

Marktgerechte Geschäftsmodelle implementieren

Erfolgreiche technische Umsetzung am Beispiel Brainlab AG



Jacek Kurzyca, Brainlab AG

Swen Feuerstein, Gemalto / SafeNet

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MEDCONF LICENSING AT BRAINLAB

Jacek Kurzyca

AGENDA

1. About Brainlab
2. Issues with Licensing
3. Project Goals & Team
4. Licensing & Deployment Processes
5. Licensing Data Workflows
6. Licensing Data Migration
7. SLM Timeline
8. Why SafeNet - Gemalto

BRAINLAB

KEY FACTS

1. Brainlab develops, manufactures and markets software-driven medical technology
2. Established in 1989, employs over 1200 people in 17 offices worldwide
3. 5.000 systems installed in about 95 countries with more than 30 software applications
4. Core products center on information-guided surgery, radiosurgery, precision radiation therapy, digital operating room integration, and information and knowledge exchange.

ISSUES WITH LICENSING

Manual license creation & delivery

Inefficient & expensive licensing & SW upgrade process

Licensing & SW tracking issues

Reporting issues

ISSUES WITH LICENSING

PROJECT'S PREPARATION

1. Make or buy analysis
2. Market research
3. Supplier selection
4. Workshop with Blueprint
5. Licensing Project

PROJECTS GOALS

SOFTWARE LICENSING MANAGEMENT (SLM)

1. Cost efficient license creation and delivery
2. Automatic upgrade process
3. Allow self-installation possibility at customer's site
4. Full integration with ERP and CRM
5. Provide reporting to track renewals (in CRM)

PROJECT TEAM

CORE TEAM

Project Manager
ERP Master Data Specialist
SW Licensing & Deployment Associate

Operations

SW Manager
Senior SW Project Manager
Senior SW Project Manager
Manager Customer Consulting

R&D

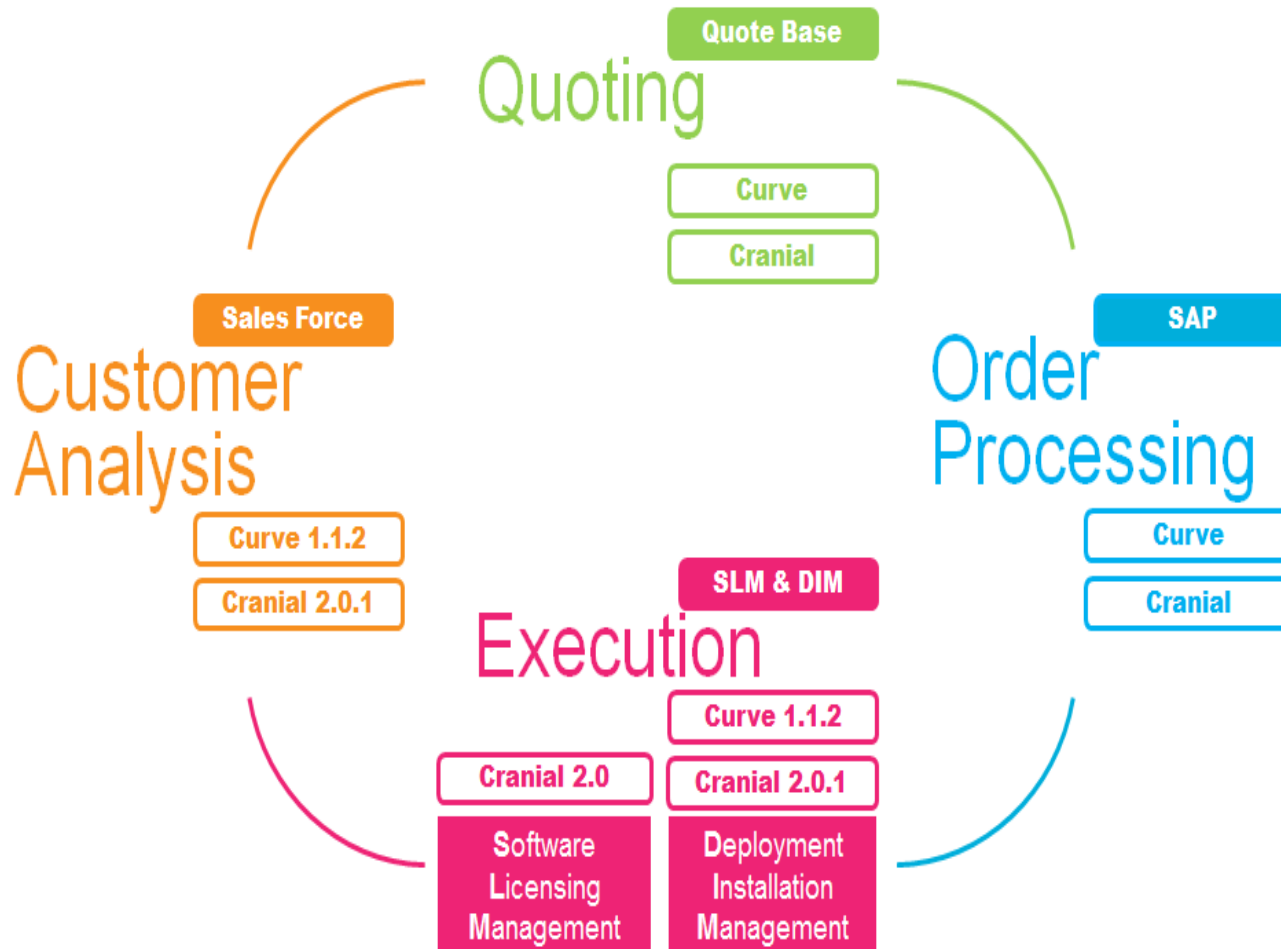
Manager Business Applications
ERP Process Engineer

IT

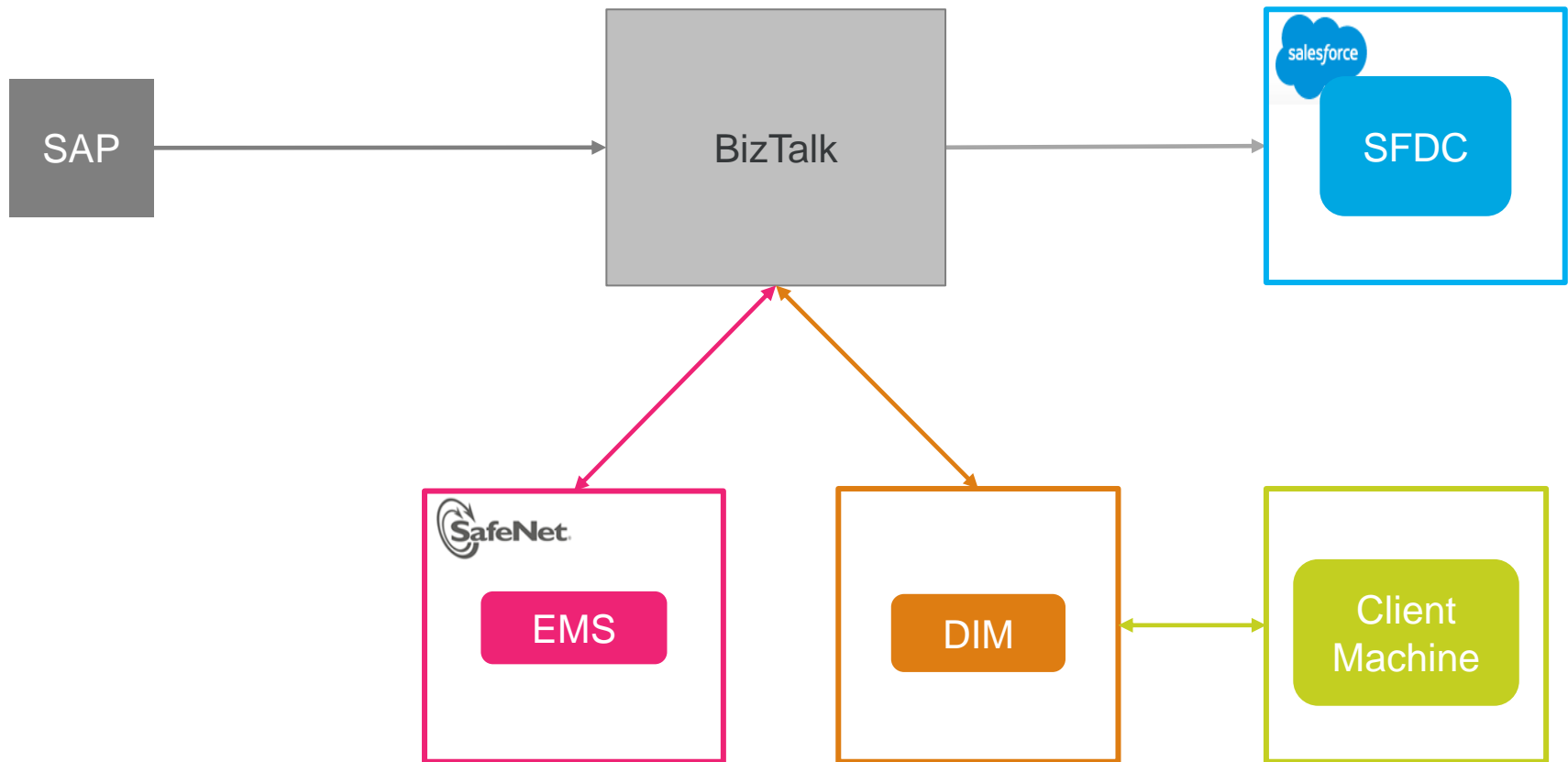
SafeNet - Gemalto Project Manager
SafeNet - Gemalto Implementation team

SafeNet - Gemalto Professional Services

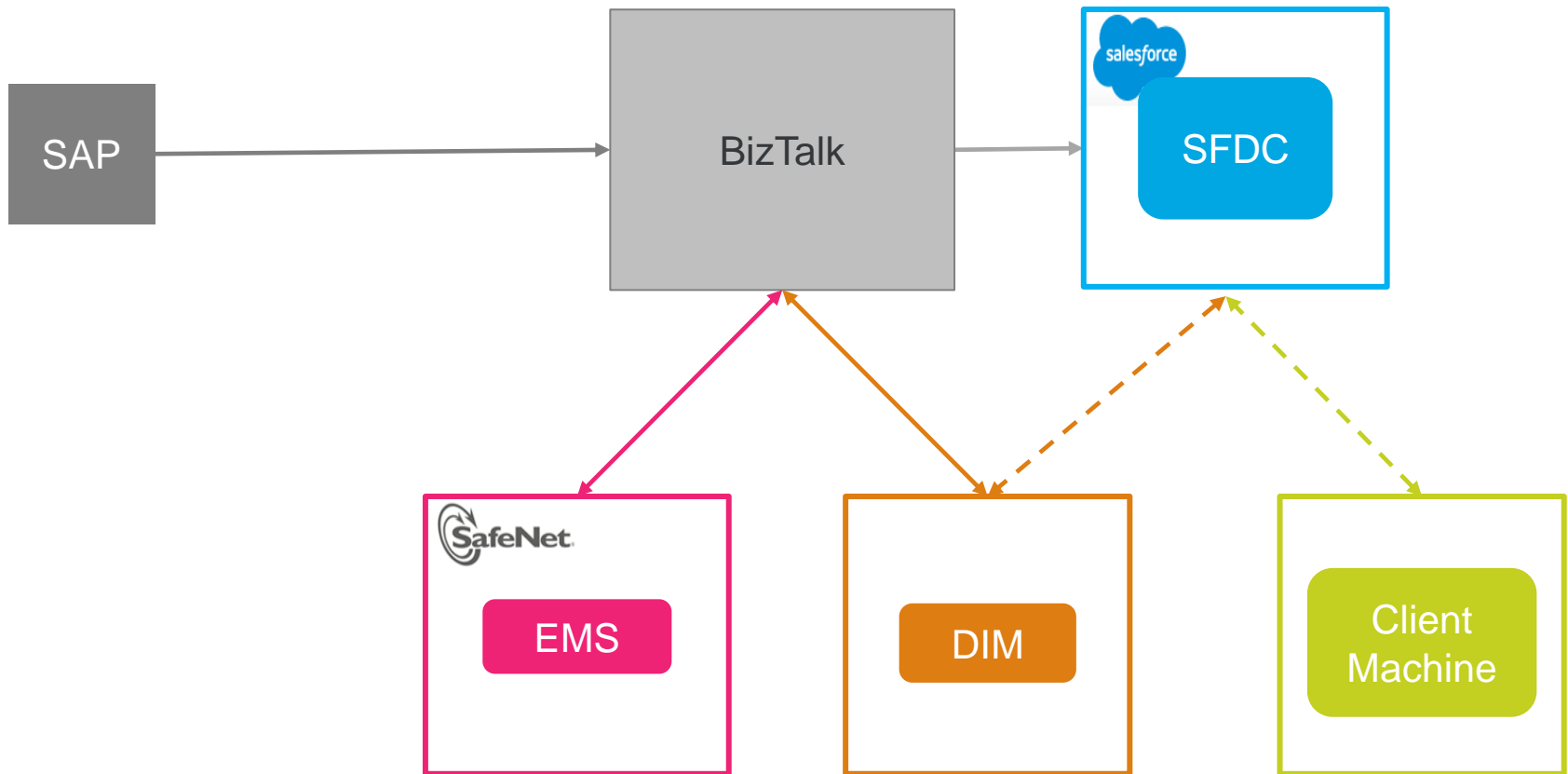
LICENSING & DEPLOYMENT PROCESS



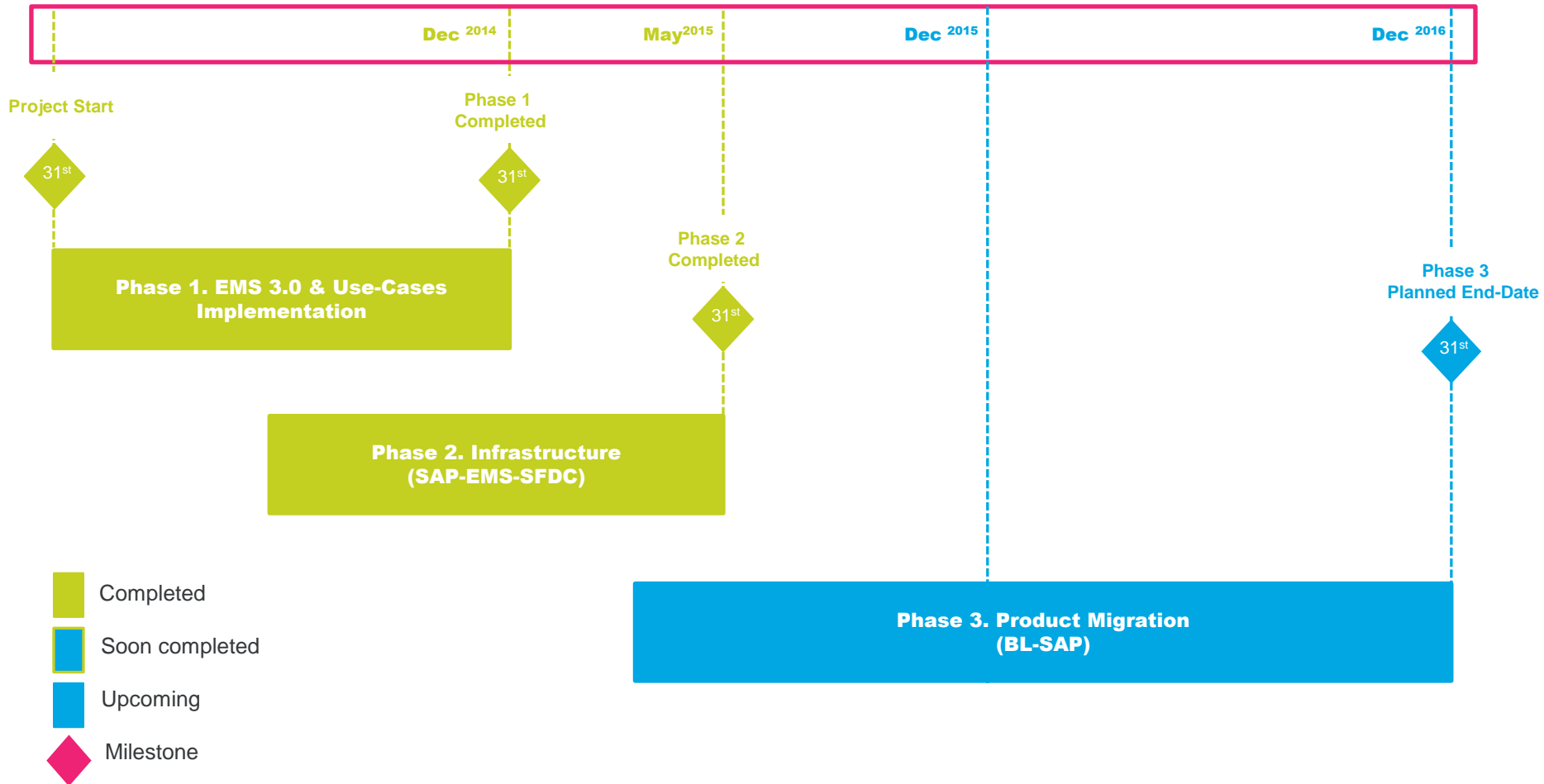
SLM & DIM – WORKFLOW – ON-LINE



SLM & DIM – WORKFLOW – OFF-LINE



SLM PROJECT TIMING



WHY SAFENET - GEMALTO

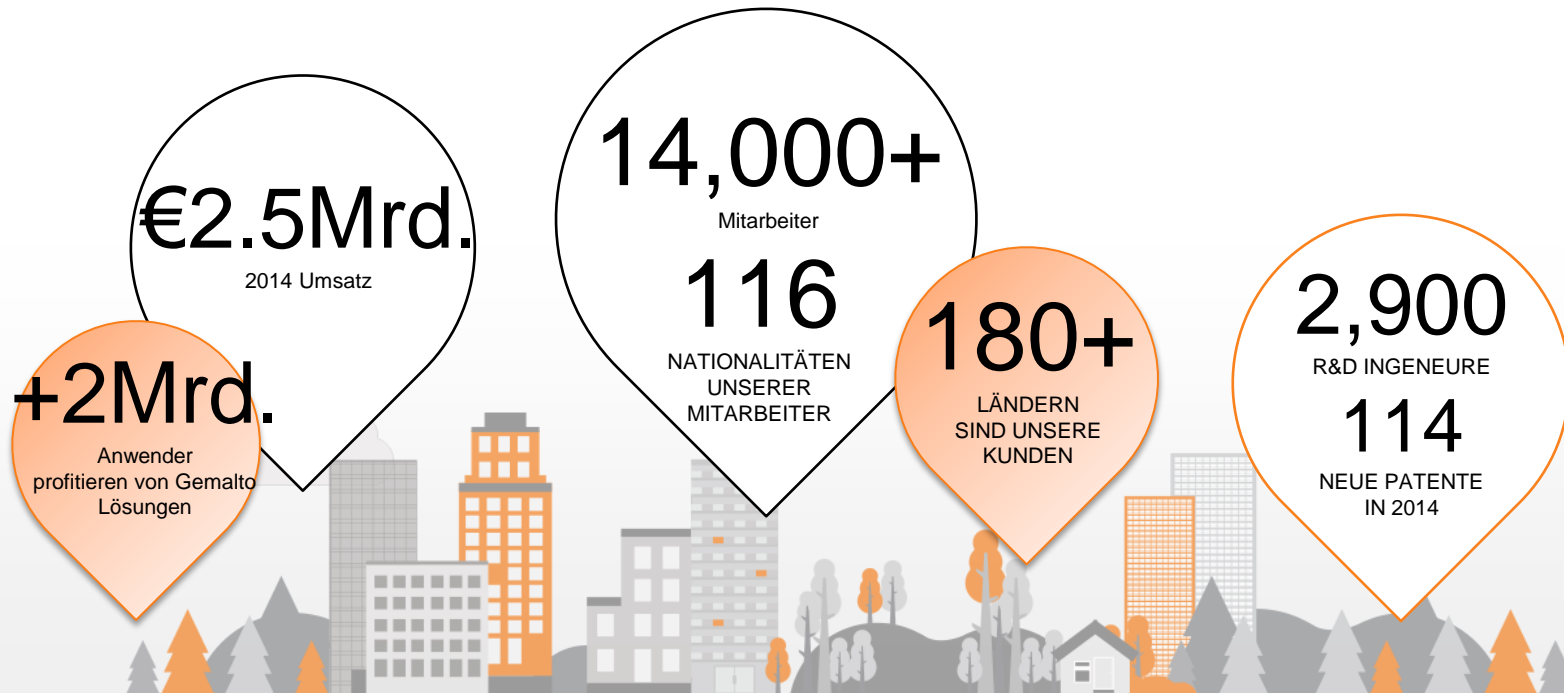
1. Well designed platform
2. Business friendly approach
3. Easy to work with Professional Services Team
4. Quick issue resolution approach
5. Wide product portfolio including cloud licensing technology



Über Gemalto / SafeNet



Marktführer für digitale Sicherheit



Sentinel Monetization Platform

