

# Nuhertz turns global telecom company's unwitting piracy into a big customer win

Nuhertz Technologies has rapidly established itself as a worldwide leader in low and high-frequency filter synthesis, simulation, analysis, and optimization software. Electrical engineers face significant challenges in synthesizing, analyzing, and simulating complex filter designs. The company has developed numerous revolutionary synthesis algorithms unparalleled in either industry or academia. The programs developed by Nuhertz deliver a new level of design automation and productivity improvement, unequalled by any other design synthesis program on the market. The result is the employment

## Key Facts

- Software piracy problem with global company solved
- Key new customer won from competition
- Significant revenue recovered and financial situation overcome
- SmartFlow technology is enabling successful resolution of new piracy issues

of advanced technology techniques that significantly improve design quality and cost-effectiveness for its users.

## The Challenge

Jeff Kahler, president and technical director of Nuhertz Technologies, first realized he had an issue with piracy when an anti-piracy and software compliance company brought it to his attention during a demonstration. The reaction, predictably, was shock and dismay to learn the seriousness of the problem.



SmartFlow's detailed piracy logs and concrete data have proven to be critically effective in convincing honest large company managers that piracy is occurring under their watch."

Jeff Kahler, President,  
Nuhertz Technologies, LLC





Nuhertz is a small independent company with limited global resources, leaving it open, as with many other small companies, to victimization by piracy. Nuhertz software is a highly sophisticated, specialized, and technically innovative filter design tool that took many years to develop and is in demand by designers and manufacturers of integrated circuit (IC), monolithic microwave IC (MMIC), RFIC, and microwave designs for a variety of applications in the aerospace/defense and commercial communications industries. Some elements in design companies felt they could take advantage of Nuhertz and use its software without paying for it because Nuhertz didn't have the resources to fight back.

Kahler quickly signed up with the anti-piracy software provider after being convinced that it could deliver the technology and services to recover a large percentage of the revenue lost to piracy, thus justifying the high cost of the provider.

The anti-piracy technology did not perform well and was not very accurate in identifying exactly who the companies were who were pirating the Nuhertz software, thus leaving the company open to falsely accusing good customers. There was confusion about how the technology worked and the problem was compounded by poor support services. The result of the adoption of the anti-piracy technology was reputation damage to Nuhertz, very little revenue recovered, confusion, and a general feeling of ineffectiveness. Kahler was frustrated that he was throwing good money after bad, and realized that a more effective solution had to be found and implemented.

## The Solution

Kahler knew Ted Miracco, CEO of SmartFlow, through his productive partnership with Miracco's former EDA design

company AWR and had direct first-hand knowledge of Miracco's abilities to extract performance from his companies and work with small partners such as Nuhertz. He knew Ted had successfully battled piracy issues at AWR and had co-founded his own anti-piracy software company, so he gave him a call and described his pain with piracy, his frustration with the other anti-piracy company he was using, and his situation in which he had spent far more money on the provider revenue collection services than the provider collected and distributed to Nuhertz. He asked Miracco to make him an offer and subsequently signed on.

SmartFlow didn't set unrealistic expectations, but instead did a thorough analysis of the situation and recommended a program that was realistic for a small company, both in terms of cost and ability to recover lost revenue. SmartFlow's superior technology immediately discovered unlicensed usage of Nuhertz software within a leading global telecommunications company with a research and design facility in China.

Typically, it would be difficult for a small company to gain any traction against global industry giants. However, Kahler had two points in his favor. Large companies with many facilities spread throughout the world often unknowingly have rogue employees who illegally download software without going through proper corporate channels to purchase it legally. Employees also often simply make copies of the software to share among each other, not realizing, or not caring, that this is illegal. The advanced SmartFlow technology was able to specifically identify the illegal users/machines and document detailed contact information, providing undeniable proof to the telecoms company that it had employees who were using illegal copies of Nuhertz software.



In addition, Miracco, with his many years of experience in the EDA industry working for companies such as HP, Cadence, and AWR, was able to connect him with people he knew in the company's headquarters. A sticky situation that could have resulted in acrimonious relations with a global giant and failure to recover significant revenue was negotiated into a major customer relations and financial win for Nuhertz.

## Results

The Nuhertz/SmartFlow engagement has resulted in a win/win for everyone. A previous inability to deal with a piracy problem from global giants became a success. The principal abuser of Nuhertz software is now one of its biggest customers because SmartFlow customer service was able to foster a valuable high-level corporate relationship between the two companies. The telecoms company appreciated being made aware of its internal piracy problem, understanding that rogue employees who download illegal software often put the entire organization at risk by introducing accompanying malware and trojans to servers that disrupt operations and allow competitors to steal valuable intellectual property.

Nuhertz is now on top of its piracy problem, has recovered significant revenue, and has won a global new customer. The company continues to thrive and maintain its leadership in filter design software. License compliance is now an important part of the sales process.

## Why SmartFlow

Because of its superior technology and outstanding customer support and service, SmartFlow was able to displace an entrenched competitor and win a key new

customer. Since adopting SmartFlow anti-piracy and software license compliance technology, Nuhertz finds it much easier to sort through piracy entries, which has improved their productivity. "You have to stay on top of honest companies, just like you do the crooks and cheats," says Kahler.

## About SmartFlow

SmartFlow Compliance Solutions (SmartFlow) usage and analysis software drives the license compliance programs for the world's leading software companies. SmartFlow, by providing precise telemetry data that ensures users are properly authorized and licensed, helps clients make informed decisions on the best way to correct licensing problems and protect customers from unfair competition.

With a solution for every budget, the data collected by SmartFlow's innovative technologies provides business intelligence and sales information and organizes, analyzes, and interprets that data into meaningful market insights and quality lead generation. SmartFlow's license compliance platform can improve productivity, reduce operational costs, and guard against downtime by preventing malware attacks and protecting brand names and reputations.

For more information, visit [smartflowcompliance.com](http://smartflowcompliance.com) or contact [info@smartflowcompliance.com](mailto:info@smartflowcompliance.com).

