

Adobe® LiveCycle® Rights Management ES for multiformat enterprise rights management

Maintain the confidentiality of sensitive information and mitigate the risk of theft of intellectual property and unauthorized disclosure of regulated information



Use Adobe LiveCycle Rights Management ES to:

- Reduce the risk of theft of intellectual property and unauthorized disclosure of sensitive information and increase compliance effectiveness, while exchanging documents with business partners
- Enhance the security of existing information systems by maintaining the capability to protect and control sensitive documents outside the system
- Extend version control and manage document availability outside the organization

To stay competitive in today's global economy, businesses face intense pressure to produce and deliver better products and services faster and more cost-effectively than the competition. To achieve this imperative, organizations are forced to take greater risks: They have to exchange sensitive information electronically, and they have to extend their business processes to include partners and suppliers in emerging economies who can deliver quality products and services at a lower cost, but who may not share their intellectual property laws and culture. Collaborating electronically in an age of outsourcing, as business leaders can attest, reduces costs and accelerates time to market, but it also carries significant business risk. Theft or misuse of intellectual property and proprietary information can lead to a loss of competitiveness and profitability and even liability in the case of theft of entrusted third-party intellectual property. And the unauthorized disclosure of regulated information, such as corporate and personally identifiable employee and customer information, can lead to costly legal consequences for the company and damage to its brand and market share.

Rights-protect business-critical information at the document level

With the Adobe LiveCycle Rights Management ES enterprise rights management (ERM) solution, you can maintain persistent protection and dynamic control over business-critical information while collaborating with suppliers and other supply-chain partners electronically. The solution enables you to apply rights management policies at the document level, so you can control who has access to the document and what the recipient can do with it. These access and usage rights can be updated or revoked at any time, even if the document has been distributed outside the organization. As a result, you can exchange with greater confidence your most sensitive information, such as trade secrets, designs, financial reports, customer and employee records, and cost and pricing estimates, as well as more effectively protect your intellectual property and other valuable company assets while collaborating in a global environment. The use of machine-based preventive controls to enforce document access and usage policies generates reliable audit trails that greatly help demonstrate compliance with corporate and data privacy regulations, including Sarbanes-Oxley, while reducing the costs of mitigating and auditing risks.

Mitigate business, legal, and regulatory risks

Organizations are obligated by law to keep sensitive information confidential and under their control, especially outside the organization where the risk of unauthorized disclosure is much higher. Failure to provide adequate protection against unauthorized access to regulated information, such as corporate financial data, HR data, and personally identifiable financial and

health information, can have costly legal consequences. Likewise, the theft or misuse of intellectual property and proprietary information, including sensitive corporate information and internal documents such as audit reports, can impact an organization's competitiveness and consequently its bottom line. Adobe LiveCycle Rights Management ES software reduces risk and liability by enabling you to protect, control, and manage sensitive information at the document level, even beyond the organization. You can apply persistent and dynamic rights management policies to sensitive electronic files, regardless of where they have been transmitted or where they are stored. Supported formats include Adobe PDF, Microsoft Word, PowerPoint, and Excel, as well as CAD formats. These policies enable you to specify who has access to a document, for how long, and how the protected document can be used, including whether the authorized individual is allowed to print or copy and paste its contents. This capability lets you persistently maintain the confidentiality of and control over critical documents, mitigating the business, legal, and regulatory risks of collaborating with partners and customers electronically.

Enhance the security of managed environments

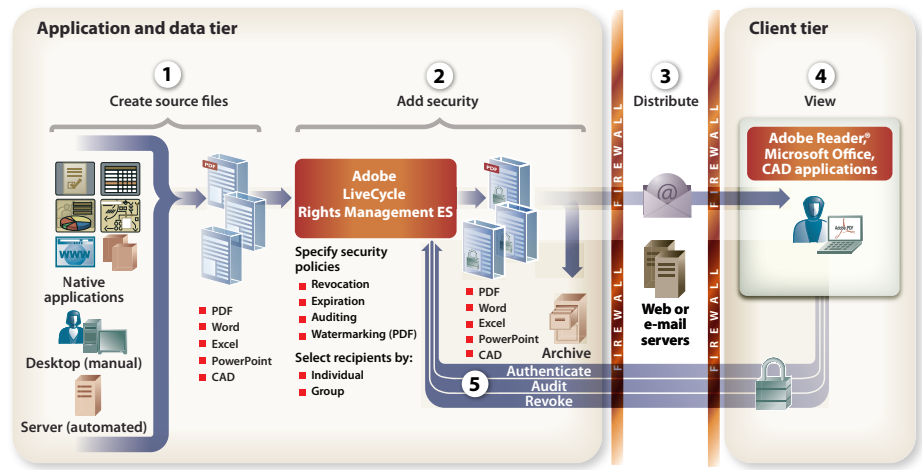
Traditional document security approaches rely on the protection provided by controlling access through the network and system perimeter. This does not avert the risk of authorized individuals extracting copies of documents and redistributing them to unauthorized parties. The Adobe LiveCycle Rights Management ES solution mitigates this risk by adding one more critical layer of defense—it applies protection and control at the document level. This complements and leverages the security of existing information systems, such as your information management systems, by extending your ability to protect, control, and monitor the use of documents, even outside your company's firewall. It enables you to revoke or modify access and usage rights at any time, and captures all document activity (including when documents are opened and printed) in detailed audit logs, so you can monitor how your sensitive information and intellectual property is used and, if necessary, demonstrate compliance with regulatory and legal obligations, including compliance with the Sarbanes-Oxley Act.

Extend existing document management capabilities

Ensuring that everyone has access to the most current company information in extended teams outside of a managed environment can be a challenge. With the Adobe LiveCycle Rights Management ES solution, you can maintain document version control beyond the enterprise. It enables you to track and manage documents outside the organization, no matter where the documents reside. When documents are updated, distributed versions of the documents can be revoked at any time and replaced with the new versions—to avoid the consequences of potential costly errors that result from partners and customers using wrong or outdated information. With this solution, you also gain greater assurance that sensitive information becomes inaccessible upon the expiration of a document's official retention period—no matter how many copies of a document have been distributed or where they are stored.

Collaborate with confidence

Collaborating with partners and customers electronically is risky—it requires maintaining the confidentiality of and control over sensitive information at all times, especially outside the enterprise. The Adobe LiveCycle Rights Management ES solution enables you to extend your business processes more securely outside your network. It protects business-critical and regulatory information against theft and misuse, and gives you greater assurance that only authorized individuals can access the protected information and use it only as prescribed by preset usage rights. This protection enables you to engage with confidence in sensitive document-based processes and collaborate more securely and efficiently with extended teams and partners around the world.



LiveCycle Rights Management ES mitigates the risk of engaging in sensitive business electronically.

Integrating Adobe rights management solutions in your workflow

Adobe LiveCycle Rights Management ES enhances the value of existing information systems by extending your ability to protect, control, and manage the use of documents outside the organization through persistent rights management policies. These policies can be applied manually through a drop-down menu from within the authoring environment, or through an automated back-end process when pulling files from a content management or record management system in response to a partner's request. The figure outlines the steps involved in rights-protecting sensitive information in Adobe PDF, Microsoft Office, and CAD files—from content creation through consumption.

Protecting sensitive documents manually

The following steps detail how the Adobe LiveCycle Rights Management ES solution can help an individual rights-protect PDF, Word, Excel, PowerPoint, and CAD files:

1. Create the document that contains the sensitive information. The document can be created in one of the supported Microsoft Office or CAD applications, or it can be created in any other desktop application and then converted to an Adobe PDF file using Adobe Acrobat®, Acrobat Professional Extended, or Adobe LiveCycle PDF Generator 3D.
2. From within the native application, select a predefined security policy from a drop-down menu, or create a new one with customized access and usage rights. Apply the security policy to the document, and save the document.
3. Distribute the protected file by e-mail or on a CD-ROM, or post it to a website with the confidence that only designated people will have access to the file. No matter how the document is delivered or where the file is stored, the policy access and usage rights are automatically enforced.
4. When attempting to open a rights-protected file, the client pings the policy server to check for the current policy usage and access rights. Adobe LiveCycle Rights Management ES authenticates the recipient against credentials stored in the organization's authentication directory. Only after successful authentication can a recipient use the document, limited to the usage rights established in the current policy.
5. Adobe LiveCycle Rights Management ES captures an audit trail of all document activities, including the printing and opening of the protected document. The audit trail enables management to monitor how the information is used and to demonstrate that the information has been used only as prescribed by the policy.

Protecting system-generated documents

The following steps detail how the Adobe LiveCycle Rights Management ES solution can help you rights-protect documents generated as part of an automated process using multiple LiveCycle ES solution components.

1. Using Adobe LiveCycle PDF Generator ES, a document is created as an Adobe PDF file in response to a system-generated event (for example, a remote employee with VPN access rights requests an RFQ through an intranet page by clicking a link that triggers the system to generate and prepare for delivery the requested information). The document contains confidential customer information, requiring a security policy that has been predefined for this use case with specific access and usage rights.
2. Using LiveCycle Workbench ES, which is included with most LiveCycle ES solution components, LiveCycle PDF Generator ES automatically pings Adobe LiveCycle Rights Management ES for the appropriate policy to be applied to the document.
3. After the policy is applied, the employee receives the requested information as an attachment by e-mail or, in the case of large files, an e-mail that contains a link to download the file through an FTP server or web page.
4. Prior to opening the rights-protected file, the client pings the policy server to check for the current policy access and usage rights based on the current authentication status. This helps prevent unauthorized users from accessing confidential information, even if the e-mail is accidentally forwarded or someone gains unauthorized access to the e-mail account. After Adobe LiveCycle Rights Management ES has authenticated the recipient, he or she can use the information in accordance with the usage rights established in the current policy.
5. Adobe LiveCycle Rights Management ES generates an audit trail of the actions to help keep track of how the information is used.

For more information

For more details about Adobe LiveCycle Rights Management ES, visit www.adobe.com/go/rm.



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