

## Nitrobox and Thales Collaborate to Enable Companies to Monetize Software Subscriptions

*The interaction of Sentinel license management with the Nitrobox Monetization Platform enables the quick and easy mapping of subscription and pay-per-use models for software providers*

**Hamburg, 20. September 2023** - Nitrobox, the subscription management experts, collaborates with Thales, a global leader in software monetization and licensing. The Nitrobox monetization platform is integrated with the Sentinel license management. This expands Thales' license management services to include a commercial component. The aim of the cooperation is to enable companies that want to offer their software products as subscription or pay-per-use to increase the software value and thus achieve greater operational efficiencies. The cooperation was presented for the first time as part of the future conference INDUSTRY.forward SUMMIT in Berlin.

The combined service portfolio includes functions for subscription management, license and entitlement management as well as the fully automated billing of recurring payments. Customers benefit from a market launch that is up to ten times faster and a significant cost reduction in the billing process.

### **Advantage for customers: better monetization of software solutions**

The combination of the Nitrobox and Thales building blocks considers numerous requirements for modern, digital and above all dynamic software business models: Conventional software licensing solutions are often designed for classic business models and ignore the emerging possibilities of dynamic subscription models and usage-based pricing. The interaction, on the other hand, gives software companies flexible design options and allows them to easily implement usage-based pricing.

### **The goal: Enable digital transformation for traditional business models**

The new possibilities of software monetization hit a nerve at a time when more and more companies are being confronted with dynamic and individual customer requirements. Here in particular, approaches are required that help to implement the digital transformation of business models in a timely and cost-efficient manner, to take advantage of sales opportunities and to remain competitive as a company in the long term. Awareness of the diverse new possibilities of software monetization, including software licensing, pricing and protection, is only gradually gaining ground in the DACH region.

"Digital-first solutions are the future, we at Thales are firmly convinced of that. In order for the digital transformation to succeed in the long term, smooth and at the same time secure data transfer is essential, especially here in Europe with its traditionally high security standards. Thales Sentinel, the world's leading partner for the licensing, provision and protection of software, also stands for this. Our collaboration with Nitrobox will contribute to making our proven, high-performance licensing technology even more attractive for our customers and thus further optimize their software supply chain," says Kathrin Heckmair, Head of Sales DACH at Thales

"Modern software solutions require flexible monetization structures. Especially companies that often operate in an international environment need a practical solution that helps them to leverage all conceivable sales potential and thus remain resilient," explains Henner Heistermann, CEO and co-founder of Nitrobox.

## **About Nitrobox**

Nitrobox's monetization and billing platform supports companies in automating and scaling complex billing processes in a time- and cost-efficient manner - with solutions for startups to international corporations. The Nitrobox Platform combines all the necessary functions that companies need to monetize digital business models. The aim is to manage the necessary billing and financial processes on a central platform anywhere in the world in real time via the cloud.

With Nitrobox, companies can manage complex billing and pricing models that include subscriptions, pay-per-use models, or one-time digital transactions. In addition, the company offers full order-to-cash capabilities. Customers benefit overall from reduced time-to-market, faster revenue growth and the development of new revenue streams while reducing costs.

Nitrobox is headquartered in Hamburg, Germany, with additional teams in Stuttgart, Munich, and Berlin. The global company works with enterprise customers such as Porsche, Commerzbank, Volkswagen and Skidata, as well as emerging startups such as Oviva and Topi. More about Nitrobox at: <https://www.nitrobox.com/de/>