

Coview's e-Book Delivery component provides a unique electronic delivery system designed to secure your delivered books against unauthorised copying, printing and emailing.

E-Book Delivery is simple to set up and to operate, and it's low 'per book' pricing means that the system can quickly pay for itself. e-Book Delivery will fully automate your delivery process by picking up the authorisation from your payment system, and immediately delivering the book to your customer within a secure electronic 'wrapper'. For each book, and perhaps for different customer types you will have preset the wrapper to control;

Copying

Set for 'no copying' on copyrighted books and 'allow copy' for newsletters etc. Optionally allow book to be accessed on only one machine at any one time to offer more flexibility to the customer.

Printing

Set for 'no printing' or 'allow printing' or 'allow printing with a watermark' (watermark is defined by you).

Emailing

Set for each book 'no email' or 'allow email'.



This will give you the control you need in order to prevent unauthorised copying. It will stop customers that have previously purchased a book, being able to copy and send it to friends and an unknown number of other contacts.

You may elect to use e-Book Delivery in one of two ways:

An icon is placed on your customer's desktop

This is aimed at those that are, or may potentially be, repeat customers. It will provide you with the assurance of security of your copyrighted books and will also provide a service to your customers, which will encourage repeat purchases. A single click on the icon will open a page that will give your customers access to their purchased books as well as 'single click' access to other products and services ie books by the same author, your complete catalogue, new releases, promotions, events and even a Skype based link to your service desk. Future orders and book deliveries can then be directed through this icon.

A 'one time' wrapper for each book

Generally used when repeat business from the book purchaser is not expected. In these circumstances then the book is delivered within the electronic wrapper but without the permanent icon being placed on the customer's desktop. This will keep the book secure from unauthorised copying, emailing and printing as set out above.

Both methods are easy to use. For your customers there is no implementation process, just easy to follow instructions. It is completely intuitive. e-Book Delivery is designed to improve the service provided to your customers, prevent unauthorised copying and lead to increased sales.

E-book delivery is a unique component of the Coview Electronic Portal System.

Coview offers a proven method of controlling, maintaining and guaranteeing documents, files and messages distributed by your company to your Partners, Agents and Customers. The unique technology provided by Coview fundamentally changes the way valuable multimedia content is published, consumed and maintained. Coview's software components operate centrally at your company's offices with a small one-time download on your clients desktop. It maintains full communication facilities between the two, providing users with unique marketing, guaranteed delivery, version control and communication capabilities. The system supports many areas of business from administration, operations and retail services through to marketing, sales and compliance.

Fully Automated Document Distribution

Coview provides your company with capability to fully automate the process of distributing documents and digital content to your customers, partners, staff and agents. Your clients (the recipients) benefit from a vast improvement to the service you offer them, as



important documents and files are made **immediately** available to them without any need for a search and download.

Documents are then maintained in a catalogue for **easy future access** and the system's operations have the appearance of

a normal 'windows' environment.

Integrated Content Security

Coview provides a **highly secure** environment for the distribution of documents and digital content. The system offers sophisticated **encryption** between your company and the recipients of your distributed documents and information (customers, management, staff,



partners etc.). Once it is made available to your customer, the system is able to maintain the security of the information through its **Access Security**, Information Rights Management (**IRM**) and Digital Rights Management (**DRM**) capabilities.

Post Publication Document Control

It is following the publication of a document that control over the document is normally lost. Once it has been received (downloaded) then the recipient is generally able to use the file as they wish, including copying, printing



and emailing. Even pdf files can usually be reverted back to Word documents for **manipulation**.

Also, once a document is held by a client on their desktop, it is difficult to ensure that they replace it with the latest version, when a new version is published. This is a significant

problem when the documents are content sensitive and even more so when they become subject to **compliance** requirements.

Coview provides **complete post publication** control over documents and digital content. All documents (and multimedia files) are still under the control of Coview, and therefore under the control of your company, even after they have been distributed to external clients.

Electronic Customer Gateway

All of your company's customers are provided with or sent documentation either from time to time or on a regular basis. This may take the form of registration documents, legislative information, newsletters, service histories/reminders, invoices, statements, company promotions amongst many other forms of correspondence and communication.



Coview provides a unique Electronic Customer Gateway. A **branded icon** on the users desktop not only provides the secure receipt and library facility to maintain up to date documents but provides a **direct gateway** to the customer for the purposes of private communication and information i.e. Account Status and Information, portfolios, work orders etc. In addition this facility provides a unique opportunity for **targeted promotion and marketing** directly to the individual customers desktop.

To learn more, contact Connect 360 International

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