

# USECASE.SPOTLIGHT

PROTECTEDPDF



Jargon Aviation Consultancy uses protectedpdf Small Business Edition to protect its revenue-generating eBook on European aviation standards and regulations for commercial distribution.

**Organization:**

Jargon Aviation Consultancy

**Industry:**

Aviation Operations, Manufacturing & Maintenance

**Location:**

The Netherlands

**Employees:** 1

**Key Challenges:**

1. Protect online revenue stream generated from a proprietary eBook
2. Provide seamless reader access to eBook content
3. Manage electronic document protection solution with existing resources

**Key Benefits:**

1. Seamless for content owner to protect and manage eBook distribution
2. Easy for authorized readers to access the purchased eBook
3. Economical solution for a small organization

## About Jargon Aviation Consultancy

Jargon Aviation Consultancy was founded in 2000 as an independent consultancy company focusing on European aviation regulations. Providing training on a variety of regulation related topics, Jargon works with companies in the aviation industry that need to adhere to strict European Union (EU) laws and regulations. Clients include aviation designers, component manufacturers, aircraft operators and maintenance companies operating in the EU.

### How Jargon Aviation Consultancy Generates Revenue

The European Aviation Safety Agency (EASA) is responsible for publishing all EU aviation requirements, called Parts, and publishes them as separate documents with various separate amendments. It is extremely difficult to figure out what the precise requirements are at any given time due to the confusing nature of having separate amendments, and amendments of amendments, for any given regulatory document. In the last year, Jargon has released a regulatory eBook, eParts, which compiles all the aviation requirements in the EU, and includes hyperlinks to other related sections or regulations in the eBook. Sold online through Jargon's website, customers can download the eBook to their computer immediately and will receive updated versions as EASA amends its regulations.

### The Need for Protection

Jargon Aviation Consultancy needed to find a way to protect its regulatory eBook from content piracy and theft. Many resources were expended to create the compendium of EU aviation regulations, and the company needed to protect the revenue stream generated from eParts. Since it is available online in PDF format, an open document would be extremely easy to distribute to non-paying readers without proper protection measures in place. Jargon Aviation Consultancy founder Roger van der Velden shares, "In order to prevent unauthorized sharing of content, we recognized the need to implement specific security features on each copy of our eBook."

### Before Protectedpdf

Previously, Jargon created a hardcopy of its regu-

lations book for clients but never distributed it for commercial consumption. It was primarily used for training purposes. Before publishing a digital edition, Jargon took the necessary steps to ensure that sufficient protection measures were in place to prevent unwanted distribution and content theft.

### The Solution

After evaluating several other PDF protection solutions available on the market, Jargon selected Vitrium Systems' protectedpdf Small Business Edition (SBE) to secure its eBook. The solution provided the necessary security features, while providing seamless reader access. The cost of protectedpdf SBE also fit within the company's budgetary requirements.

### Why Protectedpdf?

Protectedpdf Small Business 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, as protectedpdf documents are viewable in Adobe Reader. Protectedpdf Small Business Edition is a Software-as-a-Service solution and is hosted by Vitrium Systems.

### Flexible Security Features

"It is essential that our eBook is well-protected," shares Mr. van der Velden. "Protectedpdf has al-

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**“One of the greatest benefits of protectedpdf has to offer is that PDFs can be viewed using Adobe Reader.”**

lowed us to limit what customers can do with the document, preventing them from sharing it with readers who have not paid for it.” To do this, Jargon is utilizing protectedpdf features such as disabling copy, paste, and printing on most versions of eParts. For an additional fee, customers can request a printable version. To further prevent content from being shared, Jargon has included a watermark on each page of the printable versions. Whenever the document is printed, each page displays specific system data tying it to Jargon, so that any reader knows who the content owner is.

Readers are also limited to opening the document on one computer, that way if they send it to a colleague, the document will be rendered inaccessible because it has already been opened on another computer. This feature further prevents unauthorized distribution of eParts.

### Seamless Reader Access

Many of Jargon’s customers are large corporations, governmental agencies, and military organizations with extremely strict IT security restrictions on what employees can and cannot download onto their servers and personal computers. It was of the utmost importance that the protected eBook could be accessed without the reader having to download additional software or plug-ins. “One of the greatest benefits that protectedpdf has to offer is that PDFs can be viewed using Adobe Reader,” explains Mr. van der Velden. “And since people already have Adobe Reader on their computers, this is a great advantage.”

### Unlock Documents Over the Phone

With many customer organizations reluctant to open their proxy servers to unknown files and documents, Jargon has utilized protectedpdf Small Business Edition’s document unlocking over the phone feature to its advantage. “We solved the issue of having readers being unable to open

documents due to strict firewalls in place, by having them unlock their eBook over the phone,” says Mr. van der Velden. “Protectedpdf has made it much easier to support readers who are opening documents in highly secured environments.”

### Overall Benefit

With protectedpdf Small Business Edition, Jargon has been able to commercially distribute its regulatory eBook, something that it was previously unable to do without the risk of having it shared illegally. “We identified a new business opportunity with our eBook, and without protectedpdf we would not have been able to distribute it with such ease and simplicity,” shares Mr. van der Velden.

eParts is providing Jargon with a new stream of revenue from passive activities, leaving the company free to pursue more consultancy clients. “Protectedpdf is protecting our revenue stream and has allowed us to increase distribution of our eBook,” states Mr. van der Velden.

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