

Digitize Your Paper Assets

Moving Your Valuable Intellectual Property to Digital Distribution

Moving training courses, publications and handbooks into the “digital world” requires careful consideration. Companies are motivated to accomplish this transition to meet customers’ expectations and demands, offer the option of self-paced instruction, protect their materials from reproduction, retain and generate revenue and reduce production costs. Two barriers are typical when considering the transition to digital formats.

Inertia. Internal resistance and apathy can occur since “we have been doing this, *this way*, for a long time”. The system is already in place and it works.

Security Concerns. Can’t someone just email a digital copy of our intellectual property or make electronic copies? The materials might end-up in the hands of our competitors or expose our IP to rampant copying. Sure, books can be copied as well but it’s slow, impractical and difficult.

So, how do we address these concerns and build our business case and ROI?

Here are some strategies that have proven to be effective according to our customers.

Barrier #1 - Inertia

- a. Start with a pilot project. This allows the end-users to see the benefits of digital media for themselves (i.e. much simpler to navigate, search and utilize updates).
 - Those administering the distribution process will note that the whole copying, duplicating and shipping process is simply gone.
 - The on-going complexity of updating documents and distribution is greatly simplified and costs are dramatically reduced.
 - Those involved in the pilot project become the evangelists for the business case.
- b. Speak \$\$\$\$ (ROI) to management. Consider this business case for a large telecommunications company: They were distributing 1,100 customer training books per year. Each customer received updated books every 3 years.
 - The 5-year total cost to print and ship worked out to over \$200,000 + personnel costs.
 - Going to digital distribution, protected by hardware dongles, cost \$125,000 over 5 years, a significant 5-year savings of \$75,000.
 - Plus, they saved approximately \$40,000 *annually* in reallocated personnel costs because managing tedious paper distribution, updates and shipping was eliminated.
 - Updates became a simple change to their PDFs, a few clicks to encrypt the file and an email to the customer.



Barrier #2 - Security Concerns

- a. Ignore this factor at your peril. Every organization these days is extremely security conscious.
 - Daily, a major organization somewhere in the world has a security breach where intellectual property is exposed.
 - Common sense says that you need to exercise vigilance.

- b. KEYLOK's File Protector for PDF and PowerPoint files provides protection against accidental or purposeful copying of your IP and the resulting lost revenue by your organization.
 - Document encryption, combined with locking document use to a USB hardware device (dongle), ensures adequate security while keeping things simple for end-users.
 - Copying, printing, screen captures, emailing and snipping are no longer possible.
 - Restrictions such as time-limited access can provide further security, license enforcement and revenue opportunities.
 - The security of your digital documents will be far superior to that of the "paper copy" world.

Digital distribution of valuable IP is a likely inevitability for your organization. The market (your customers) demands it and the benefits are just too great to ignore: duplication and distribution cost reductions, revenue preservation and generation, protection of valuable content, simplified content updates, enforced usage compliance, end-user satisfaction and ease-of-use, just to name a few.

For information about KEYLOK's economical, secure and simple File Protector, contact info@keylok.com, visit our website at www.keylok.com or simply call us at 1.800.453.9565.