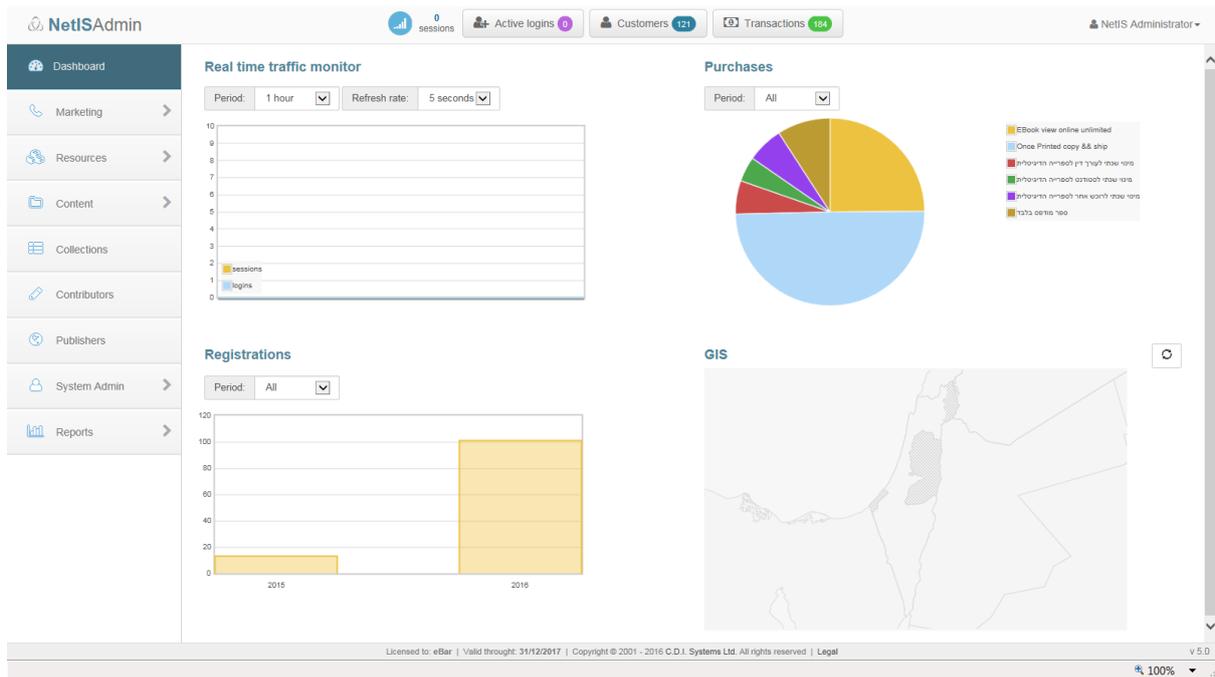


NetIS™ 5.0

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.***" To this extent CDI has been fortunate in realizing this dream with global clients in four continents in different markets such as: traditional book publishers, legal, medical, market research & business information, government agencies and data providers.

Our dream, called NetIS™ (Net Information Systems), provides the essential properties needed for content sales in one, simple to use, platform. It is an entirely new paradigm in the online publishing market, presenting 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), creating a single, seamless environment for the secure distribution and sale of premium content.

To the point...

In order to provide a quality response to the dynamic needs of the market, **NetIS™** includes the following set of tools and capabilities:

- **NetIS™ Dashboard** supplies 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 number of 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 (the information can be drilled down).
- **Digital Rights Management (DRM)** module secures and safeguards the digital resources (PDF, Epub, XML, HTML5), with multiple authentication and authorization methods, including the limitation of standard functions:
 - Viewing and previewing of content
 - Selecting/Copying/Pasting and Saving
 - Online reading vs. Offline reading
 - Video clip preview (streaming teasers limited in time).
- Wide array of **Authentication Methods**:
 - User name and password
 - IP address or IP range(s)
 - OAuth protocol for authentication and registration
 - Authentication of guest users (users not logged in or unregistered) to provide limited usage rights ("Try before you buy" and Teasers).
- Integrated **e-commerce tools**, enabling 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)
- Multiple **Protection Levels**:
 - 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

- Powerful **Concurrent Users Management** 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 and 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, increasing significantly the ranking of the content in search engines, while still maintaining its protection.

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

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

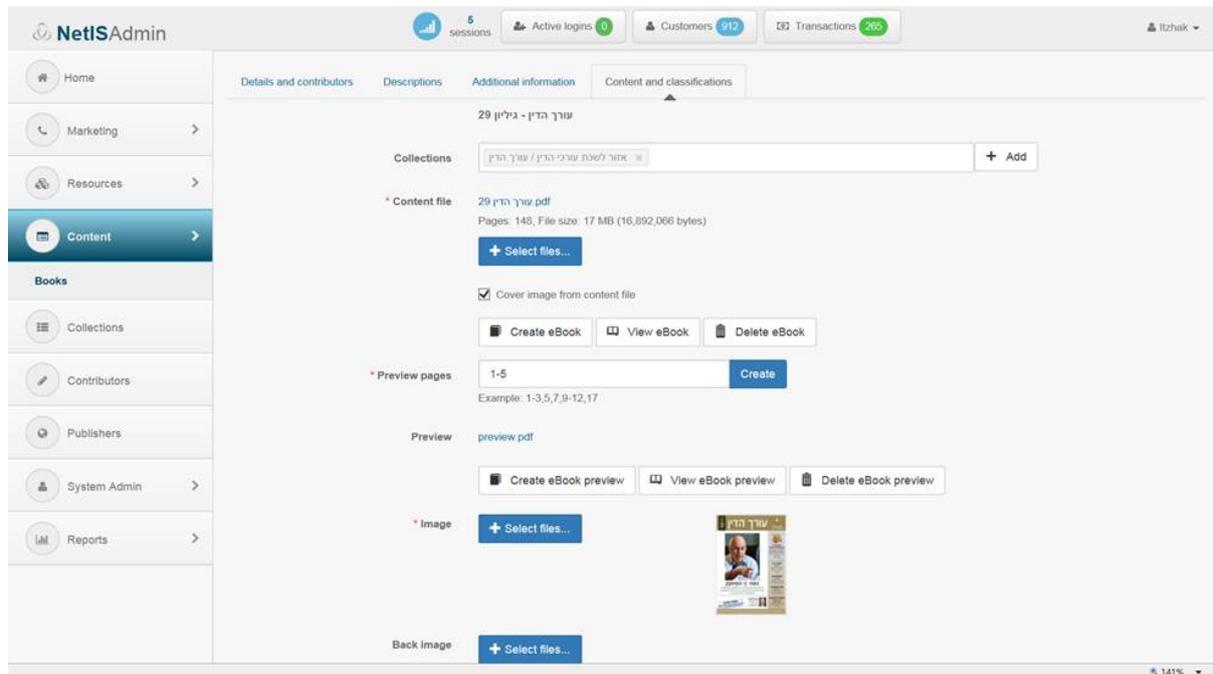
- Strong **auditing and reporting** tools, supplying information regarding the sale of products, product consumption, customers' activities and transactions.

- **High availability, scalability and performance** with cluster support and load balancing for large collections of content and massive traffic needs.

- **A comprehensive API**, web services that allow easy integration with other systems, including CRM, content and permissions servers.

- **"On-The-Go"** enabling customers to gain immediate access to content, services and applications via a web or native application for both mobile and tablet environments, making the process of going "mobile" an effortless step for content owners.

Drilling down a little deeper into NetIS modules...



General

Through one unified interface, NetIS™ (“The system”) allows the management of content, the definition of digital rights and authentication scenarios, the management of customers and products, tracking customer's transactions, and 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 you 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 receive a customized email directly from the system. The user 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 you 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 description (ebooks, physical books, images, video or audio), 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 a publisher, author or other contributors, and includes purchase amount, amount due and 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 and thus perform marketing activities for specific type of customers.
- **Groups:** customer can be a member 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 to define and customize specific areas in the application UI.

3. Content

In this module the system allows the administrator to manage various types of content: their metadata, 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. Content can be converted automatically to different formats (e.g., from word to PDF or from AVI to MP4). Content 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 & settings, locale language, and network settings. The module allows the logging of audit information of 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.

