

InDorse Watermark™

Robust, invisible watermarks deter unauthorized use of confidential or proprietary information in documents and images.



INDORSE TECHNOLOGIES

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InDorse Watermark™ enables secure sharing of documents and images containing copyrighted material or intellectual property. The watermarking process is seamless and no installation of additional software on the end-user workstation is required.

InDorse Watermark* can be used to identify file ownership as well as the customers or third parties authorized to view the information. The watermark is strong enough to survive resizing, change-of-file format and screen captures.

InDorse Watermark adds a new level of security and intelligence to your business processes by acting as a strong deterrent to unauthorized usage – quickly, cost-effectively and without disrupting the way you conduct business.

The InDorse Watermarking Process

- The watermarking process converts input (including Word docs, PowerPoints and medical images) into a non-editable file format (.pdf, .xps, etc.)
- An invisible watermark is embedded into each file, indicating ownership. The watermark workflow can be set up to associate custom text with a specific third party or a group of persons authorized to view the data.
- Optionally, a visible watermark with additional information can be added – further deterring unauthorized usage.

If unauthorized use is suspected, InDorse Web Crawler will search for the watermark on public sites. You can also use InDorse Call-Home™ in conjunction with InDorse Watermark to track file opens anywhere on the Internet.

InDorse Watermark can be implemented as an action triggered by your enterprise security policy. The solution is easy to modify if business processes or security policies change.

Business Applications

InDorse products are currently implemented at Fortune 500 companies, delivering significant return on investment (ROI). Specific InDorse success stories include:

- Proving unauthorized disclosure of confidential bids – millions in revenue recovered, including legal costs
- Deterring unauthorized leakage of specifications of a multi-million dollar software development project, still ongoing
- Revealing undiscovered waste of departmental resources in producing reports sent globally to clients which were never being opened or used

InDorse is the ideal solution for deterring unauthorized use of confidential, regulated, proprietary or copyrighted information.



If your business can gain a competitive advantage by automatically detecting unauthorized use of your confidential documents anywhere on the Internet, InDorse can help.



*InDorse Watermark is built on watermarking technology provided by Digmarc® Corporation.



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InDorse Watermark Scenario: Detecting Unauthorized Usage

1. Watermark tagging process is set up on the Enterprise Tagging Server; input files are converted to uneditable output files.
2. Unique watermarks are recorded in the Enterprise Logging Database.
3. Watermarked files or images are shared with customers or third parties.
4. Intellectual property or copyrighted images are posted to a public Web site (unauthorized).
5. InDorse Web Crawler finds the watermarked content on a suspected Web site using a URL list or keyword search.
6. The InDorse watermark is read, proving the origin of the data and the source of leak.

Specifications

Input formats supported for watermarking:

- Microsoft Office documents including .doc, .docx, .ppt, and .pptx (2003, 2007 and 2010)
- Medical image format (.dcm)
- Image formats including .pdf, .jpg, jpeg, .png, .bmp and .gif

Supported output file types:

- Output files are non-editable images (.xps, .pdf, .jpg, jpeg, .png, .bmp and .gif)
- Text is searchable in files converted to .pdf

About InDorse

InDorse delivers data loss discovery and intelligence solutions that strengthen existing data loss prevention and digital rights management technology. Our unique, award-winning products are rapidly deployable and non-invasive to business processes, leveraging robust watermarks and native file security elements to detect, track and deter unauthorized usage of documents, images and screen captures containing confidential and proprietary information.

For more information, visit www.indorse-tech.com



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Contact InDorse to learn how you can protect the confidentiality of your documents and gain a greater competitive advantage.

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