

A Perspective on Enterprise Rights Management

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Enterprise Rights Management

*The persistent control of
access to and usage of
electronic information
regardless of where it exists
or when it is accessed*



Characteristics of DRM



- Goal is monetization of content by preventing piracy
- Time-based license granted by publisher to consumer
- Content usable only in proprietary “player” application.



Characteristics of ERM



- Goal is to enable secure collaboration
 - Compliance; enforce and monitor
 - Protect corporate IP
- Freely and securely exchange data across all file types and all applications.
- Dynamic provisioning of rights without republishing.



Success Factors for Enterprise Rights Management

Don't impact users



- Don't change the way people work
 - Work within and across native applications
- Secure collaboration anywhere
 - Online & offline, internal & external
- Consistent support
 - Any application, any O/S, any ERM provider

Support the Business



- Dynamic provisioning without republishing
- Roles-based policies
- Auditing of application-level events
- Support policy changes throughout document lifecycle.

Support Infrastructure



- Applications support multiple ERM policy systems
- Directories, Collaboration Platforms, Content filtering, Archival and Storage
- Scale up and out as required to support the business
- Future Proof



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**ERM is about the
applications,
stupid!**

- Enable all applications with consistent user experience for ERM
- Preserve policy as data flows across file types and applications
- Enable applications to support any ERM policy system.
- Enterprise control of policies
- Add usage control to content management and workflow



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2	Comparables (000,000s)										
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4			Sales Data			Earnings			Shares		
5	Market Cap	Q1,Q2 -2001	2000	1999	Q1,Q2 -2001	2000	1999				
6	Check Point Software	7,300.0	287.0	425.0	220.0	155.4	200.8	95.6	239.0	0.7	0.8
7	Entrust	233.0	61.5								(1.0)
8	ISS	870.0	112.9								0.0
9	McAfee	975.0	27.2								(0.0)
10	Network Associates	2,600.0	366.0								(0.0)
11	RSA	619.0	157.0								3.0
12	Secure Computing	367.0	23.8								(0.0)
13	Symantec	3,500.0	228.0								1.0
14	Verisign	10,300.0	444.0								(17.0)
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Print

Printer: Adobe PDF

Name: Adobe PDF Properties...

Status: Idle Find Printer...

Type: Adobe PDF Converter

Where: My Documents

Comment: Creates Adobe PDF

Print to file

Print range: All

Page(s) From: [] To: []

Print what: Selection Entire workbook

Active sheet(s) List

Copies: Number of copies: 1

Collate

Preview OK Close

Ready

Comparables Sheet2 Sheet3

Adobe Reader - [Comparables.pdf] Corporate Default

File Edit View Document Tools Window Help

Open Save a Copy Print Email Select Text eBooks

100%

Business process: //Corporate Baseline/Corporate Default
Policy: Corporate Default
Policy permissions:
Read, Write, Print, Assign, Transfer

Bookmarks Signatures Layers Pages

Comparables (000,000s)

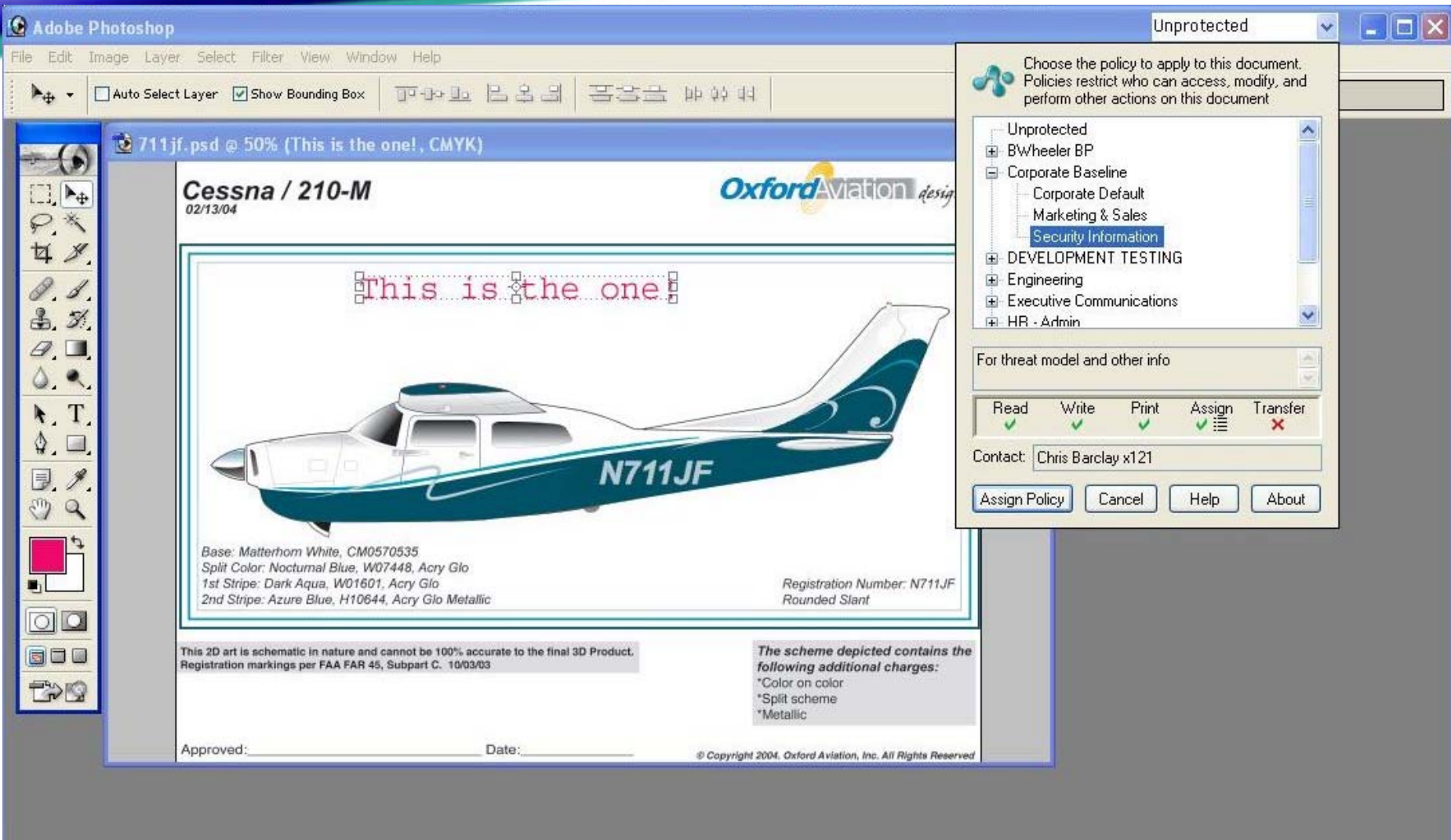
	Market Cap	Sales Data			
		Q1,Q2 -2001	2000	1999	Q1,Q2 -2000
Check Point Software	7,300.0	287.0	425.0	220.0	155.4
Entrust	233.0	61.5	148.4	85.2	(531.9)
ISS	870.0	112.9	195.0	99.1	1.0
McAfee	975.0	27.2	46.9	24.6	(1.4)
Network Associates	2,600.0	366.0	745.0	683.0	(85.2)
RSA	619.0	157.0	280.0	218.0	18.5
Secure Computing	367.0	23.8	39.1	27.1	(7.6)
Symantec	3,500.0	228.0	853.0	745.0	(21.3)
Verisign	10,300.0	444.0	474.0	84.8	(12,658.9)

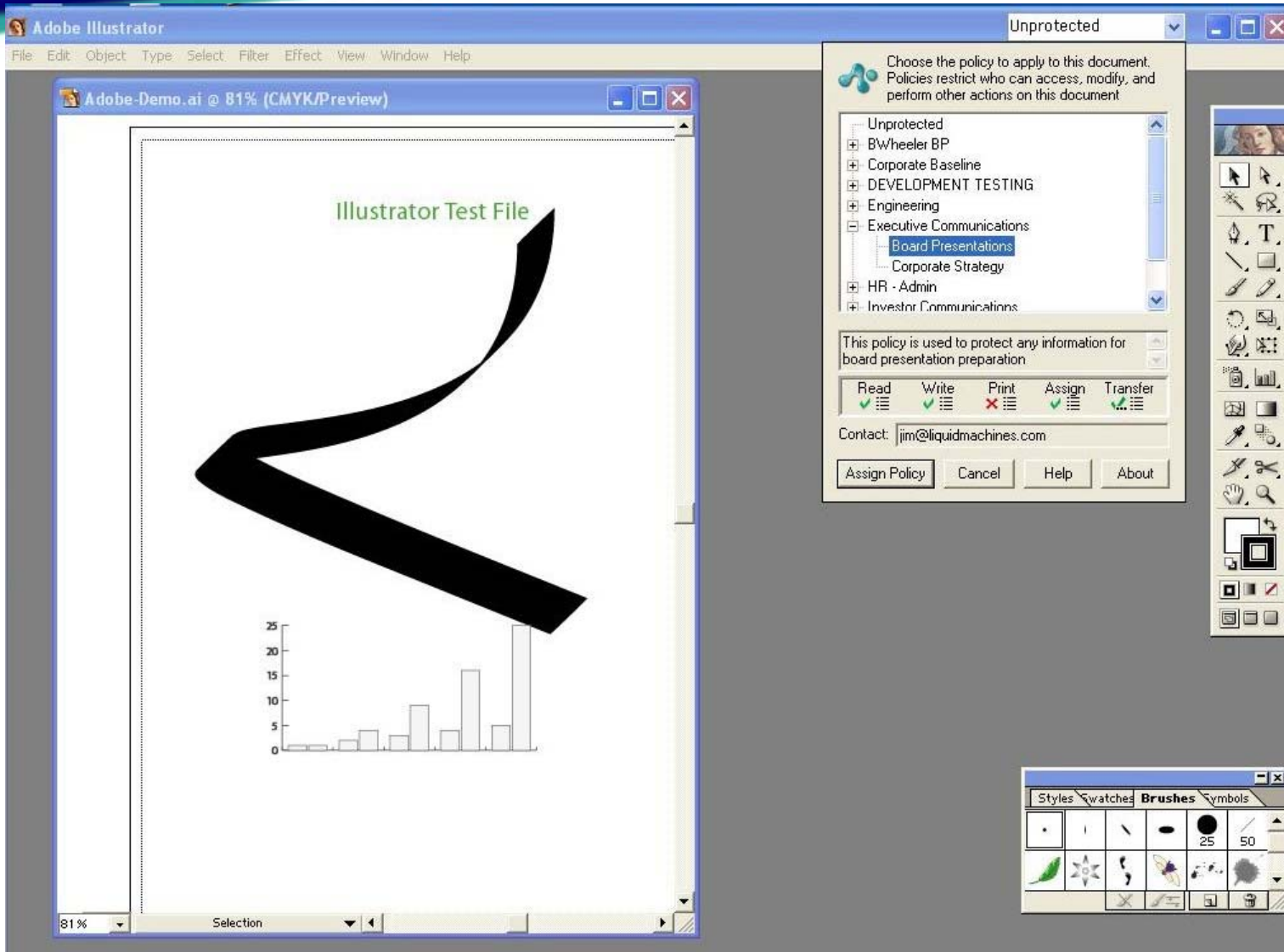
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Questions

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