

SoftBalance Generates Revenue and Improves Operational Efficiency with Thales Sentinel

Background

SoftBalance is a market leading system integrator and software developer Russia. With thousands of customers throughout the country, SoftBalance offers a full range of accounting and management automation services for both commercial enterprises and budgetary institutions. The company's customers come from a wide range of industries including catering, automobile, business, finance, and budgeting.

DALION is SoftBalance's software which provides an automation solution for small-medium sized retailers. DALION allows supermarkets and small retailers to manage their back office functions while taking into consideration the specific needs of these types of stores. The software also includes special features that address the unique challenges to these industries including the qualifications of the personnel, trade equipment in use, goods storage, customer loyalty, and more.

The Challenge

SoftBalance originally used a traditional approach of one-time licensing with DALION, provided by a local competitor. Over time, their needs changed, and they realized the potential revenue opportunities in moving to a subscription-based licensing model --something a local competitor couldn't support.

Making a move away from a local competitor would enable SoftBalance to reach out to new customers, as through implementing a subscription model, their customers' initial costs would go down and their product would be within reach of more companies.

In addition to moving to subscription sales models, SoftBalance also wanted to focus on protecting their valuable software. DALION was falling behind the market trends by not having up-to-date licensing options. Without secure protection against hacking and pirated versions, and lacking the ability to respond quickly to changes in the market, SoftBalance found themselves lagging behind the competition. That put them at risk of losing their position in the market, and seeing reduced revenue on their balance sheet.

SoftBalance began looking for a new solution for their licensing needs. Their main goal was to integrate a subscription-based model, and so they looked for a solution that would offer this option while also protecting their software at the highest level on the market. No less important, they wanted to save money and reduce the resources required for homegrown licensing.



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— Ekaterina Baranova, Head of Development for SoftBalance.

The Solution

SoftBalance chose Thales Sentinel to help them to provide flexible business models, including the much-desired subscription model, and to help SoftBalance improve operational efficiency and reduce costs.

Also influencing their decision, SoftBalance was impressed by the professionalism of the Thales Sentinel team, including the regional manager. "The way he made the presentation and his high level of competence in all matters played a very large role in our decision," stated Ekaterina Baranova, Head of Development for SoftBalance.

The Implementation

SoftBalance integrated Thales Sentinel's solution into all of their new DALION: TREND and DALION: Store Management entitlements with a focus on limited-user and limited-time licensing schemes.

Thales Sentinel is integrated with DALION's ERP system, creating an easy-to-use and smooth licensing issue solution. Licenses are issued directly from the ERP system and customers use a unique code to activate their license. Once active, Customers have access to their accounts through a web portal, which results in increased customer satisfaction as customers don't have to wait to speak to an agent to adjust their licensing needs. Customers are also able to purchase additional licenses directly from their account online.

The entire implementation process took ten months, and included two separate stages.





The Result

Integrating Thales Sentinel into SoftBalance's DALION software has enabled SoftBalance to transform their licensing and better meet their customers' demands, resulting in increased revenue streams, better operational efficiency and improved customer satisfaction. By moving from a local competitor to Thales Sentinel, SoftBalance was able to save time and conserve precious resources for critical projects.

Thales Sentinel allows SoftBalance to keep up with the current market trends and the ability to provide flexible licensing solutions for their customers. SoftBalance is better positioned to meet their customers' needs today, and has the ability to change their packaging as their customers' needs change in the future.

With SoftBalance licensing by Thales Sentinel, DALION customers are now able to run their retail stores and supermarkets with even greater ease, knowing that the back office answers their needs. SoftBalance has moved to a subscription and limited user model, allowing them to bring in new sources of revenue. With the ERP integration, it's even easier for DALION customers to gain access to what they need, making it quick to use and learn for new and existing customers.

"Our successful implementation speaks for itself. Each project is unique and it is impossible to predict the difficulties that will be encountered. As a solution provider, in terms of product quality, pricing, and professionalism, Thales Sentinel, in our opinion, is the best in this segment in the Russian market today said Ms. Baranova."

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About Thales

The people you rely on to protect your privacy rely on Thales to protect their data. When it comes to data security, organizations are faced with an increasing number of decisive moments. Whether the moment is building an encryption strategy, moving to the cloud, or meeting compliance mandates, you can rely on Thales to secure your digital transformation.

Decisive technology for decisive moments.