

**DELIVER**now.



**ESD**NOW** MANAGES YOUR DIGITAL CONTENT**

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## DELIVERnow



With the DELIVERnow module we present the solution to distribute digital content in a safe and user friendly way.

With DELIVERnow uncontrolled electronic distribution is history. The protection technology being used does not only prevent piracy, it also reveals distribution and usage statistics.

DELIVERnow offers specific tools for countless types of digital content, both for a Business-to-Business (B2B), as a Business-to-Consumer (B2C) environment.

**The DELIVERnow module is comprised of the following components:**

- » Digital Rights Management (DRM)
- » Software as a Service (SaaS)
- » Distribution and Logistics



### **Digital Rights Management (DRM)**

The distribution of digital products, like pdf-files, music, video, e-books, games and software, makes your content vulnerable to piracy. With our solutions there's nothing to worry about. ESDNOW is specialized in the protection of digital content against illegal use.

Completely integrated in the ESDNOW platform we offer solutions to distribute your electronic content in a safe and user friendly way. You have the choice from several solutions, available for both B2B, and B2C environments.

Apart from protection and distribution, the ESDNOW platform offers you insight in the way your digital content is distributed and used.

The protection works in three ways:

- a. Encryption keeps the source code of your product hidden
- b. Copy protection prevents activated content from being duplicated
- c. Anti-hacking technology protects your application against crack technologies

The protection technology also makes it possible to offer a demo of your product (Try Before You Buy). All you have to do is decide how long, or how often your product can be used as a demo. You can even indicate which components of your product should be available in the demo (Feature Based Licensing). After the trial period the end-user can purchase a license with a simple click of the button and activate the product immediately. This provides you with a very powerful marketing tool.

The DRM system also supports temporary licenses and subscription renewal (Subscription Licensing). Finally you can equip your beta versions and release candidates with a license that automatically expires on a predefined date (Try & Die).

ESDNOW offers:

- » Several DRM technologies for music, video, games, software and other digital content
- » Microsoft DRM, Software DRM, Open Source Mobile DRM
- » Temporary licenses and Subscription Licensing
- » Perpetual Licensing
- » Access to the activation server
- » Reports



### **Software as a Service (SaaS)**

Another way of delivering software via internet, where no software needs to be downloaded, is presenting applications through the browser with Software as a Service (SaaS). SaaS can be delivered to almost every target group, from individual clients and small businesses to multinationals.

Benefits of SaaS:

- » Access to software via broadband connection
- » Maintenance and updates of software centrally controlled
- » One-to-many model (single instance, multi-tenant)
- » Available anytime, anywhere
- » No physical storage, media or distribution costs (except web server load)

Access to the software usually takes place after someone has subscribed for a fixed period of time. The ESDNOW platform is extremely suitable for offering Software as a Service.

## PRODUCT SHEET DELIVERNOW

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Manage accessibility with the module ACCESSnow and easily process subscriptions and recurring billing with COMMERCEnow.

The platform is designed in such a way that it can grant access both to individuals, and organizations (e.g. campus licenses and site licenses). Registration and access are possible through "self registration" (1:1) and through a central administrator of an organization: "company registration".

It is even possible to offer a trial subscription to your application. It's up to you how long and how often your clients can use the application for free, before offering them a permanent subscription. Furthermore, applications can be presented separately or bundled, and clients can be provided with a flexible pricing model.



### **Distribution and Logistics**

In addition to DRM and SaaS, DELIVERnow also offers services for the traditional Distribution and Logistics of your digital content. Stock keeping, order picking and fulfillment, optionally complimented with subscription management are available as an extra service.

### **Last But Not Least**

Your content and applications are safe with ESDNOW. The ESDNOW platform is hosted by the most secure hosting provider and one of the best broadband Internet Service Providers of the Netherlands. The network is triple redundant to provide your company with the optimal safety.