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IDATA RESEARCH
Case Study

iData Research uses Vitrium Security to protect its revenue-generating market research data and reports.

ORGANIZATION:
iData Research

INDUSTRY:
Research & Advisory

LOCATION:
Burnaby, Canada

CUSTOMER SINCE:
2010

Company Overview

iData Research (iData) is an international market research and consulting group that offers business intelligence and reports on the healthcare industry. Their market research is primarily focused on medical devices, dental and pharmaceutical industries.

Key Challenges

As a research and advisory company in the healthcare industry, iData has well positioned itself to be one of the market leaders in providing business intelligence to its customers around the globe. Though the potential for business growth and market reach is near limitless, one key component iData needed to evaluate was a proper and secure way of distributing its materials.

iData typically sells its products in different licensing options. For instance, its single user license reports, ideally, should only be accessible to one person, using two different devices. Prior to implementing a digital rights management (DRM) solution to protect its research documents,

"We had to find a way to manage our single user license reports so that they could only be accessed by authorized users."

it became evident that there would have been no way for iData to track and restrict a reader (end-user) from accessing and redistributing its priced materials. It didn't make it any safer when the primary method of sharing its documents was as an attachment through emails. This unfortunately resulted in unauthorized copying and distribution of its copyrighted and revenue-generating materials.

The Solution – Why Vitrium Security?

iData Research turned to Vitrium Security, to protect not only its content, but its revenue. Aggie Taylor, Human Resource Generalist at iData Research explains, "As one of the market leaders in providing business intelligence in the healthcare industry, iData lacked the basic security we needed. We had to find a way to manage our single user license reports so that they could only be accessed by authorized users." Once a client purchased its content, iData wanted to ensure that it would not be distributed among others within the clients' organization without first upgrading and paying for a multi-user license.

Vitrium Security addressed this issue through a range of security features that are crucial in protecting

> **"Our materials are password protected and highly encrypted no matter where they go."**

iData's revenue streams, as well as its copyrights. These features include password protection, watermarks, document tracking, and computer limits.

While protecting its content was the number one concern, iData needed to make sure that it still provided a pain-free experience for its clients. They were happy to learn that Vitrium Security documents can be viewed on any device, through Adobe Reader or a web browser, without the need to download additional applications or plug-ins.

"Vitrium Security offered everything we needed for security and distribution, and then some! With this solution, we now feel secure in distributing our materials. It is great to know that our materials are password protected and highly encrypted no matter where they go," says Taylor.

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