



Protecting Content Rights During Distribution

Business Situation

The client is a privately held international publishing company with offices in 41 countries worldwide and operations in more than 30 others. Its publishing footprint includes high-quality academic and educational books; fiction and non-fiction books; science, technical and medical (STM) and social science journals; educational course materials; dictionaries; university textbooks; academic monographs; and reference books.

Challenge

The publisher's e-book sales had increased from 1% in 2007 to 20% in 2010, but content piracy remained a continual problem. Piracy has impacted the book publishing industry almost since its inception, but the advent of digital publishing has made it easier for unauthorized parties to share book content like never before. The rise of online content consumption and a steady proliferation of new devices, e-readers and tablets is also aiding and abetting piracy, an unintended consequence of the digital era.

Research revealed that most pirated titles found on public share sites were not the final versions of books but works-in-progress that were often leaked from inside the client's organization. Clearly, there was an urgent need to plug the leaks and secure these important digital assets. Leakage of even six to eight titles impacted sales

tremendously, so preventing piracy is clearly essential.

The client was looking for a digital rights management (DRM) solution to:

- Ensure that no manuscript leaves the organization without proper authorization.
- Limit the distribution of manuscripts, galleys and final versions of books in electronic form, both within the organization and to external parties such as reviewers, printers and agents.
- Make available the assets wrapped in DRM on the widest variety of platforms, including Macintosh and Windows desktops, mobile devices and tablets (iPads and the like), as well as eBook readers (Kindle, Sony, etc.).

Solution

We embarked on a three-week business discovery program with a cross-functional team of business consultants and technology architects, including interviews with more than a dozen client employees in various business functions. The objective of this exercise was to understand how an author submission grows into a book, the various teams (or individuals, both internal and external) who played a part in this long process, their interactions with each other and possible points of document leaks. The results of the study were shared with the publisher, along with a proposed digital library DRM solution.

Proposed System Process Flow

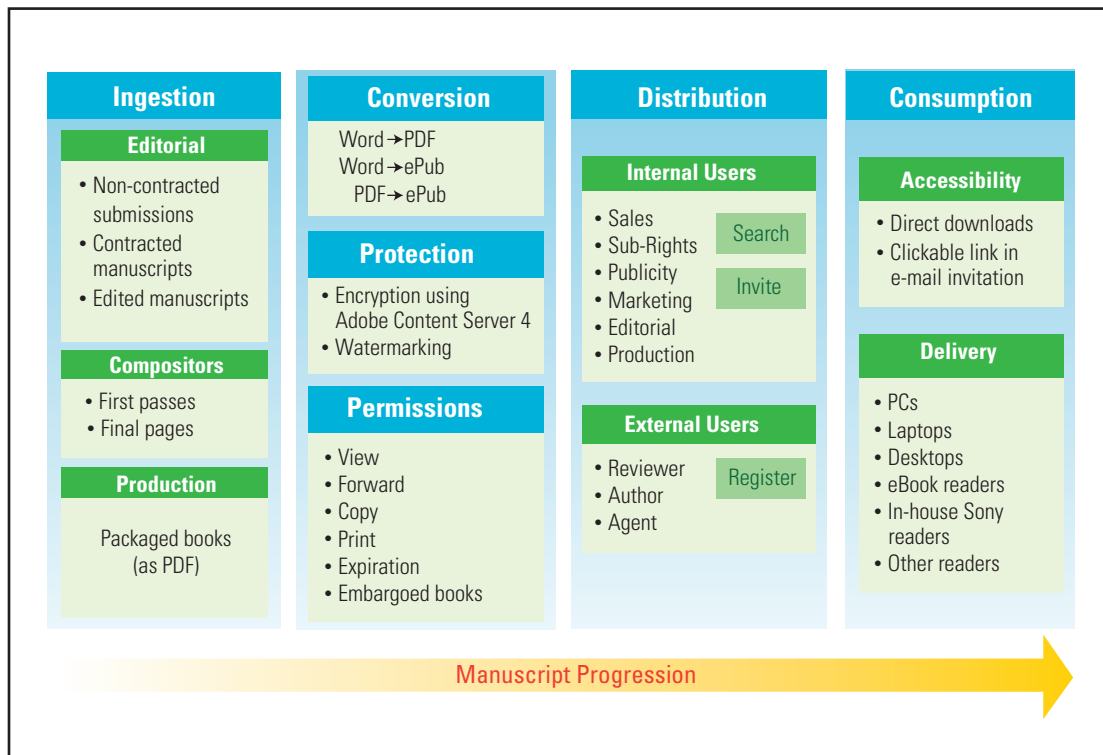


Figure 1

Once our proposal was approved (see Figure 1), we implemented a solution that contained the following attributes:

- Storing and accessing assets
 - Integration with title management for accurate metadata.
 - Enhanced search (simple and advanced).
 - Default work list view for each user.
 - One-click document sharing.
 - Simple portal for external users.
- Distributing assets
 - Strong workflow around the manuscript as it passes through various stages.
 - Invitations through e-mail (for internal and external users).
 - Access to content for recipients of the invitation.
 - Editorial clearance before public distribution.
- Locking assets
 - Adobe Content Server 4 to sign and encrypt manuscripts.
 - Viewable access to documents using Adobe Digital Edition (for desktop and supported readers).
 - Watermarking (on view and print) for unsupported readers.
 - Version management.
 - Assigned asset owners.
 - User group-governed actions (covering who can share/read a watermarked PDF, delete an asset, etc.).
- Reading assets (on e-readers)
 - Document conversion (Word to PDF, ePub).
 - Document preview after ingestion.
 - Support for legacy readers and certification of newer ones (that are supported by Content Server 4).

Anatomy of a DRM Solution

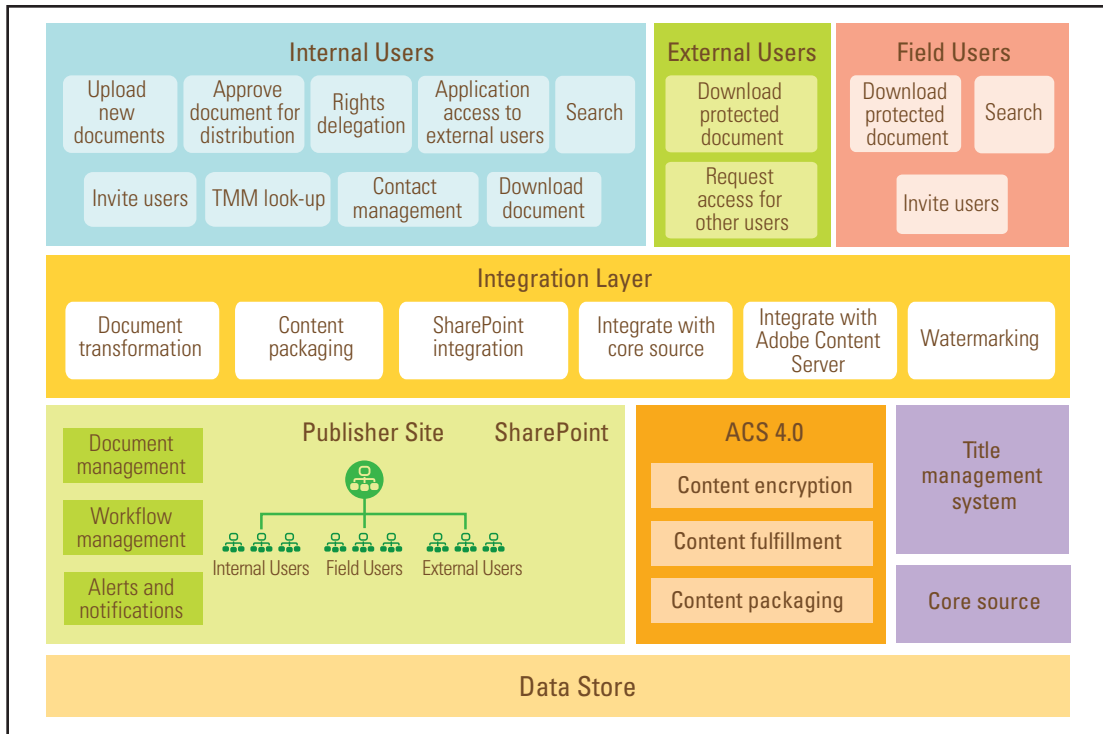


Figure 2

Figure 2 depicts the end-to-end solution.

From a process perspective, document ingestion and distribution works as follows:

- **Document upload:** Document owner uploads the document to a SharePoint site and captures essential metadata.
- **Document reformatting:** Standardization prior to content conversion is performed to ensure a uniform e-reader experience for all documents.
- **Document conversion:** Source document formats (Word, Text, PDF or ePub) are converted into the required destination formats (PDF and ePub) using third-party tools.
- **Document protection:** Converted documents are encrypted using Adobe Content Server 4; watermarks are embedded into documents, as well.
- **Document distribution:** The documents in the DRM system are made available to internal and external users on a customized, sleeker SharePoint site.

Benefits

Our DRM solution eradicated content piracy that had previously impacted 80% of the client's

content assets. Implementation of the DRM system streamlined the asset management process and provided standard tools across the client's multiple editorial groups and divisions. Additional benefits included:

- Easy to track content workflow.
- Better readability of content through content conversion.
- Improved SharePoint search through enhanced functionality.
- Availability of DRM-enabled documents on a customized SharePoint site for internal and external users.
- Strong workflow around the manuscript, defining who can share, who can read a watermarked PDF, who can delete an asset, etc. This prevented leakage of material from within the organization.
- A controlled asset distribution process through e-mail invitations and editorial clearance before public distribution.
- Implementation of version management, encryption and user groups, ensuring authorized access to content.



About Cognizant

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