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WRITE2SPELL2READ

Case Study

Write2Spell2Read uses Vitrium Security to prevent its educational program materials from being distributed and used illegally.

ORGANIZATION:
Write2Spell2Read

INDUSTRY:
Education

LOCATION:
Queensland, Australia

VITRIUM SECURITY USER SINCE:
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Company Overview

Write2Spell2Read is an Australian Literacy Program developed for teachers, therapists and parents. The multisensory Write2Spell2Read program is based on the latest neuroscience research and uses movement, touch, vision, sound, listening, speech and language and working memory. The program is an advanced platform for teaching literacy to a broad spectrum of children for writing, spelling, reading, comprehension and fluency and is achieving literacy success. The program is a complete package of resources for simple and effective classroom teaching.

Key Challenges

“Through our website, teachers, tutors, therapists, and administrators subscribe to paid memberships that give them access to a variety of teaching content and resources” says Michael Cappellone, IT Manager at Write2Spell2Read. These valuable educational materials have been developed through years of research by Write2Spell2Read’s founder, Certified Neurodevelopmental Therapist Samantha Woods. The company needed a way to prevent the content from being illegally distributed.

“We recognized the need for Digital Rights Management software before we even started distributing content,” states Mr. Cappellone. “We needed to control who viewed our content and on how many devices they viewed it on, and to prevent printing of the content.” To control who could access to the content, as well as to how it would be used and distributed, Write2Spell2Read considered generic DRM solutions like LockLizard, before choosing Vitrium Security.



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IT Manager

Photo by Ben Cheung from Pexels

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The Solution

In addition to finding a system that delivered security and controls for their content, Write2Spell2Read wanted a software solution that would not burden their customers. “We did not want our customers to have to use special plug-ins or have to download applications such as PDF viewers to access our materials,” says Mr. Cappellone, “but we also did not want to sacrifice security or Digital Rights Management controls over our content.” Mr. Cappellone found in Vitrium Security a DRM solution that was simple to administer and made things easy for their customers. “Vitrium was the ideal choice for us because it works directly with Adobe Reader and gave us the level of security and DRM that we needed for the content in our PDF files,” continues Mr. Cappellone.

With Vitrium Security, Samantha Woods and Michael Cappellone were able to deploy Write2Spell2Read’s content security strategy. Through Vitrium’s layers of security technology, educational materials are protected from printing and copying, as well as limited to a select number of devices, whether accessed online or offline. In addition, Ms. Woods and Mr. Cappellone use Vitrium to set expiry dates for access to content and to revoke access to specific users.



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The Results

Write2Spell2Read's PDF files are uploaded to Vitrium Security's dashboard where they are instantly encrypted and layers of DRM controls are applied. Vitrium Security delivers two secured outputs, (1) a secure PDF file and (2) a secure web link that Write2Spell2Read then adds to their website where paying customers can choose to download the PDF content or view the content online via the web link. No matter where the PDF file goes, Vitrium's security protocols remain with the file and the content is always protected.

Since deploying Vitrium Security to secure and control Write2Spell2Read's educational program materials, Mr. Cappellone has been able to protect the company's revenue earning potential. "Vitrium Security allows us to sell our product on a per-computer basis," says Mr. Cappellone, "so we have been able to limit the unauthorized use of our PDFs to levels that do not have an impact on our business."

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