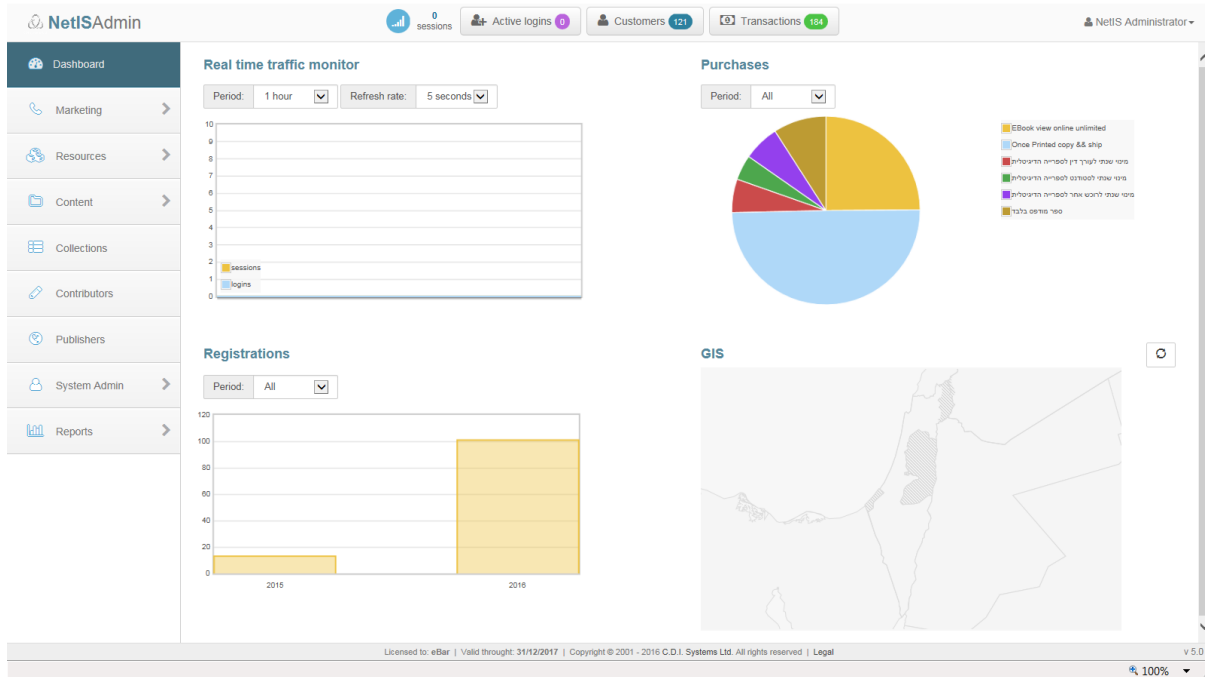# NetIS™ 5.0

A powerful ecommerce platform for the secure distribution & sales of books, ebooks and digital resources

In brief…

As a pioneer in ePublishing since 1992, it has always been CDI's vision to create a "*practical approach to online publishing.*" In this respect, CDI has been capable in implementing its core technology with global clients on four continents in different markets such as: traditional book publishers, legal, medical, market research and business information, government agencies, and data providers.

Our technology, called NetIS™ (Net Information Systems), provides the essential properties needed for content sales in one, simple to use, platform. NetIS presents a full end-to-end enterprise platform that integrates e-commerce, DRM (Digital Rights Management), WCM (Web Content Management), information retrieval, and SEO (Search Engine Optimization) in order to create a single, seamless environment for the secure distribution and sale of premium content.

To the point…

In the interest of providing quality responses to the dynamic needs of the market, **NetIS™** includes the following set of tools and capabilities:

- **NetIS™ Dashboard** supplies everything up to the minute information regarding the usage and sale of products, real-time monitoring of traffic, GIS information representing the customers' geographic split, customers' activities, and their transactions. The top bar of the NetIS dashboard displays the following real-time information: active logins, number of customers, customer transactions, and number of sessions.

- **Digital Rights Management** (DRM) module protects the digital resources (PDF, Epub, XML, HTML5) with multiple authentication and authorization methods, including the option to control the following standard functions**:**
  - Re-distribution of the file
  - Viewing and previewing of content
  - Selecting/Copying/Pasting and Saving
  - Online reading vs. Offline reading
  - Video clip preview (streaming teasers limited in time).

- **Authentication Methods** help secure content using various operations**:**
  - User name and password
  - IP address or IP range(s)
  - Protocol for authentication and registration
  - Authentication of users not logged in or unregistered to provide limited usage rights.
  - Locking the usage of the content on specific device (s)

- **E-commerce tools integrated in NetIS** enable the content owner to sell products in a range of smart sales scenarios:
  - Purchase of content impressions (one-time view)
  - Purchase of content subscriptions
  - Purchase of functionality-based rights (i.e., the right to save, print, export content)
  - Purchase of counter-based rights (e.g., the right to print content 10 times)
  - Purchase of time-based rights (e.g., the right to view content for 3 hours or 2 days)
  - Purchase of combined products (e.g., print and ebook as one product)
  - "Try before you buy" (teasers & previews)

- **Protection Levels of varying degree** exist to protect the digital content**:**
  - Medium protection for online reading (clientless)
  - High Offline protection (NetIS native e-reader application)
  - Watermarking (PDF) – the text, font size, and position can be determined on the page where each e-book/document will be watermarked on the fly.

- **Concurrent Users Management** act as a powerful mechanism that enables:
  - Controlling and managing the number of actual users per account
  - Locking user accounts to specific devices/computers
  - Defining proper policy in Settings from one of the following options:
    - Each "above quota" login will be allowed but monitored (increased or illegal usage can be detected and acted upon later, by limiting access or by increasing the customer's usage fees)
    - Warn the customer when the number of concurrent users is "above quota"
    - Unconditionally deny login when the number of concurrent users is "above quota"

- **Targeted CRM module**: Enables content owners to manage and track customer's activities, permissions, contact details, products, rights, and preferences.

- **Optimizing Content for Search Engines (SEO Ready)**: NetIS creates a highly ranked environment by providing friendly and robust SEO capabilities, significantly increasing the ranking of the content in popular search engines, while still maintaining its protection.

- **Dynamic Full-text search and retrieval engine** provides users with an easy search, retrieval, and navigation experience. In addition to standard full-text search features, the engine supports fields, wordlists, Boolean, wildcards, morphology, and proximity. Supports Unicode, left to right, right to left, and Eastern Asian languages (Chinese, Japanese, Korean, etc.)

- **Integrated Payment Interfaces** (can be extended further via NetIS API) including:
  - PayPal
  - Credit cards
  - WorldPay
  - Tencent QQ
  - Alibaba Alipay
  - Wechat

- **Potent auditing and reporting tools** supply information regarding the sale of products, product consumption, customers' activities, and transactions.

- **High availability, scalability, and performance** with cluster support and load balancing permits an enormous collection of content and massive traffic needs.

- **An API** that grants easy integration with other systems, such as CRM and permissions servers.

- **NetIS Reader** enables customers to gain immediate access to content via web or native applications for both mobile and tablet environments (iOS and Android), making the process of going "mobile" an effortless step for content owners.

Expounding upon the NetIS Reader…

The NetIS Reader is a native application that was developed to enable readers to access content on tablets, desktop computers and mobile devices. The NetIS Reader has many distinctive, stalwart functions that both the publishers and the readers will enjoy.

- **Unique Design:** NetIS Reader can be re-branded and thus allow publishers to reinforce their own brand (logo, colors and styles).

- **Simple and Friendly Interface:** Readers will find that the NetIS Reader Interface is intuitive, easy to use and incorporates many convenient features including:
    - Managing a personal library
    - Adding notes, bookmarks, and highlights
    - Keep reading where you left off
    - Search capabilities
    - Zooming functions that allow a reader to magnify the pages
    - User-friendly options for the style and layout make personalizing one's reading experience easy with differing choices for a multitude of preferences including background color, word color, and text size.

- **Cross-Platform Readability:** The NetIS Reader can be used on a variety of devices including tablets, computers, and smartphones.

- **Online-Offline Correspondence:** The NetIS Reader enables painless, easy communication between online and offline reading with:
    - Ability to bring the online books onto personal mobile devices for easy offline reading.
    - Synchronizing notes, bookmarks and highlights and last reading between devices which ensure that any comments made offline are added to the online library and vice-versa.
    - The capacity to alternate back and forth between viewing which books are online and which are downloaded on the device in operation.

- **Security:** The NetIS Reader has potent security capabilities. Using a proprietary technology, publishers can allow users to access their content without fear of it being redistributed without permission.
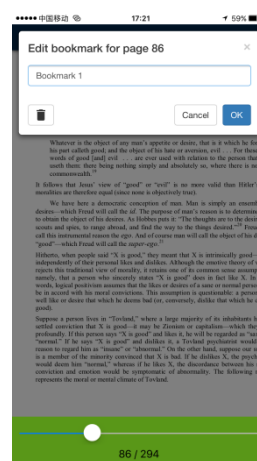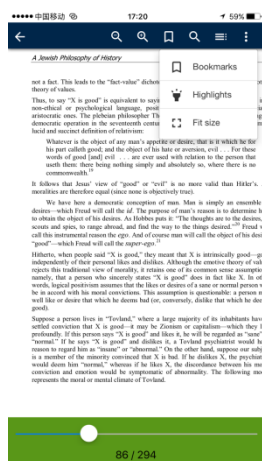
Drilling down a little deeper into NetIS modules…
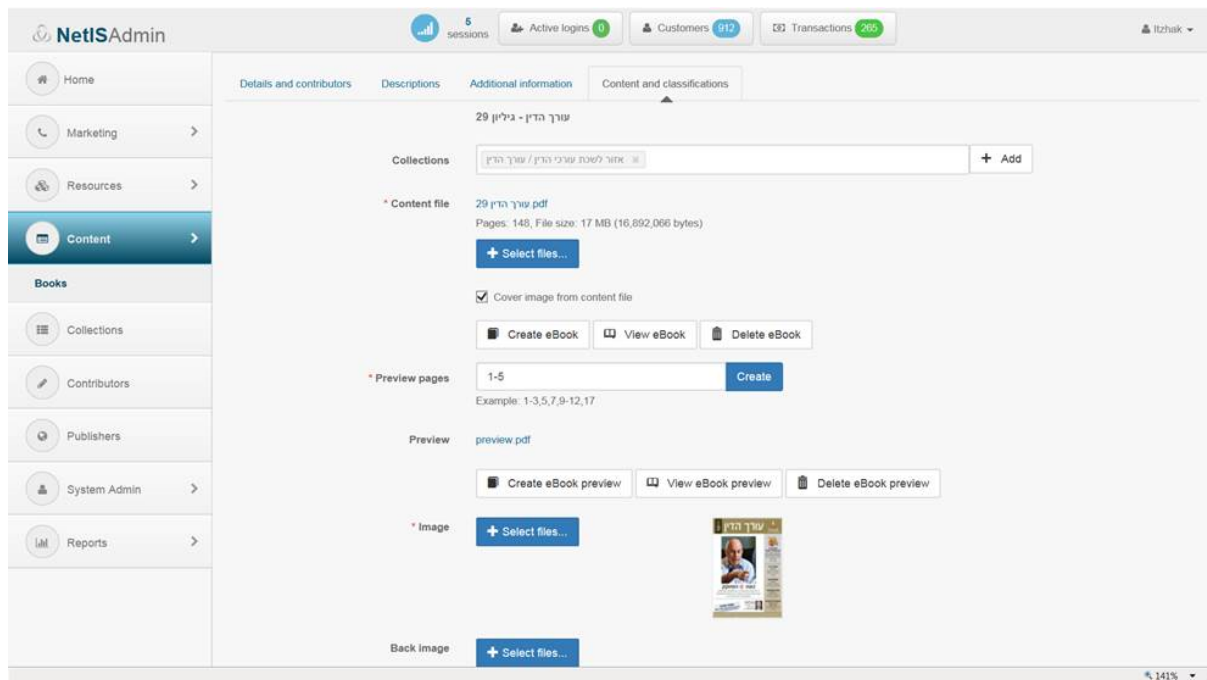
General

Through one unified interface, NetIS™ allows the management of content, the definition of digital rights and authentication scenarios, the management of customers and products, tracking customer's transactions, as well as a wide range of marketing, statistical, and systems reports. The system interface is web-enabled and responsive.

The system comprises the following seven modules:

1. **Marketing**

   In this module, the system lets the admin define DRM profiles, products (combination of content and rights), product types, content owners, settlements, customers, customer type, and transactions. The information can be filtered according to several fields that change based on context. Customers can be filtered according to specific fields, such as customer type or ID, and can be sent a customized email directly from the system. The admin can create an email template, pick an existing one from a list, or choose an existing file (HTML or text) as the email body.

   - **DRM profile**: This sub-module lets the admin define DRM profiles and their specific rights (view, preview, print, save, select / copy / paste).

   - **Products**: This sub-module defines the content type, description, the assigned content, the price, and its validity duration.

   - **Product types**: This sub-module lists the different content types and their descriptions (ebooks, physical books, images, video, or audio) that are ready for sale.

- **Content owners**: This sub-module lists different types of content owners (authors, publishers) and their personal information.

- **Settlements**: This sub-module lists the payment status of royalties to 3rd parties such as the publisher, the author or other contributors, while including the purchase amount, the amount due, and the amount paid. The status of payment can be unpaid, paid, paid partial, or complete.

- **Customers**: This sub-module includes the customer's contact information, login details, registration date, the number of permitted concurrent users, purchased products, and IP address (if applicable).

- **Customer type**: This sub-module contains the customer type (e.g. private, universities, institutional, guests, or trial). The list can be filtered, thus perform marketing activities for specific types of customers.

- **Groups**: This sub-module allows customers to be members of a group and benefit from additional rights depending on the group profile.

- **Transaction**: This sub-module keeps track of all the transactions in the system, including the order number, the content type (printed, ebook, etc.), price, quantity, and the amount paid. The information can be filtered according to the status (accepted, in progress, shipped, closed or canceled).

2. Resources

In this module, the system enables the administrator with the capability to define and customize specific areas in the application UI.

3. Content

In this module, the system allows the administrator to manage diverse types of content: the metadata, the description, upload and classification, the creation of previews, the upload of thumbnails, and the assignment of content to collections. Content can be uploaded file by file or via batch processing. Furthermore, content can be converted automatically to different formats (e.g. from word to PDF or from AVI to MP4). Content, in this case, refers to:

- **Content unit:** A container for every asset and its related metadata.
- **Collections:** This module creates and maintains the logical structure and classification of the content. One content item can be linked to several categories or collections.
- **Bundle:** A bundle is a group of entities designed to easily create a product on multiple entities such as one or more collections and content units.

4. Collaborators

In this module the system maintains the information about the identity of diverse content collaborators (editor, author, translator, illustrator, etc.)

5. Publishers

In this module the system maintains data about the identity of the different publishers (if more than one).

6. System Administration

This module enables the administration of the diverse aspects of the system, including the system users (definition of administration security levels, rights, and roles), system configuration, system settings, language locale, and network settings. The module authorizes the logging of audit information for every event that has transpired in the system. The audit log can be exported for external usage. The system also provides a built-in alerting tool, which can send messages to a specified list of administrators whenever a predetermined event occurs.

7. Reports

This module provides a built-in reporting system that provides up-to-date information, including customer details, purchases, usage, product expiration, registrations, actions, sales by period (years, months), customers by geographical region, and top sales products. The reports' information can be displayed as a list or in graphic charts. The reports can be filtered and exported to Excel for external usage. Additional reports can be generated upon request.