

Vitrium & American Concrete Institute Case Study



American
Concrete
Institute

Type of Company: Standards
Development Organization
(SDO)

Vitrium Customer Since:
April 2010

Type of Content:
PDF Standards

Integrated With:
eCommerce System

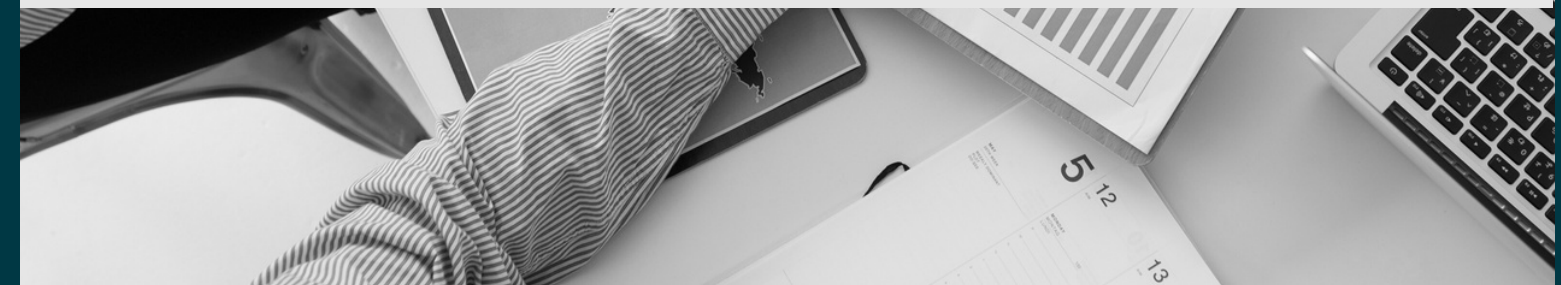


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Introduction

The American Concrete Institute (ACI) uses **Vitrium Security Enterprise** to protect their technical documents from being unlawfully copied and shared with unauthorized users. **For the last 14 years, they've relied on Vitrium's DRM** to keep their content exclusive and their revenue secured.



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American
Concrete
Institute

Company Overview



The American Concrete Institute is a technical society & standards developing organization. It is a leading global authority for the development, dissemination, and adoption of consensus-based standards, technical resources, and educational, training, and certification programs for individuals and organizations involved in concrete.

“

We realized the documents we worked hard to produce were appearing on file-sharing sites without our knowledge or consent. This was cutting into our revenue.

”

Jason Pennington, Director of Information Systems, ACI

The Challenge

ACI needed to protect their revenue streams.

The standards documents, technical resources, as well as the educational, certification, and training programs they create were being copied and distributed without their consent. **Their content was appearing in file-sharing sites, and this was directly impacting their revenue.** Individuals and organizations could attain the valuable content they create without having to pay for it.

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*Our **main goal was to stop people from distributing our content without us having a say.***

We needed a solution that kept all our content exclusive to paying customers so we could protect our revenue streams.

”

The Solution

For 14 years ACI has relied on Vitrium to protect their content.

After considering options like LockLizard, ACI settled on Vitrium as their solution. With Vitrium DRM, they ensure that standard documents, technical resources, and training programs are kept exclusive and only accessible to paying users.

Additionally, they're able to grant and restrict access to content to specific users based on the different programs they offer.

Vitrium's no plug-in no apps approach, and the option for users to download a protected PDF, means ACI can offer an ideal experience to their customers while keeping their intellectual property and revenue generating content secured.

They can easily distribute protected content through their own website and proprietary business system without issues.

The Solution

Full integration means simpler workflows.

Thanks to Vitrium's APIs, ACI have fully integrated Vitrium Enterprise DRM software with their own proprietary eCommerce system to handle the orders and distribution of their standards, guides and other technical materials. Their content is accessed seamlessly through their website and via their own system.

Some of the features they use are:

- Secure web viewer
- Dynamic watermarks
- Device/browser limits
- Protected PDF

The Solution

Full integration means simpler workflows.

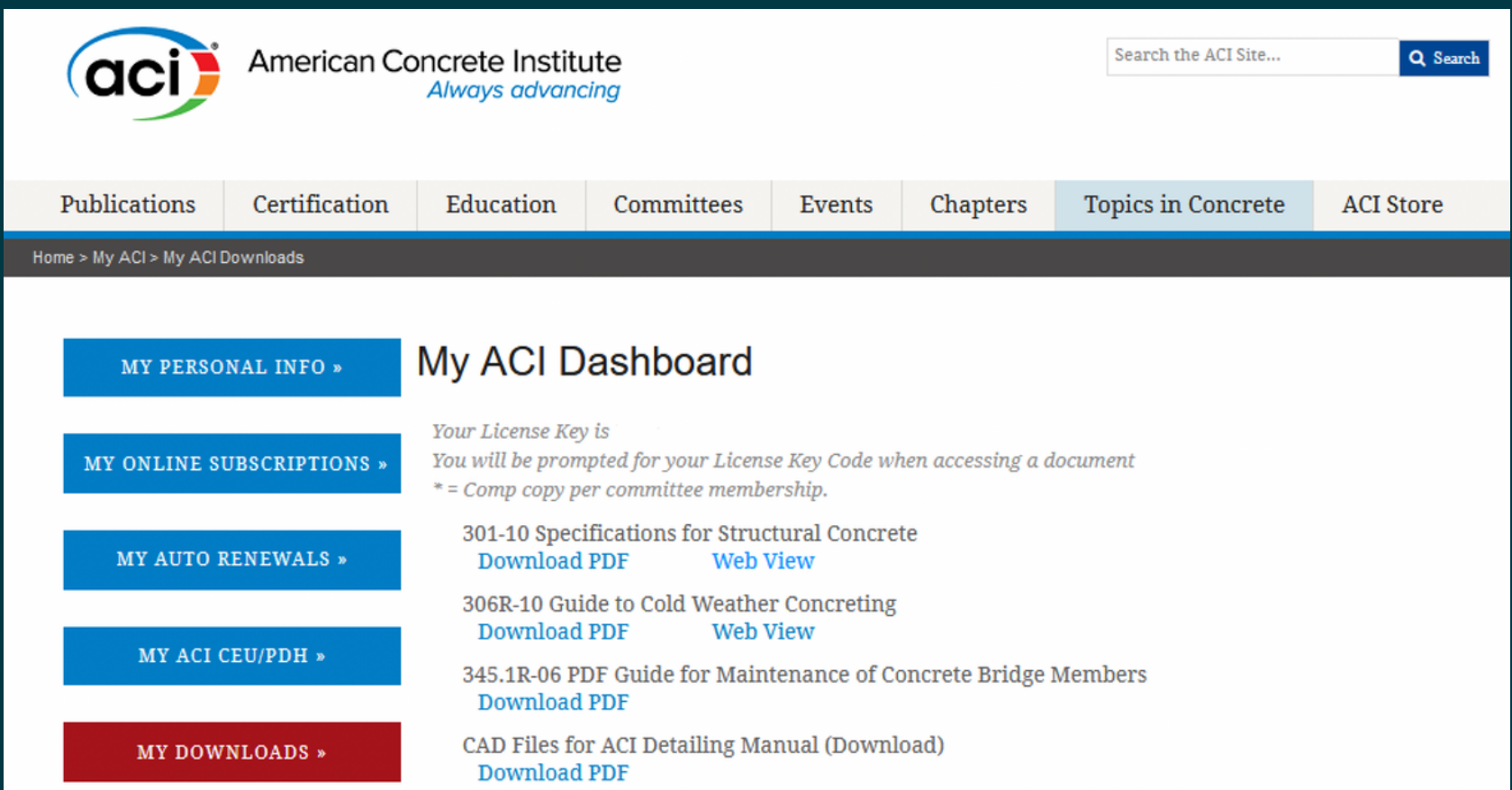


Fig. 1: Vitrium protected content on ACI's website

Vitrium's DRM software is fully integrated with ACI's proprietary system (see fig. 1). End users simply log into their accounts to access protected content via a downloadable protected PDF or via the Vitrium web viewer.

The Result



Secure content & complete control

ACI reports their documents are no longer being shared with unauthorized users without their consent.



Full integration & simpler workflows

Users are granted access to protected content without the need for interactions with admins and staff.



Protected revenue streams

Without the ease to access standards, guides, and training content illegally, customers have to pay for content.

“

*Throughout these 14 years, **Vitrium** has been a good partner for the American Concrete Institute. They have solved **our problem** in terms of protecting our content. They provide excellent help when we need it. **No complaints.** I would recommend Vitrium, and have definitely done so!*

”

Jason Pennington, Director of
Information Systems, ACI

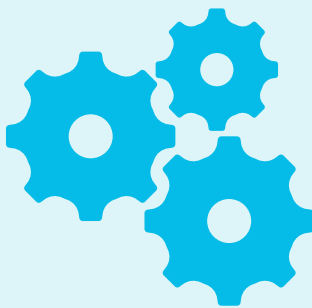
About Vitrium



With three different product lines and over 17 years of experience, Vitrium Systems is the premier provider of content protection and digital rights management (DRM) software.



Vitrium's DRM software can protect over 25 different file formats for documents, images, videos, and audios; does not require any apps or plug-ins; and offers a myriad of analytics and reporting tools.



Additionally, Vitrium supports multiple organizations in several different industries: associations & standards organizations, education & training institutions, research & information companies, financial firms, government institutions, and many more.

Want to know more? **Book a free Vitrium demo today!**