

Seequent - delivering scalable software licensing



Seequent is a global leader in subsurface geoscience and modelling software solutions with offices in 20 locations, serving customers in over 100 countries.

Seequent's 3D modelling tools and technology are widely applied across industries and projects, including road and rail tunnel construction, groundwater detection and management, geothermal exploration, resource evaluation and estimation and subterranean storage of spent nuclear fuel.

The Challenge

Seequent was facing several business challenges that led it to look for a new licensing solution:

- › **A need for a scalable solution that was not dongle-based**
- › **A need to better track license compliance**
- › **A need to be able to have a holistic view of end users / customers**
- › **Be able to offer new license models like pay per use**
- › **Reduce time consuming manual processes for managing the licensing and sales system**
- › **Deliver SSO across portal and applications**

By bringing together its Leapfrog 3D geological modelling software suite with Geosoft's subsurface geoscience and exploration technology, Seequent provides over 20 software solutions and applications in the mining, civil engineering, energy, government and environmental sectors.

Seequent wanted to provide their customers with the best possible experience, making it easier for them to evaluate, buy and use its software products. As a result, they decided to turn to digital, online license methods and to move away from a hardware-based licensing system and processes.



Industry

Independent Software Provider for the mining, energy, environmental, geothermal, and hydrogeological industries.

Challenge

Moving away from dongles; limited capability to introduce new license models; little visibility on the end users and how they interact with the products.

Solution components



10Duke Identity Provider



10Duke Entitlements



10Duke Event Data API

Coverage

Worldwide

Key stats

- › 20 office locations and serving customers in over 100 countries
- › 3D Geological modelling software product suite + subsurface geoscience and exploration technology

Website

<https://www.seequent.com/>

Deliver more.



<http://www.10duke.com>

The Specific Problem

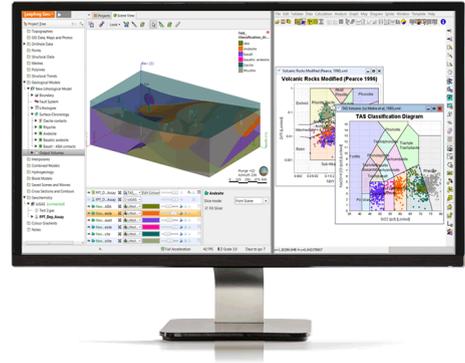
Seequent wanted a software licensing solution that would help them with:

- › Introducing flexible licensing options to optimise the way customers use different products across the Leapfrog portal and suite of products.
- › Reducing the complexity of managing and delivering licenses to their customers by moving away from the use of dongles.
- › Gaining a holistic view of each end user and accessing more in depth data related to the way users interact with the applications.
- › Improving customer experience by introducing Single Sign-On (SSO) across the Leapfrog product suite and MFA (Multi-Factor Authentication).
- › Reducing time consuming processes for managing the licensing and sales system.

“ **The 10Duke Entitlements engine was the only product, in our assessment, that had the flexibility and extensibility to support the existing license models for our existing desktop software and the web based software we were bringing to market.** ”

Through a highly extensible design, the 10Duke Entitlements engine can be extended to deliver any authorization and licensing solution you need. 10Duke Entitlements has been able to grow with our business. It was always performant, scaling with our user base.

Hamish Smith
Senior Software Architect, Seequent



The Solution

Seequent chose the 10Duke identity-based licensing solution for:

- › Offering a leading example of a licensing engine which is able to support Seequent’s requirements of exploring a wider range of licensing models in order to control user access to applications.
- › The 10Duke licensing solution’s technical flexibility when compared to the other software providers considered.
- › 10Duke’s focus on the end user and the flexibility provided to the end user in the self-administration of licenses.

The 10Duke Licensing solution deployed by Seequent had three main components:

- › **Authentication** with the **10Duke Identity Provider API**
- › **Authorisation** with the **10Duke Entitlements API**
- › **Data insights** with the **10Duke Event Data API**

The 10Duke Identity Provider was used to:

- › Underpin a new Seequent user account system with self-service options like password reset that helps with reducing the number of support desk calls

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- ▶ Implement and develop the “SSO family” of products access to all of the company’s online applications: Leapfrog Geo, Leapfrog Works, Leapfrog Edge, Leapfrog Geothermal, Leapfrog Viewer, Leapfrog Aspect, and View

- ▶ Mitigating password risks and implementing MFA (Multi-Factor Authentication)

10Duke Entitlements helped with:

- ▶ Automated provisioning of licences when they are purchased and helping Seequent to introduce new flexible licensing options like Corporate OnDemand, Consultants OnDemand (project based licensing), Individual Licensing and Pay & Go Daily Licensing.

- ▶ Tools for reconciling and reflecting complete and accurate user entitlement data.

- ▶ Support for multiple licence model configurations, including pay per day licensing, personal and project based licenses.

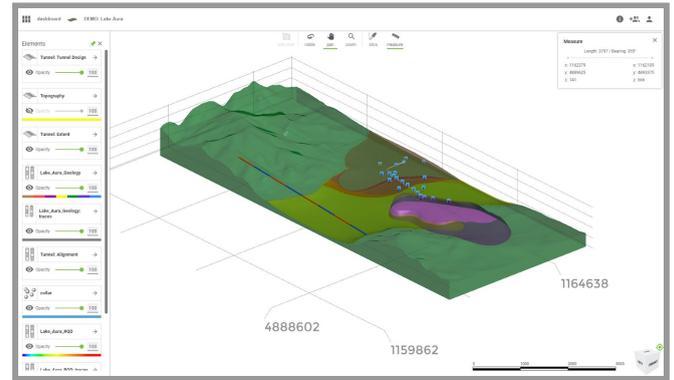
The 10Duke Event Data API was used to capture customer and usage data to gain insight into consumption behaviours, to improve product development based on real-time data and to inform new commercial offerings.

Implementation Method

Seequent confirmed the suitability of 10Duke’s licensing solution and APIs during a 3 month pilot project. The decision was to quickly integrate the Leapfrog suite of products and portal so the integration phase followed.

Both the Seequent project team and 10Duke’s delivery team work closely together to implement SSO across the Leapfrog applications and to develop the My Leapfrog user account. One of the key objectives was to integrate users to data held in the existing CRM system to maintain and improve the data held by Seequent on their customers, and ensure a single view of customer interactions.

Another key objective was the Introduction of new ways of selling the products to their customers and 10Duke’s licensing solution provided the opportunity to try a very wide range of license models in order to deliver more transparent and flexible offerings.



The Result

The 10Duke software licensing solution now provides a centralised identity and licensing solution across a large number of Seequent applications, with the aim to further extend and integrate to new product lines. Since release, Seequent has [accelerated its revenue growth](#) and continues to add new products, both organically and via acquisition, to their central identity management and licensing capability underpinned by 10Duke.

[Click here](#) to watch a video of Seequent & 10Duke.

About 10Duke

10Duke provides an advanced licensing solution, designed for software vendors selling applications in the 21st Century. Based on the unique concept of identity-based licensing, the 10Duke solution is a cloud-based licensing engine that provides advanced features in regard to both authentication and licensing that allows software vendors to better understand and service the licensing needs of their customers. From support for multiple license models, to enable licensing for web, desktop application, the 10Duke licensing solution is used around the world by leading consumer and technology brands including Trimble, Causeway and many more.