

Dürkopp Adler AG Opens New Revenue Streams Through Software

You won't find many more quintessential examples of hardware than sewing machines. Still, in today's world, software is becoming essential even in the most mechanical industries. Automation software is the tool of the future for Dürkopp Adler's clients: it cuts the cost of labor, makes the production process more efficient and increases the company's bottom line.

Dürkopp Adler AG has its roots in 19th century Germany at the dawn of the modern sewing industry. Today, the company provides manufacturers with state-of-the-art solutions in the field of sewing technology, including a wide range of industrial sewing machines and material handling systems. Its worldwide distribution network includes 11 subsidiaries, two joint ventures and more than 80 authorized dealers.

However, as automation in the sewing industry increases, the manufacturing process has become more obscure. Factory managers have less control over what's happening at each workstation. To address this issue, Dürkopp Adler developed QONDAC: innovative software that helps their clients keep track of the process. QONDAC connects all the sewing machines in the network and consolidates the information about their usage on a digital platform. More transparency along the production chain affords greater flexibility and more control over outputs, resulting in higher-quality, more cost-effective manufacturing. Dürkopp Adler realized that their software has substantial market value—and that it

would only be possible to guarantee additional sales and protection of their intellectual property with the right protection technology.

The problem was that as a hardware-only company, Dürkopp Adler had no structures in place for selling and distributing software.

From the Industrial Revolution to the Digital Revolution

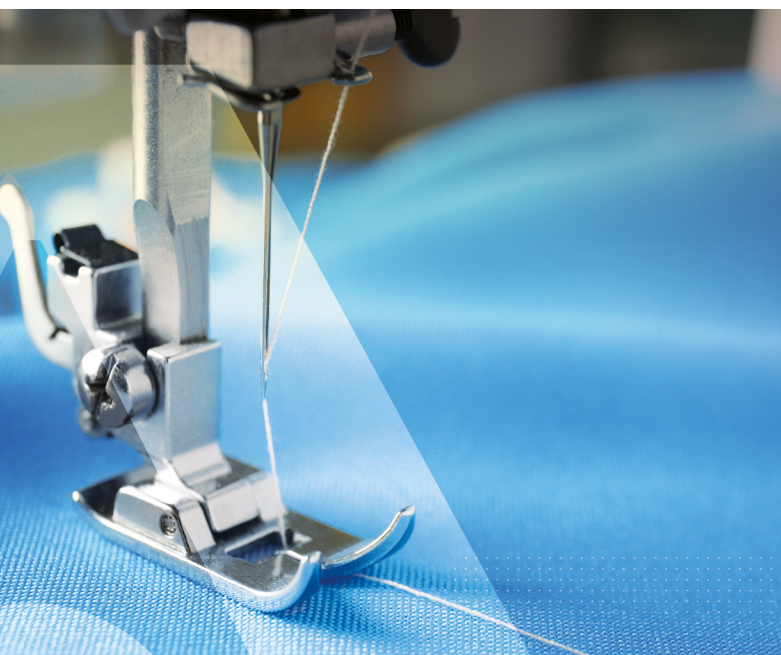
For most of Dürkopp Adler's history, sales have been fairly straightforward: a client—such as a big sewing company in India or Turkey—purchases machines, which are then shipped to them and become theirs. If someone else wants to use those machines, they have to physically take possession of them, and it's not possible for two companies to use the same machines simultaneously.

Software is different. Without licensing or copyright protection, it could be copied or downloaded and used on multiple computers or by multiple companies without limit. Dürkopp Adler understood that if they wanted to turn their valuable software product into a source of revenue, they would need a licensing management system.



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– Timo Tarrach, Product Manager of Control Technology at Dürkopp Adler AG



"We wanted to be sure that we could monitor our software and that our customers could always use our tool when they paid for it," says Timo Tarrach, Product Manager of Control Technology at Dürkopp Adler. "We needed to protect the software and create revenue."

Dürkopp Adler sought a solution—and they found Sentinel.

The First in the Industry

Implementing Sentinel's licensing management system made Dürkopp Adler the first company in their industry to sell both machinery and a digital management product. "Copyright protection and expansion of digital market leadership is important," says Timo. "The fact that we are the first to offer a digital product in our segment gives us a significant edge on our competition."

Dürkopp Adler had four primary needs: the ability to create licenses with a term of use, the flexibility to create different levels of contract, a security check procedure (a footprint) for licenses, and automation of the entire process. Sentinel's EMS and RMS systems were fully equipped to address each of these needs.

Sentinel integrated seamlessly with Dürkopp Adler's systems, enabling users to purchase licenses easily and automatically. Within a few months, Dürkopp Adler was able to begin selling QONDAC to their clients. "We were unable to earn money with our software products before we found Sentinel," says Timo. "The licensing and protection of the intellectual property have enabled us to create new revenue streams and increase our profits."

Thanks to their forward-thinking approach and Sentinel's licensing management systems, Dürkopp Adler is poised to lead the sewing industry into the future.

Sentinel is the leading global brand for software licensing, delivery and protection. Our solutions help customers generate new revenue streams, improve operational efficiency, increase customer satisfaction and gain valuable business insights.

About Dürkopp Adler

Dürkopp Adler is one of the leading manufacturers of material handling systems and industrial sewing machines. Based in the historic city of Bielefeld, Germany, it began with a pair of sewing machine mechanics who founded a company together in 1867. Today it operates in over 10 countries and includes 11 subsidiaries.

Business Need:

- Effectively sell and protect the innovative QONDAC software they created
- Be able to monitor software in real-time
- Ensure copyright protection over their unique software

Technology Need:

- Create licenses with a term of use
- Create different types of licenses
- Engage a security check procedure for all licenses
- Automate the licensing process

Solution:

- Sentinel EMS from Thales
- Sentinel RMS from Thales

Result:

- Dürkopp Adler fully automated their licensing, creating and securing flexible licenses
- Dürkopp Adler opened up new revenue streams, increasing company profits and leading in their industry
- Dürkopp Adler gained a competitive advantage over others in their space

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.