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NORTH COVE ADVISORS

Case Study

North Cove Advisors uses Vitrium Security to prevent revenue-earning research reports and intellectual property from being redistributed without authorization.

ORGANIZATION:
North Cove Advisors

INDUSTRY:
Research & Analysis

LOCATION:
Ontario, Canada

VITRIUM SECURITY USER SINCE:
May 2017

1.604.677.1500 (direct)
1.866.403.1500 (toll-free)

sales@vitrium.com
www.vitrium.com



Company Overview

North Cove Advisors is a specialty market research firm providing independent macroeconomic analysis to institutional investors. Key areas of specialty include housing and credit trends.

Key Challenges

North Cove Advisors provides research reports on housing and credit trends to customers, including the Canadian Housing, Macro, and Credit Newsletter that is distributed around the world. Research reports are marketed and distributed to subscribers as well as packaged into bundles and offered as one-time sales to institutional investors. “Our clients were getting frustrated that our research was being distributed without authorization and others were getting a free ride,” says Ben Rabidoux, President of North Cove Advisors, “we needed a document encryption software solution that would prevent redistribution of our content to non-subscribers.”

Prior to considering an Enterprise Content Security Solution, North Cove Advisors did not have any security measures in place to protect their revenue-earning intellectual property. Considering the value of their research reports and feedback from their clients, Mr. Rabidoux set out to find a solution that would eliminate unauthorized access and redistribution of their content.



“Our research was being shared without authorization, so we needed a document encryption software solution that would prevent redistribution of our content to non-subscribers.”

Ben Rabidoux
President of North Cove Advisors



The Solution

North Cove Advisors needed to find a content security system that would offer no hassles for clients accessing research reports while still being cost-effective. Lead by Mr. Rabidoux, they began searching for a software system that let them distribute research reports as secure PDF files and as secure web links. In addition, North Cove needed Digital Rights Management (DRM) software that did not require clients to download any application or plug-ins to view the content. North Cove Advisors quickly found their ideal solution in Vitrium Security.

With Vitrium Security, North Cove Advisors were able to implement layers of security to files containing their intellectual property. Security and DRM control measures delivered by Vitrium Security included military-grade encryption for PDFs and web links, password protection, permission management, secure access to content on any device, print and copy restrictions, and the ability to add custom, user-defined watermarks.



“Vitrium’s interface is very intuitive and easy to use, but most important is that our clients are now happy that we have security measures in place to protect the information contained in our research reports.”





The Results

With the implementation of Vitrium Security into North Cove Advisors content security strategy, the company has benefited immensely from not having their research reports redistributed. The company was able to deploy a secure distribution strategy that saw secure web links replace unprotected PDFs, preventing unauthorized access and use to the company's intellectual property. In addition, Mr. Rabidoux is now able to keep track of who is accessing North Cove Advisors' reports through Vitrium's audit log and how that content is being utilized through Vitrium's analytics dashboard.

North Cove Advisors reports are protected with Vitrium as soon as they are published and instantly ready to be distributed to paying customers. "Vitrium's interface is very intuitive and easy to use, but most importantly is that our clients are now happy that we have security measures in place to protect the information contained in our research reports," says Mr. Rabidoux.

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