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Wibu-Systems Helps SICK Scale Industrial Software Business Models with CodeMeter

- **Staged rollout since 2021 spans standalone software, digitally enhanced products, and cloud services.**
- **Integration with production, e-commerce, CRM, and ERP systems supports license activation and automated fulfillment.**
- **SICK reports strong growth in digital licensing adoption across multiple product lines; broader cloud licensing and pay-per-use are planned.**

A common protection and licensing framework connects software delivery with production and enterprise processes across SICK's expanding digital portfolio

Karlsruhe, Germany – **Wibu-Systems is supporting SICK AG's expansion of its industrial software business with a common CodeMeter framework for software protection, licensing, and license delivery. Introduced in stages since 2021, the implementation now spans standalone applications, digitally enhanced products, and cloud services. It enables SICK to scale software-driven business models across its portfolio while accommodating connected operations and shop floors with limited or no connectivity.**

SICK, headquartered in Waldkirch, Germany, develops intelligent sensors and integrated solutions for industrial automation. As the company extends its offering with software and digital services for manufacturing and logistics, licensing has to accommodate different deployment environments and fit the processes through which products reach customers. The implementation connects software IP protection with the commercial and operational requirements of delivering licensed functionality throughout the customer lifecycle.

Protection and licensing across deployment environments

CodeMeter combines software protection and licensing technology with centralized license management. In SICK's implementation, AxProtector supports software protection, while CodeMeter Runtime and CodeMeter Embedded enable device-level licensing. Depending on the deployment scenario, SICK uses CmDongles, CmActLicenses, or CmCloudLiteContainers to hold licenses. CodeMeter License Central centralizes license management and distribution across this mixed environment.

Licensing integrated into production and delivery

For digitally enhanced products, licensing is integrated into SICK's production processes, with activation during device commissioning. Standalone software and cloud services use ticket-based activation. Customers receive a license ticket with a standard product shipment or through a digital channel, then activate and manage the license independently. The delivery process can therefore reflect the product and its operating environment while remaining part of a common licensing framework.

Connections to e-commerce platforms, customer relationship management (CRM) systems, and enterprise resource planning (ERP) environments support automated license fulfillment and management. The program involves Product Management, IT, R&D, Customer Fulfillment, Operations, and commercial departments, making licensing a shared process across product development, production, sales, and customer interaction.

> *Christoph Müller, Senior Vice President Integrated Automation, SICK AG, explains: "Our customers expect software and digital services to be delivered with the same reliability and simplicity as our physical products. CodeMeter helps us provide a consistent licensing experience across our portfolio while enabling scalable licensing and entitlement processes across the entire customer lifecycle."*

> *"Large account projects bring together different product roadmaps, technical environments, and business processes. The complexity lies in translating those requirements into licensing that works for everyone involved, from development and production to customer fulfillment," says Stefan Bamberg, Director Sales and Key Account Management at Wibu-Systems. "For our teams, the satisfaction comes from seeing that work become a practical foundation the customer can build on. SICK's rollout illustrates how a long-term collaboration can accommodate industrial deployment requirements while supporting the development of new digital offerings."*

SICK reports strong growth in the adoption of digital licensing across multiple product lines. Building on the current implementation, the company plans a customer-facing license portal, expanded cloud licensing capabilities, further global rollout, and pay-per-use models. These developments are planned extensions of the framework already supporting SICK's software and digital services.



SICK sensors in a conveyor installation illustrate the industrial environments served by its automation portfolio. CodeMeter supports the protection and licensing of the company's expanding software and digital services.

Additional Dedicated Resources

- Complete success story – HTML format: https://www.wibu.com/case-studies/success-stories/story/detail/sick-scaling-industrial-software-business-models.html
- Complete success story – pdf file: https://www.wibu.com/fileadmin/wibu_downloads/Case_Studies/S/SICK/SICK-EN.pdf
- Press release as audio file: https://www.wibu.com/fileadmin/Audiofiles/press_releases/WIBU-PR_SICK_EN.mp3
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About Wibu-Systems

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Wibu-Systems is a global leader in cutting-edge cybersecurity and software license lifecycle management. We are committed to delivering unparalleled, award-winning, and internationally patented security solutions that protect the intellectual property embedded in digital assets and amplify the monetization opportunities of technical know-how. Catering to software publishers and intelligent device manufacturers, the interoperable hardware and software modules of our comprehensive CodeMeter suite safeguard against piracy, reverse engineering, tampering, sabotage, and cyberattacks across mainstream platforms and diverse industries.

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