

USECASE.SPOTLIGHT

PROTECTEDPDF



Darden Business Publishing, a leading publisher and seller of business case studies for university business schools increased its customers and overall revenue with protectedpdf Enterprise Edition.

Organization:

Darden Business Publishing

Industry:

Educational Publishing

Location:

Charlottesville,
Virginia

Employees: 9

Key Challenges:

1. Implementing a sufficient level of PDF protection for revenue-generating intellectual property
2. Managing a large inventory of protected documents on a daily basis
3. Accommodating customers' needs to access content in specific ways

Key Benefits:

1. Immediate electronic delivery of content to customers
2. Seamless reader experience with lower support costs
3. Flexibility over digital rights policies and control over intellectual property

About Darden Business Publishing

University of Virginia's Darden Graduate School of Business is one the world's leading publishers of business case studies used by both undergraduate and graduate students. Internationally renowned, Darden Business Publishing develops business case studies written by several leading authorities and publishes them to be used as a learning tool by university business schools around the world.

How Darden Generates Revenue

Darden Business Publishing primarily sells its proprietary case studies to business students via an online store. The documents are published in PDF format to be easily downloaded and accessed immediately by each customer.

Before Protectedpdf

Prior to using protectedpdf, Darden printed and shipped hard copies of its case studies to customers internationally. "We only sent unprotected PDF documents to trusted customers and they would print the document and report to us how many copies were printed," shares Steve Mompers, Director of Darden Business Publishing. "This policy limited the number of customers that we did business with directly, because customers that we had no history with were required to purchase the hard copy version of the case, pay for shipping, and wait for delivery". The production costs of printing and shipping were passed onto the customer, increasing the price for them and simultaneously decreasing the total number of customers willing to buy a case study at that price.

The Need for Protection

Allowing only a select few trust customers to have electronic copies of case studies, and requiring them to print off the documents themselves and report back, leaves Darden with a distribution process that has many gaping holes for intellectual property loss. Darden not only had to rely on the customer to be honest and keep track of the number of copies they

had printed and distributed, but it left the responsibility of preventing unauthorized distribution of the case studies up to the customer.

Darden needed a way to immediately deliver its PDF content electronically, while maintaining control and flexibility over its digital rights management policy, and not leaving it in the customers' hands.

The Solution

Protectedpdf Enterprise Edition allows users to protect their PDF documents while allowing readers to seamlessly access content. Readers are not required to download special plug-ins or software in order to read the document. Protectedpdf is a flexible platform that can be deployed as a fully customizable on-site installation, or hosted by Vitrיום Systems.

Why Protectedpdf?

The Features

It was extremely important that Darden meet the specific requirements its customers had for document access while balancing its own need for protection, otherwise it faced the risk that

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electronic delivery of the case studies would not be accepted by the market. “We needed a solution that allowed previewing the content, printing the content, and accessing the content both online and offline, as well as from more than one computer,” shares Mr. Mompers.

Darden’s active case study collection is protected and stored in the online storefront where customers can purchase a case study and download the protected PDF to their computer. “Customers enter their username and password, and have both online and offline access to the document for 14 days,” explains Mr. Mompers. “During the period, they can access the document from two computers and print it out.”

Seamless Reader Access

Protectedpdf documents are viewable in Adobe Reader, making it easy for people using both Mac and PC operating systems. “The vast majority of our customers have Adobe Reader, so the obvious direction for us to go in was to utilize the platform our customers have and are comfortable using,” explains Mr. Mompers.

Darden’s customers do not want the hassle of downloading extra plug-ins or software to view their purchased PDFs and the majority of them already use Adobe Reader to view PDFs, so it was extremely important for Darden to leverage a solution that provided easy access for customers. “Less than 1% of our customers cannot open the encrypted document,” shares Mr. Mompers, “making our customer support costs extremely low.”

Customized Batch Encryption

With over 2,000 case studies in its online collection, Darden is constantly updating its online offerings. Batch encryption was built as a cus-

tomized feature of Darden’s protectedpdf enterprise application, enabling Darden to protect multiple PDFs simultaneously.

Overall Benefit

Darden Business Publishing has seen an increase in the number of customers it has since implementing electronic delivery of its case studies. “The ability to immediately fill orders and eliminate shipping-related costs are saving our customers money, and attracting more of them,” shares Mr. Mompers. Darden has seen both an increase in their overall revenue and a decrease in their support costs. “Protectedpdf is easy for our customers to use, especially if they are already using Adobe Reader, because then the process of accessing case studies is quite seamless for them,” explains Mr. Mompers.



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To learn more about protectedpdf Enterprise Edition or sign-up for your free trial, please visit www.protectedpdf.com or call 1-877-757-1502

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