



VITRIUM.COM



WHITE PAPER:

How Associations Use Document Security and DRM

Discover DRM use cases for associations as providers of training, certifications, intelligence, and standards.

1.604.677.1500 (direct)
1.866.403.1500 (toll-free)

sales@vitrium.com
www.vitrium.com





Table of Contents

Associations as Knowledge Providers.....	3
Providing Online Training and Education.....	4
Customer Story: Training medical laboratories on the latest industry knowledge and standards	4
Advocating for and Marketing National and Global Standards for Industry	6
Customer Story: Providing Global Construction Codes And Standards	7
Distributing Market Intelligence, Industry Reports, and Publications	8
Customer Story: Investing in Intelligence Reports for Members	8
Certifications and Accreditations for Professionals.....	9
Customer Story: Certifying the Communications Technology Community.....	10
Board, committee, and confidential documents	11
Customer Story: Managing Confidential Benefit and Retirement Programs	11
Final Thoughts on Marketing Association’s Publications.....	12
Subscriptions - access to multiple documents by members or customers	12
Selling One-off Access to Individual Publications	13
Improve Content with Analytics.....	13
About Vitrium Security	14
Benefits of Vitrium Security.....	14
How Vitrium Security works.....	15
Start Your Free 7 Day Trial of Vitrium Security	15



Associations as Knowledge Providers

An association, or member-based organization, such as institutes, foundations, councils, and societies, provide valuable services and knowledge to members and customers. Through training, certifications and accreditations, events and workshops, market reports, as well as standards and codes, they make considerable investments to create and distribute content and publications. Selling access to this content is, therefore, part of the core business model aimed at increasing revenues through new members and reducing loss of members through better services and greater satisfaction.

Associations provide documents and publications related to:

- **Training and Education**
- **Certification and Accreditations**
- **Events and Workshops**
- **Intelligence, Market, and Industry Reports**
- **Standards and Guidelines**
- **News and Communications**
- **General Resources**

To protect investments, an association or member-based organization benefits from developing a document security strategy that outlines how the content will be protected from theft, piracy, and illegal distribution. To protect content associations need a simple software solution that empowers them to control how content is accessed, used, and distributed. In addition, associations must ensure that publications are sold in a personal and non-transferable manner, and define a work-flow that assigns publications to the appropriate user, while protecting access to these materials from unauthorized users. This is where document and content protection and digital rights management (DRM) comes in.



Time for a change.

Be proactive to establish your association's strategy to secure vital information



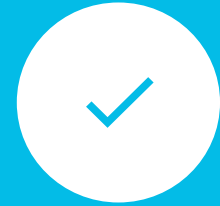


Providing Online Training and Education

Training programs offered by associations provide opportunities for members to develop and enhance professional skills. As associations and member-organizations grow, their member base stretches through various geographical locations, and moving training and services from in-person to online offers a chance to increase reach and generates new revenue sources for these organizations.

Educational materials such as books, guides, case studies or other types of documents are key instruments in providing online training and education services. Document security and DRM solutions like Vitrium Security empowers associations to confidently upload their materials online and market them individually or through a subscription model. With such a solution in place, association administrators responsible for online training can protect investments made in creating or acquiring educational materials, as document security and DRM solutions prevent materials from being forwarded, shared, or copied.

A solution like Vitrium Security also enables students or customers purchasing the materials to access the content easily from any device. With no plug-in or obscure application necessary to view the content, all users need is an internet connection and a browser to access their education.



Document Controls

- ✓ Set printing, copying, highlighting & annotations controls
- ✓ Customize watermarks and apply dynamic data to them
- ✓ Customize login forms, settings, policies, and more
- ✓ Set document expiry dates or revoke at any time

Customer Story: Training medical laboratories on the latest industry knowledge and standards

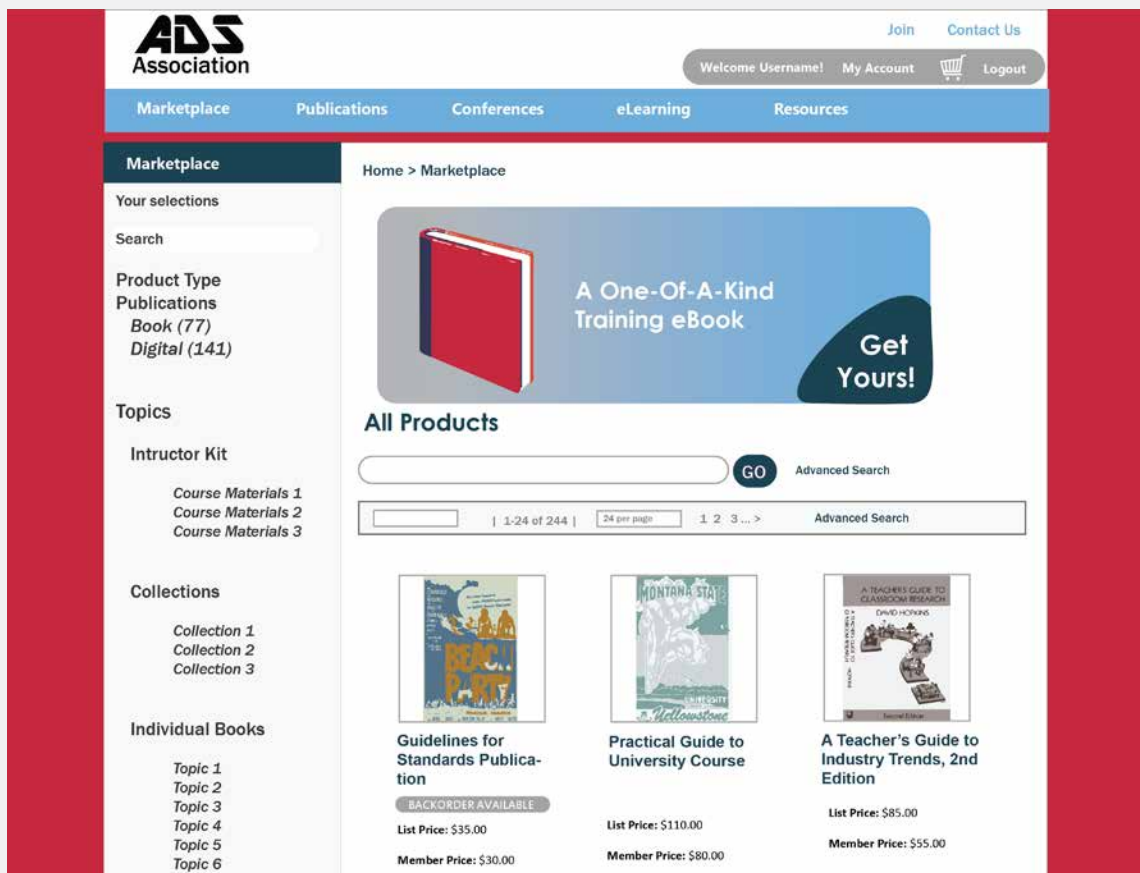
Operating in the medical laboratories sector, one of our clients is an association that uses Vitrium Security to protect standards, guides, and textbooks that make up the training curriculum provided to members. Training is organized through courses and seminars that are ongoing, with in-person and online components. Catering evenly to a member and customer base, composed of universities and private laboratories, this association's mission is to advance the quality of treatments as well as improving best practices in public health and safety.

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They have found through in Vitrium Security a way to control and protect investments made in disseminating important knowledge related to their area of expertise. Customers and members access digital textbooks for sale on the website and online portal, and these are delivered via a secured weblink accessible on any device through a browser. They have chosen to allow printing of materials, but to limit access and copies to ensure only authorized users have access to the content.

This association sell their materials in three different ways: as individual books, as part of an 'Instructor Kit', or a collection of eBooks sold as a package deal, which includes access to videos in addition to eBooks. As part of their document and security work-flow, they have integrated Vitrium Security with Personify, a popular Association Management System (AMS) used by associations to manage member interaction and historical information, and in this case used as an identity database to manage authentication and authorization protocols to access protected documents.



Above is an illustration of how the AMS Personify is used as an online marketplace for Vitrium protected publications.



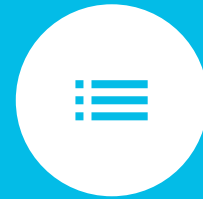
Advocating for and Marketing National and Global Standards for Industry

Standards are a pillar and a driving force in the development of technology, processes, and products that transform the way we live, work, and communicate. Associations play an important role in determining, developing, and distributing national and global standards for those affiliated with an industry. By sourcing the most advanced knowledge available, organizing it into publications, and disseminating standards, an association helps unify and dictate the impact the industry has on the world at large.

Published standards establish specifications and procedures, and address a broad range of safety issues, from improving the product or process to ensuring that it is compatible and able to interact with other products and processes. A digital rights management like Vitrium Security allows associations to control how standards are accessed, distributed, and used. By securing the content, associations protect revenues and are able to reinvest in the continued development of updated standards for processes and operations within the industry.

In addition, a digital rights management solution like Vitrium Security allows associations to control how documents containing codes and standards are accessed, distributed, and used. It empowers an organization to monetize the distribution of publications, to offset publication costs, and to reinvest in the development of updated standards for processes and operations within an industry. As standards make it easier and cheaper for organizations to access new markets and technologies, they benefit not only consumers, but also companies, and are valuable documents that merit protection and control by those that own it.

With a varied audience, the page and user-level analytics of content usage present in DRM solutions like Vitrium Security can be used as intelligence to determine not only what goes on future publications, but also which direction the industry should be heading.



User Controls

- ✓ Add, modify or delete users & groups
- ✓ Define DRM policies at user, group or global level
- ✓ Assign, change or revoke permissions at any time
- ✓ Set device, browser & IP limits
- ✓ Track user activity & export reports



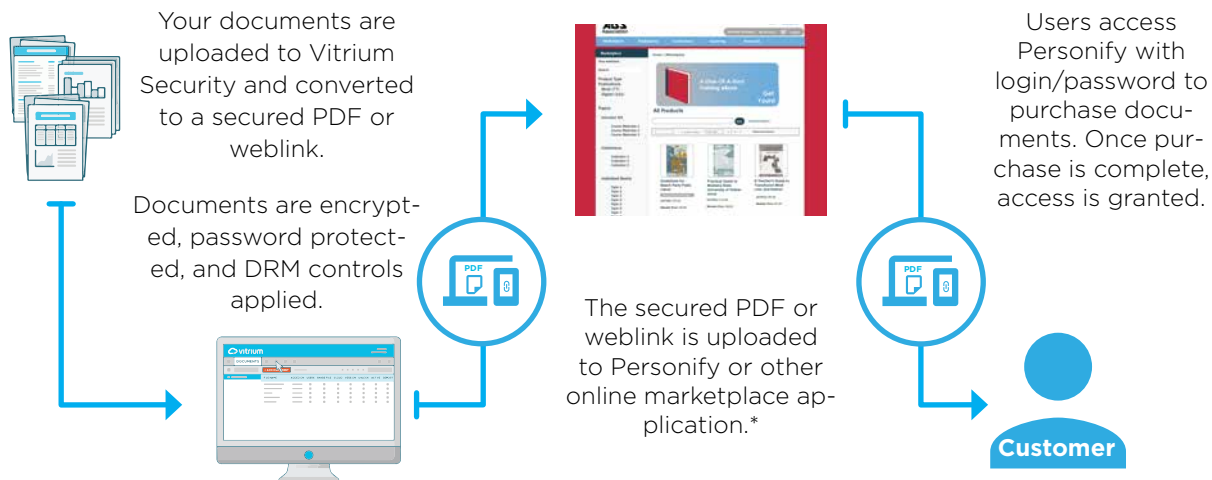


Customer Story: Providing Global Construction Codes And Standards.

One of our first customers, this international association specializes in providing construction and building codes for a highly-diversified audience. Their operations are concentrated around developing standards for all areas of the industry, and these have been widely adopted through the United States and international communities. The standards and codes compiled and published by our customer benefit public safety and do away with local restrictions in access to a reliable set of code and practices.

First investing in document security and DRM technology to secure PDF based eBooks, our client now continues to use Vitrium Security's technology to sell and distribute building codes and standards through its eCommerce website - a highly customized version of Magento's eCommerce solution that has been integrated with Vitrium Security. Members of this association visit the site, select the document they wish to purchase, and once the purchase is complete, they receive a purchase confirmation that contains a unique serial number and link to download a Vitrium secured PDF.

Document Work-flow for Associations



*This process can be automated with integrating Vitrium Security to current systems, reducing steps in the document work-



Distributing Market Intelligence, Industry Reports, and Publications

Associations aim to improving the conditions of the shared marketplace by fostering collaboration between key figures and companies within their industry. Although competitors in these marketplaces, companies and individual members share in the obstacles and threats to succeed in a given industry. By allying with one another they can share resources, find solutions to problems, and increase visibility into the market through intelligence reports.

Global events like the introduction of new markets for exports or operations can also offer unique opportunities for associations to guide members into mutually beneficial coalitions. It can also mean that as the association progresses towards a forum where common problems are discussed and new strategies created to tackle logistic and legislative challenges, new intelligence is required in the form of industry, market, policy, and intelligence reports.

Whether it collects data and information to compile its own reports, or it hires out expensive outside consultants and experts to provide market reports and intelligence for members, an association invests heavily in and processes valuable documents that warrant some control as to who can access these. Vitrium Security empowers associations to protect their investment in intelligence report as well as control and track the way it is distributed within its member base.



Seamless Access

- ✓ No plug-ins or apps required for users to access content
- ✓ Publish and share secured content via a customizable user portal
- ✓ Web & mobile-friendly access with Vitrium's HTML5 web viewer
- ✓ Compatibility with Adobe Reader & Acrobat PDF viewers
- ✓ Easy to use administrator interface

Customer Story: Investing in Intelligence Reports for Members

One of our customers, that recently upgraded to the latest version of Vitrium Security, is a national transportation association that advocates for the safety and profitability of its members. As one of the largest associations in an industry that has multi-layered and various overlapping associations competing for members, it continues to find new ways to provide services and support.

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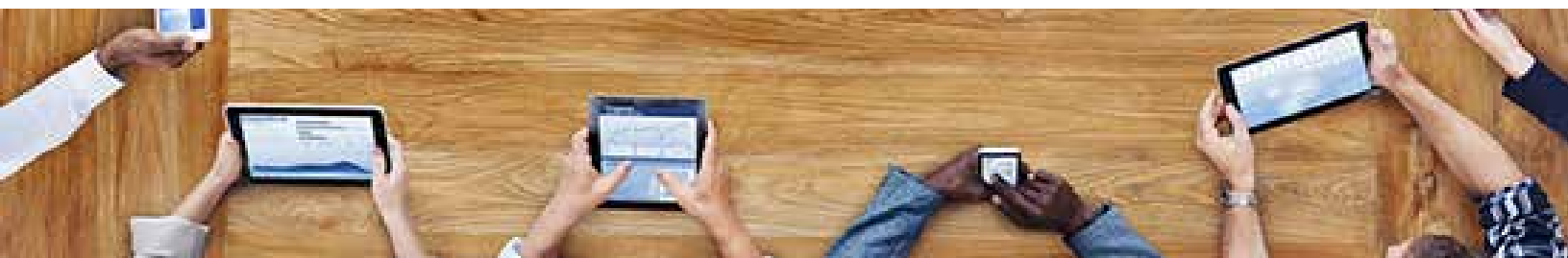
Eying the development of the industry and the success of companies that form its membership roster, it invests in intelligence documents and reports to secure its position as a thought leader.

This association has found a way to market intelligence report to members and non-members. Through their website, they sell transportation related reports on topics like economics, trends, salaries and compensation. Using Vitrium Security they have integrated with the popular Association Management Systems (AMS) Personify, to automatically access login credentials from a single database. This means that once a member or non-member buys their desired report, the process of delivering the document as well as the authentication and authorization for the users happens automatically. The protected PDF and secured weblink is delivered to the end-user and the association's investment in intelligence reports is protected as these cannot be shared.

Certifications and Accreditations for Professionals

In today's competitive employment landscape, certifications and accreditations are quickly becoming a crucial and reliable way to identify quality professionals in each field. This is particularly the case for technical fields, where certifications not only ensure that professionals are well trained and have the latest skill sets and knowledge required to perform a job, but also boosts productivity and communicate greater reliability and trust to customers. For professionals or aspiring professionals in an industry, working towards certifications or accreditations helps legitimize their skills, improves their chance of getting hired, and ensures that standards are kept and monitored.

As a hub of knowledge, experience, and resources, the benefits are many for an industry's association to use its unique position to develop and offer members accreditation and certification programs. In fact, more and more, associations are expected to provide access to accreditation for industry members. Many are taking this opportunity and turning it into an initiative that both boosts the profile of the association within the industry, generates revenues, and provides valuable training to professionals. Preparation for certification and accreditation can be offered through online courses, seminars and conferences, publications, and study guides.





White Paper: How Associations Use Document Security and DRM

Certification and accreditation course materials involve a large investment by associations. A digital rights management solution like Vitrium Security can help protect that investment by preventing leaks and ensuring that only paying individuals have access to course materials. As such, a document security solution can enable associations to offer their educational materials at a higher volume. With easy integration for Vitrium Security into existing systems, and easy access to secured materials for members of the association (since Vitrium protected files can be accessed on any device with no plug-in), your accreditation program course materials and investments protection is simplified.

Customer Story: Certifications for the Communications Technology Community

Our customer is a professionals association that uses Vitrium Security to provide information, education, and knowledge assessment for individuals and companies in the Communications Technology industry. Serving thousands of professionals, they sell electronic publications that go out with their online certification course for technical people on the field. They use Vitrium Security Enterprise to protect these documents and control their usage.

Their administrators log-in to Vitrium Security's admin console to upload and protect publications, then upload them to their own file server. The association's IT team used Vitrium's API to integrate the Vitrium Security software with a homegrown eCommerce system used for the user authentication component of the document work-flow. When a member of the association that has paid for access to the publication accesses their website, they have access to the protected manuals and information, either as a PDF file or a secure weblink for viewing on a browser. Administrators also refer to the analytics reports component in Vitrium Security to get detailed information about how users are accessing their content, for troubleshooting purposes and to provide additional insight.





Board, Committee, & Confidential Documents

Associations are composed of a variety of members that interact uniquely within the organization. Having several areas of focus and operations, with different agendas and made up of various parties of constituents, associations often organize in a structure composed of boards, committees, charters, councils, and task forces. Because associations bring together competing entities to collaborate, the incentive to share resources and information is often seen with caution.

A document security and DRM solution like Vitrium Security enables associations to control exactly what members can access each confidential or sensitive document. Within a single account, administrators can manage sub-groups of users and determine which documents are accessible, for how long, and what type of interactions are allowed with the content. A sub-committee working to determine pricing strategies, or a chapter examining information that is sensitive to its operations can confidently share that information knowing that it will only reach those that it pertains to. Important and confidential financial data and strategies compiled into documents can be tracked and traced, and access to them monitored in real-time.



File Encryption

- ✓ 256-bit AES military-grade encryption
- ✓ Security that travels with the document
- ✓ Password protection or select your credential type
- ✓ Man-in-the-middle (MITM) and replay attack prevention
- ✓ Easy to use administrator interface

Customer Story: Managing Confidential Benefit and Retirement Programs

Taking advantage of Vitrium Security is an American member-based organization that manages daily activities of a benefits and retirement system for an industry. The organization operates under the vision of its Board and Executive Directors, offering financial, information, and other services to members. Because they deal with sensitive financial and board meeting information that needs to be distributed to a large audience of members of the organization, they sought to find a way to protect documents against outside threats, and control the way those that members access and share documents.

By using a solution like Vitrium Security, they are able to confidently share board and financial documents knowing that the risk of these being leaked or falling in the wrong hands is largely diminished.



White Paper: How Associations Use Document Security and DRM

Administrators for this organization upload files to Vitrium Security and email out PDF files or secured Weblink to members. By uploading a spreadsheet with all member contact information and emails, credential information like login names and passwords are automatically generated and sent to their audience. Through Vitrium Security, they can remote delete files and revoke access, or simply replace old versions of documents with current versions when these are made available, without the need of new login credentials being generated.

Alternatively, a small organization such as this could use Vitrium Security's central User Portal, which serves as a web portal for secured document distribution. Organizations looking to set up a customizable URL and virtual data room for users are able to do so, making it easier for users to access files kept in a central place.

Final Thoughts on Marketing Association's Publications

Marketing and sales of association publications are done either through a subscription model, a one-off sales model, or a combination of both. A subscription model involves selling licenses to multiple materials, as part of a package, course, or simply as access to the catalogue of publications the association has available for sales. One-off sales of publications as individual documents involve an online marketplace where each document is sold as an individual product. Both have their benefits and drawbacks and the decision on how to market publications should be done based on revenue predictions and how the audience demand for documents.

Either model is supported by a document security and DRM solution like Vitrium Security.

Subscriptions – access to multiple documents by members or customers

There are several benefits of selling access to publications as subscriptions, such as predictable recurring revenue, hedging costs of less popular publications, and positioning your association as a service provider. This type of set up is desirable because it produces a steady and predictable revenue stream from customers for the agreed upon duration. Positioning an association as a service provider, in this case a publisher of ongoing content, means that there is an expectation that new content will be released periodically. It is also an incentive to get audience members to consume more content, than having to specifically choose what they wish to access.



A subscription model also allows associations to recoup costs of publications that have underperformed in sales, and lets you leverage sought after publications as selling points for the entire catalogue. This model is also used when access to documents are included with as part of the membership package. Document security and DRM technology enables associations to offer subscription models as a personal and non-transferable service. It ensures that only those that have paid for a subscription have access to download-able and online content.

Selling One-off Access to Individual Publications

Associations might sell publications as one-off individual documents. This is the case for organizations that manage a library of publications on different subjects, that would not appeal to the same audience, or for organizations that distribute content prepared by different authors. Documents are sold through commerce or contact management systems such as AMS, eCommerce systems, or simply a website.

A document security and DRM solution like Vitrium Security empowers organizations to set up the best strategy for marketing publications. Whether through subscription, one-off documents, or a hybrid of the two, DRM technology ensure that only those with authorization can access the content. In a one-off scenario, when a customer purchases the publication through the association's website, an authorization credential is added to and deployed from Vitrium Security for that specific file. These processes can be automated through integration with other existing systems the association is using (more on this below).

Improve Content with Analytics

Document security and DRM solutions can offer associations a unique view into how their content is used. With page-level analytics, organizations can see what content is being consumed by their users. This feedback can play a crucial role in determining what content to produce, what needs improvement, and where the value of the information resides.

In addition to how the content is used, file-level reporting is also done on how the document is accessed. Failed login attempts, restricted IP addresses, and unauthorized or canceled users provide valuable information as to whom is accessing the files and from where.





White Paper

How Associations Use Document Security and DRM

About Vitrium Security

We invite you to explore some of the benefits of using Vitrium Security. Our popular document protection software can help you limit the risk of your content being copied, leaked, shared, or stolen. Your PDF and Office files are instantly protected, ready to be distributed, and easily viewed by your audience. You can choose to publish the secured content to a user portal, send via email, or post to your own website, document management system, learning management system (LMS), eCommerce site, or other portal. Whatever method you choose, the files always remain secured no matter where they go.

Benefits of Vitrium Security



Easy to use, for you and your audience. Vitrium's intuitive software lets you manage your files, set up users and groups (this can also be managed through a separate system or database), define DRM policies, choose your distribution method, and access real-time analytical reports. Your audience easily accesses your content on any device, without the need for plug-ins or apps.



Distribute your files with confidence. Your files are secured with Vitrium's **military grade 256-bit AES encryption**, and the layers of protection travel with your file, online or offline, so that even in case of theft or leak, your content remains secured. After uploading your files to Vitrium Security, you will have access to a secured PDF or a secured Weblink to share with your audience.



Your content, your power to decide. Vitrium Security gives you **full control** over your content - you can block printing & copying, set browser limits, apply dynamic watermarks, set expiry dates, and more. You can also retain this control after the content has been distributed as you can revoke a document at any time, replace the content, or deactivate a user - all within the Vitrium admin panel.



Set up your own customizable content portal. Securely distribute your documents via Vitrium Security's customizable user portal, where authorized audience accesses all documents associated with their account in one place. Provide the best experience to by customizing with your colors and logo, and a customizable URL.



Improve the way you do business. With Vitrium Security's **dashboard and analytical reports**, you can track the activity of your users and their behaviors, providing you insight into your business. Know which files are being accessed, what pages are being read, and which users are truly engaged. With Vitrium's new User Portal, your document store is instantly created and tracked.



Vitrium Security is trusted by hundreds of companies around the world to protect their documents and millions of readers have accessed our secure documents.



FILE NAME	ADDED ON	PERMISSIONS	SHARE FILE	CLOUD	VERSION	UNLOCK	ACTIVE	REPORT
Planning to Work in BC	12/2/2016	[User Icon]	[Download] [Share]	[Cloud Icon]	+	[Key Icon]	✓	[Bar Chart]
Super Natural British Columbia	12/2/2016	[User Icon]	[Download] [Share]	[Cloud Icon]	+	[Key Icon]	✓	[Bar Chart]
Map of British Columbia	12/2/2016	[User Icon]	[Download] [Share]	[Cloud Icon]	+	[Key Icon]	✓	[Bar Chart]
BC Newcomers' Guide	12/2/2016	[User Icon]	[Download] [Share]	[Cloud Icon]	+	[Key Icon]	✓	[Bar Chart]

How Vitrium Security Works



Add Files

Add your files to Vitrium's cloud-based content security software. We also offer an installed, on-premise version. Acceptable file formats include PDF, Word, Excel and PowerPoint. Video and images to come in 2017.



Add Users & Groups

Select the audience for your content. Decide who can access your secured files, place them in user groups, or leave them as individual recipients. Vitrium can also be integrated with your own user credential system.



Apply Security & Controls

Protect your files with military-grade 256-bit AES encryption and control access by setting various limits - viewing, browser, date, IP address limits and more. Block printing & copying, and insert dynamic watermarks.



Share With Users

Publish and share secured content as attachments or secured weblinks in a customizable user portal, through your own web portal, eCommerce site, or any other system such as document management system, association management, ECM, LMS, or via email.

We can help you integrate Vitrium Security with any system you might be using.



Next Steps

To learn more about Vitrium Security visit www.vitrium.com and **start using Vitrium Security today.**

Start a Free Trial

www.vitrium.com/start-free-trial

Schedule a Demo

Visit www.vitrium.com/demo