

Securing Your Proprietary and Confidential Content

Today more than ever, protecting proprietary and confidential content materials against unauthorized content viewing, misuse and piracy is a concern to companies and content owners of all sizes. No longer can companies develop and distribute proprietary content without taking measured safeguards to protect their digital assets from non-approved content viewers and inappropriate uses.

It is imperative to an organization's competitive market position to implement strong technology solutions such as Digital Rights Management (DRM) to secure and protect all proprietary content distributed to varied constituent audiences.

Digital Rights Management is the process of protecting and encrypting digital content files and controlling their use through granting of specific viewing rights.



ARALOC™ Rights Management Solution Now Integrated with Cisco WebEx

Often, employees in your organization need to distribute confidential content materials in support of Cisco WebEx meetings. These ancillary meeting materials might include; strategic planning documents, sales data, contracts, or financial reports. They are distributed to employees and other organizational stakeholders both inside and outside the firewall for pre-meeting or post-meeting review.

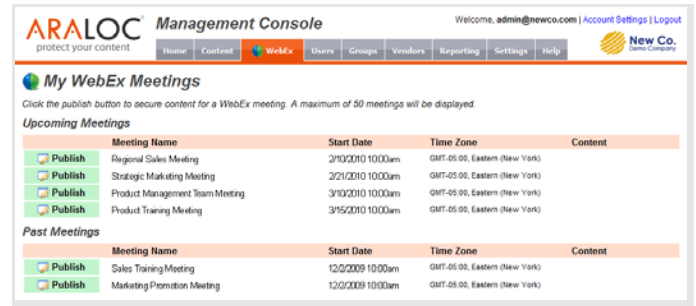
Once distributed these confidential content files are no longer under the content owner's control. They are now open to inappropriate forwarding, theft, misuse and even un-authorized posting on social network sites and blogs.

ARALOC is tightly integrated into Cisco WebEx and just a few clicks can provide strong 256-bit AES encryption and an array of digital rights management controls, as well as reporting and tracking analytics to almost any content type including; MS Office files, videos, audio and flash files.

ARALOC can also support Cisco WebEx Meeting Center, Event Center, Training Center and Connect Platform users.

ARALOC™ is the leading self-service Digital Rights Management (DRM) SaaS based product for protecting and securing your content from unauthorized viewing and misuse.

With ARALOC you can control who uses your proprietary content - what they can do with it - how long they can use it for.



ARALOC Provides Powerful Security Protection For Recorded On-Demand Cisco WebEx Meetings

Cisco WebEx meetings are recorded for a variety of regulatory or company policy reasons. Often they are recorded simply for the benefit of those that could not attend the original 'live' meeting. These recorded web meetings could also find their way into the wrong hands and be very susceptible to 'unauthorized' viewing or misuse.

ARALOC allows a Cisco WebEx system user to automatically encrypt a recorded meeting, upload it to an appropriate server and provide protected viewing rights to approved viewers or groups. *What is important is that the person viewing this content cannot save it, forward it or post it to any web 2.0 community or blog - eliminating a very significant risk factor.*

ARALOC is the Market Leading 'Cross Platform' Rights Management Solution

ARALOC is the industry leading "Cross Platform" rights management product that provides security and protection for your content regardless of the viewing platform or device. ARALOC currently supports content viewing on the **PC, Mac and a variety of smart mobile phones and devices including; iPhone, iTouch, iPad, Blackberry and Android.**

The powerful ARALOC content security and protection features provide a major value-add for any Cisco WebEx customer in a wide variety of market segments including; Life Sciences, Financial Services, High Tech, Training, Legal, and Healthcare.

ARALOC Rights Management System Provides Powerful Content Security & Protection Against Unauthorized Viewing, Misuse & Piracy

System Benefits

- Easily incorporate ARALOC into your Cisco WebEx platform and UC operational strategy
- Stop unauthorized viewing of your files, digital video, audio and recorded on-demand WebEx meeting content
- Stop copying, prevent printing, block screen recording and control the sharing of your MS Office Files
- Protect your content inside and outside your firewall
- Instantly revoke access to your secure content at any time
- Securely control content regardless of where it resides
- Track & Report all content viewing activity
- Establish new revenue opportunities
- Cost Effective monthly subscription and enterprise pricing plans

System Features

- ✓ Easy-to-Use Digital Rights Management Solution
- ✓ Multiple Content Distribution Options - Streaming, Disc Media & Secure Package
- ✓ Powerful 256-bit AES Encryption Technology
- ✓ Multiple File-Type Protection in Single Package including: wmv, mp3, mp4, mov, jpg, gif, png, swf, htm, html, txt, MS Office files in Word, Excel and PowerPoint formats
- ✓ Reliable and Secure Content Hosting Option
- ✓ Private or Public Viewer Activation
- ✓ Document Print Option
- ✓ Multi-device viewing : PC/Mac/iPhone/iTouch/Blackberry
- ✓ Subscriber Defined Group Structure
- ✓ Customizable Credentials Email Templates
- ✓ Custom Branding
- ✓ Vendor Management Features
- ✓ Extensive Content Reporting & Analytics
- ✓ Straight forward API's for Easy Integration
- ✓ SaaS (Software as a Service)