Protected and user-friendly digital business models for Industrie 4.0

Wibu-Systems' premier showcase at EMO Hanover

Karlsruhe, Germany – For its premier presence at EMO, the world's leading trade fair for the metalworking industry hosted in Hanover, 18 to 23 September, Wibu-Systems, a global powerhouse in secure license management, is preparing a comprehensive program that will engage intelligent device manufacturers, industrial operators, and end users alike. At its booth B60, in the Industrie 4.0 area of hall 25, the company will show how connected systems for intelligent production can result in new revenue streams.

Since the dawn of Industrie 4.0, Wibu-Systems has leveraged its core values of uniformity, comprehensiveness, robustness, simplicity, uniqueness, and continuity to bring CodeMeter's technology to a new level of compatibility with a broader range of platforms, secure elements, and applications. Numerous research projects, partnerships, and collective demonstrations have also scaled up the game and produced new and innovative solutions for the Industrial Internet market.

IUNO, the German National Reference Project for Cybersecurity in Industrie 4.0, is a perfect expression of this collaborative spirit. In one of the projects that are being developed in this context, Wibu-Systems is cooperating with TRUMPF, a global leader in machine tools, laser technology, and electronics. Strategically positioned close to AXOOM, TRUMPF's daughter company and a specialist in combining production and IT expertise for smart manufacturers, Wibu-Systems is ready to show the results of the efforts undertaken so far.

AXOOM's digital business platform is designed for use along the entire production value chain. Wibu-Systems' CodeMeter protects the intellectual property and provides business-enabling opportunities through versatile and secure software licensing. Both technologies have been integrated into a tapping machine that addresses two separate use cases to bring producers and consumers together:

- Creating new drinks: The producer creates a new drink, whose recipe is encrypted via CodeMeter and transferred to AXOOM's marketplace. The corresponding license is set as an item in CodeMeter License Central, the database-derived license and entitlement application, which automates the process of creating, delivering, and managing software licenses.

- Selling drinks: The consumer selects a drink. The order travels through the marketplace, and the license for the creation of this specific drink is transferred from CodeMeter License Central to the mixer.

Ruediger Kuegler, VP Sales and Security Expert at Wibu-Systems, who will be on site at EMO and give a lecture on how to monetize machines with modular features at the Forum in booth B60, hall 25, on September 20th, 11.30 am to 12.00 pm, states: "We live in exciting times, as computational power, cloud storage, and security technologies have reached the capability and pricing point to transform our world and can now offer a plethora of automated, digital, and tailored services. Expanding our imagination is our next frontier. Following the same pattern, CodeMeter, our protection, licensing, and security technology, is becoming more sophisticated and convenient every day and providing an optimal effort-performance relationship".

Stephan Fischer, Head of Digital Business Solutions at TRUMPF and CEO of AXOOM, adds: "Together with AXOOM and Wibu-Systems, we are generating new synergies that are creating seamless secure connections between machines, software, and industrial processes to meet the requirements of data-driven business models."

CodeMeter enables protected business models for the Industrie 4.0 age

About Wibu-Systems:

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Wibu-Systems, a privately held company founded by Oliver Winzenried and Marcellus Buchheit in 1989, is an innovative security technology leader in the global software licensing market. Wibu-Systems' comprehensive and award winning solutions offer unique and internationally patented processes for protection, licensing and security of digital assets and know-how to software publishers and intelligent device manufacturers who distribute their applications through PC-, PLC, embedded-, mobile- and cloud-based models.

Media graphic resources available at: http://www.wibu.com/photo-gallery.html