

USECASE.SPOTLIGHT

PROTECTEDPDF



OMNIpub has increased revenue by 25% over the last year by incorporating protectedpdf Enterprise Edition into its suite of document assembly and dynamic publishing software applications.

Organization:

OMNIpub

Industry:

Publishing Software

Location:

Nanuet, New York

Employees: 5

Key Challenges:

1. Protecting clients' intellectual property and controlling access to their published documents
2. Customizable PDF security features based on unique client needs
3. Seamless access for authorized readers

Key Benefits:

1. Growth of customer base and increase in revenue from new PDF protection option
2. Control measures added to clients' proprietary documents
3. Improved reader experience for client readers accessing protected content

About OMNIPub

OMNIPub is a software company offering a suite of rapid document assembly and dynamic publishing applications for customers needing to publish professional-quality documents instantly.

OMNIPub's typical customers are content publishers, including print service providers and large companies such as Xerox, Ricoh, and Kodak. OMNIPub mainly works with educational institutions and educational publishing companies to create course packages, custom textbooks, and custom books of any type.

The Need for Protection

Many of OMNIPub's clients have copyrighted material that must be protected from content piracy and theft. In order to utilize OMNIPub's suite of publication tools, customers must be ensured that their proprietary content is properly secured from unauthorized distribution. OMNIPub needed a way to protect clients' published documents in order to attract more customers who had previously been hesitant about using a document assembly solution due to concerns over content theft. "Many of our customers are educational institutions that have a lot of copyrighted material, and we would not be able to offer our service to them if we had no way of protecting their content," shares Eugene Fallon, CEO of OMNIPub.

How Clients Access Assembled Documents

Once a client's document has been assembled and is ready for publication, it is posted to the client's account on the OMNIPub website. If the document is to be used for mass consumption by many readers, then readers are directed to a specific URL where they can download the assembled document. Documents are posted to an open webpage because published documents are usually quite large in file size, and are too big to be sent via email. The webpage is kept freely open to document readers and does not require access codes because the documents posted on them are already protected.

Before Protectedpdf

OMNIPub had previously used Adobe Content Server to secure client documents. Due

to the platform's complex nature, it was not only difficult to protect assembled documents, but it was difficult to integrate it into the OMNIPub software suite. Document readers were required to have a very specific version of Adobe Digital Editions in order to view the PDF, making it very difficult and cumbersome for authorized users to access content.

OMNIPub required an easy-to-use PDF protection solution that made it both simple to secure documents and seamless for readers to access them, while fitting within the budgetary restraints of the company. In addition, the PDF protection solution also had to integrate easily into the OMNIPub system, so that PDF security could be added on to the document assembly and publishing tools, if content owners required it.

The Solution

OMNIPub selected Vitrium Systems' protectedpdf solution. Protectedpdf Enterprise Edition allows organizations 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 Enterprise Edition is a flexible platform that can be deployed as a fully customizable onsite installation, or hosted by Vitrium Systems.

Why Protectedpdf?

Ease of Use

OMNIPub began searching for a new PDF protection solution because its previous application was both complicated for the content

"Protectedpdf seemed like the perfect fit for us because it easily integrates into our existing software application to make it easy to secure documents..."



“The prevailing factor for why we chose protectedpdf was that it did not impose anything extra on the end user to access PDF content, as long as they have the authorized credentials to do so.”

publisher to secure content, and the reader to access it. “Protectedpdf seemed like the perfect fit for us because it seamlessly integrates into our existing software application to make it easy to secure documents during the publishing stage,” explains Mr. Fallon. “Once the document is assembled and protected it can easily be distributed. The content owner and end user download the PDF from an open OMNIPub webpage.”

Integration with Existing IT Systems

OMNIPub has integrated protectedpdf into its software suite of publishing tools. By developing a custom External Identity Provider (EIP), content owners can customize the type of login credentials their readers need to access content. End users are usually students of the educational institutions that own the content published by OMNIPub, and their login credentials are automatically tied to their course registration instead of being set by OMNIPub at the time the document is protected.

Seamless Reader Access

Protectedpdf documents do not require the end user to download special PDF viewing software or extra plug-ins in order to access content. This means that the end user can easily access protected PDF content simply by using Adobe Reader. “The prevailing factor for why we chose protectedpdf was that it did not impose anything extra on the end user to access PDF content, as long as they have the authorized credentials to do so,” explains Mr. Fallon. “The more difficult it is for authorized readers to access content, the less likely content owners will choose OMNIPub to assemble their documents.”

Flexible Security Features

Depending on the client’s business needs and objectives, each published document secured using protectedpdf has different security features

enabled to prevent content piracy. Protectedpdf allows the content owner to specify exactly which security features must be enabled on each document published using OMNIPub. “Some content owners will allow printing, while others completely lock down the document and won’t allow copying, pasting, or printing,” shares Mr. Fallon. “Protectedpdf’s flexibility is ideal because we are now able to provide an easy-to-use DRM solution for our clients.”

Overall Benefit

Since implementing protectedpdf Enterprise Edition in December 2009, OMNIPub has exponentially increased their revenue in the last year. “We have experienced tremendous growth in revenue since implementing protectedpdf, and we are projecting another 25% increase in revenue for next year,” shares Mr. Fallon. “To achieve a 25% growth rate as a result of protectedpdf is phenomenal, and we are very pleased with the results.”

Protectedpdf’s easy-to-use platform and seamless reader experience has helped OMNIPub realize a massive growth in its customer base as well. “Protectedpdf has given OMNIPub an advantage over other companies that offer document assembly but don’t have a way to secure finished documents,” shares Mr. Fallon. “It has opened a lot of doors for us.”



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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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