vital to our business. If we didn’t use such solutions, the financial loss would be significant to the company and staff frustration would be high.

What is the point in developing high quality, high value software if you know the same software can be found at a third of the price on a Russian market stall?

Our developers trust in SafeNet because of our long partnership, as well as the strong security heritage of the company. We simply couldn’t replicate its knowledge in-house,” stated Lambourne.



The high security standards that Delcam has put in place also ensure better relationships with its customers. The company is adamant that its legitimate paying customers should not end up being penalized to cover illegal use of the solutions. SafeNet's product safeguards against this.

"If we don't value our products enough to secure them from misuse, why should our customers?" suggested Lambourne. "We are determined to take every possible step to prevent license and software fraud. Without the security measures we have in place, this would be impossible. I truly believe that Delcam could not continue as a profitable business if we did not have such stringent security measures in place."

The future

The strong and long-lasting relationship between SafeNet and Delcam has now developed into a close partnership. Both companies know and understand the other's strategy through regular communication. As a result, SafeNet is able to adapt to meet Delcam's changing needs and as the company continues to grow, Delcam can rely on Sentinel.

For More Information

SafeNet (NASDAQ: SFNT) is a global leader in information security. Founded more than 20 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 www.safenet-inc.com.

Corporate Headquarters:

4690 Millennium Drive, Belcamp, Maryland 21017 USA
Tel: +1 410.931.7500 or 800.533.3958
email: info@safenet-inc.com

Phone USA and Canada (800) 533-3958
For other countries phone numbers see website
Fax (410) 931-7524
E-mail info@safenet-inc.com
Website www.safenet-inc.com

©2005 SafeNet, Inc. This document contains information that is proprietary to SafeNet, Inc. No part of this document may be reproduced in any form without prior written approval by SafeNet. SafeNet shall have no liability for errors, omissions or inadequacies in the information contained herein or for interpretation thereof. The opinions expressed herein are subject to change without notice.

