

Can Securing Critical Digital Assets Be Made Simple? Absolutely...



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Introduction

We live in very interesting times. Across industries, desire to innovate at high velocity is challenged by the shrinking time to create in an ever increasing competitive market place. Good ideas are, as always, in very high demand. Organizations, large and small are reaching out to customers, consumers, employees across geographies for that one/two compelling ideas that can potentially be the game changer for them.

Ultimately, it is not just the idea, it is truly the execution of that 'real good' idea with speed and accuracy followed through on the roadmap that decides if the idea will become a winning product or solution in the market place.

One may ask, "Hey! What is the hurry? Can we not develop the idea by following traditional approach? Can we not analyze the requirements in good detail, get the budget approved before embarking on the product or product-like solutions? Why are we crunching the time? Why are we fanatically focusing on agile development? What is the life consuming need for highly automated continuous delivery and feedback mechanisms?" Well, you should be very concerned about few things. Let us examine few.

Challenges in Managing and Securing Digital Asset/Content

You will be surprised that among the many things the corporates worry about to ensure their solutions or products will have differentiated edge over the competition in the market, is loss/theft or overzealous sharing of [digital content](#) - ideas, design, visuals and other secret digital recipe in the public domain or with competition. Whereas the internet revolution continues to provide unprecedented access to global markets, an idea or design or classified documents in one end of the planet can surface in another remote end of the geography within days if not sooner. And that is scary!

Why does this happen? There are many reasons. Greed, workplace unhappiness, pervert desire to hurt the system, falling victim to blackmail, lucrative offers that follows, or just "showing off" are all plausible reasons why someone inside an organization leak or give away precious content.

Some of the known or successfully investigated cases include (a) A US car company losing proprietary documents, including sensitive designs to a competing firm in China; (b) Organic pesticide trade secrets stolen from a leading agricultural business to individuals in Germany; and (c) loss of pricing and contract data, customer list and names of people working in the organization out of US.

Most of us are perhaps very aware of the 40 odd lawsuits that Apple and Samsung filed against each other. After a prolonged battle in the courts in many countries, the two have settled the disputes between themselves in many countries, except US, where the legal battle continues. Both were / are trying to protect their respective Intellectual Property against loss to each other. Smart phone market is huge, globally. In a quarter, Samsung shipped more than 75 million Smartphone while Apple shipped more than 35 million smartphone in the same quarter. Besides these two big players, there are numerous others, innovating fast and furiously to meet the ever increasing hunger of the masses. One can therefore appreciate that those few unique value propositions are the only way to command [customer loyalty](#) and customer lifetime value.

Pharmaceutical industry is another example where numerous legal battles followed by some large settlements have taken place. One example, patented drug manufacturers lose their advantage if generic drug manufactures get away with pre-mature launches.

Nanotechnology space is radically pushing the technology frontiers. The sophisticated engineering of functional systems, intricate and specialized design and production process are all susceptible to loss to competition. Unfortunately, for a patentee to know whether a competitor or a company in another sector has access to and is using the protected technology without authorization is a very expensive process. The policing and enforcement of nanotechnology patents is prohibitively expensive and near impossible. Therefore, you can imagine enhanced complexity if you are working on yet another idea which has not been filed for IP protection.

Helen Xu for Jaguar Land Rover has said in one of her interviews that her major concerns are around trademark-related matters and increasing number of matters related to design patents. The iconic brands such as Jaguar and Land Rover continue to be what they are because of various leading edge thoughts that translates into great products. In the numerous factories

in countries like China with enormous manufacturing capability pose potential threat of counterfeit manufacturing (counterfeit parts and accessories are common problems where high quality products from original equipment manufacturers are involved). Companies like Boeing, Airbus, JLR, BMW, Oxford Instruments etc. invest millions of dollars in creating unique, innovating and amazing designs for their products to maintain their cutting edge in the markets they serve.

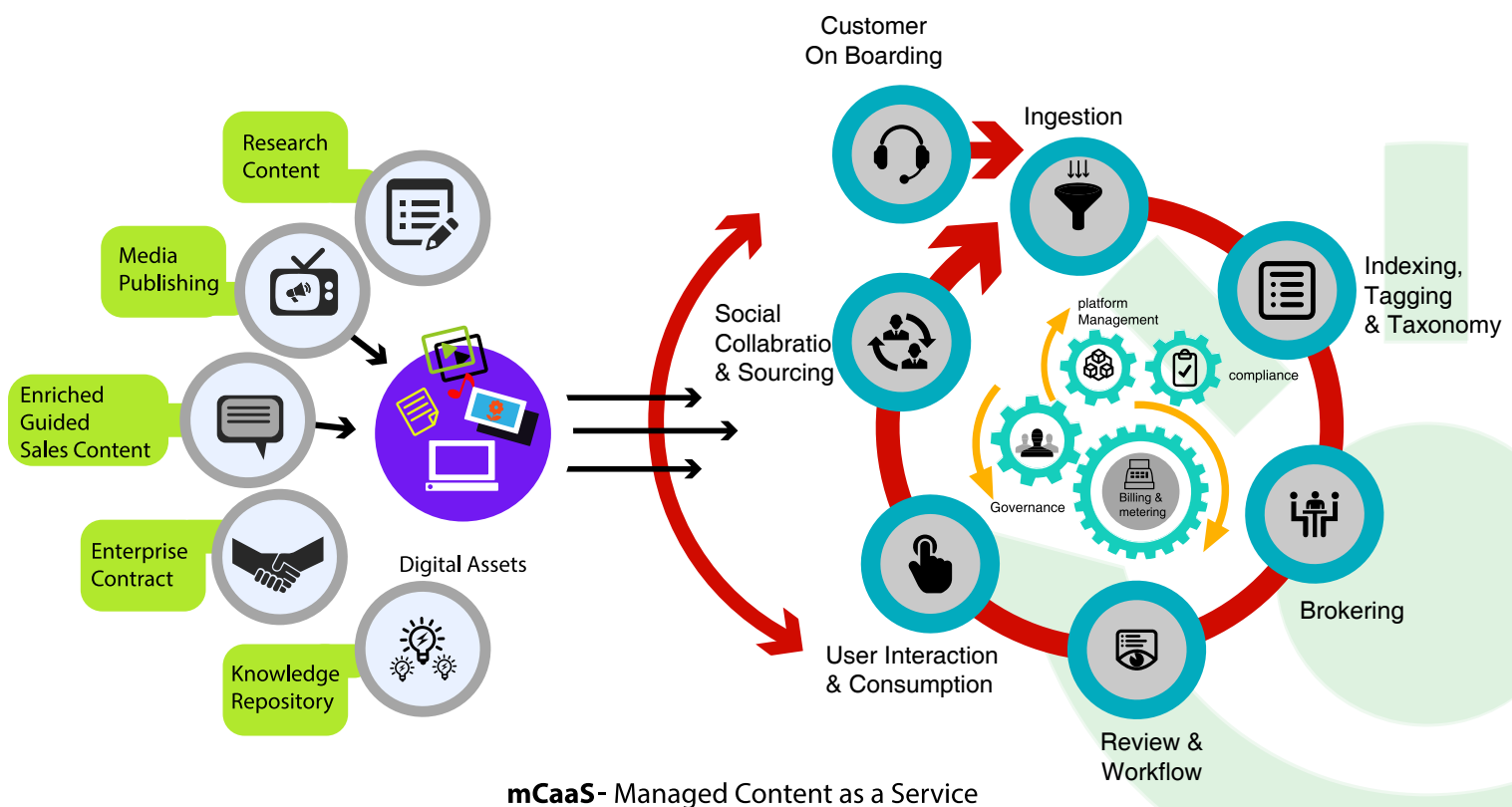
The challenges posed by insiders who engage in working odd hours, accessing or searching proprietary or confidential information, copying/downloading/ performing screen capture of such unauthorized material disregarding company policies is not easily addressed. The reaction to such breach is almost always well after substantial material losses have been incurred by the organizations.

The question that is moot therefore is, would it not be amazing if there existed a solution that is relatively inexpensive, has the ability to monitor, track and alert any digital content across the enterprise network that may have been stored away historically and those new super content that is being created by the best technologists, scientists, designers etc. and delivers the ability to very quickly zero in on any such suspicious activities within the enterprise that spans multiple clouds (public or hybrid)?

mCaaS- Digital Content Broker Platform

The good news is, we have just that right platform or solution. Happiest Minds' KloudRyder-mCaaS™ platform can save you millions of dollars and all the time and effort that goes into investigations and getting to the root cause of unauthorized digital content access and movements. **managed Content as a Service (mCaaS)** is a pluggable, cloud powered Digital Content Broker Platform that seamlessly integrates with Transactional systems and leverages any form of standard storage and Middleware. Offered both as a Platform and a custom implementation, it allows users to manage their Digital Content throughout their lifecycle, thereby delivering a Smart, Seamless & Connected Content flow for the Enterprise across its End Consumers, Customers, Employees and Partners.

mCaaS, a **Digital Content Broker** Platform enables Enterprises monetize their Digital Content (itself) in a fairly disruptive way leading to a new and Innovative Business and revenue streams.

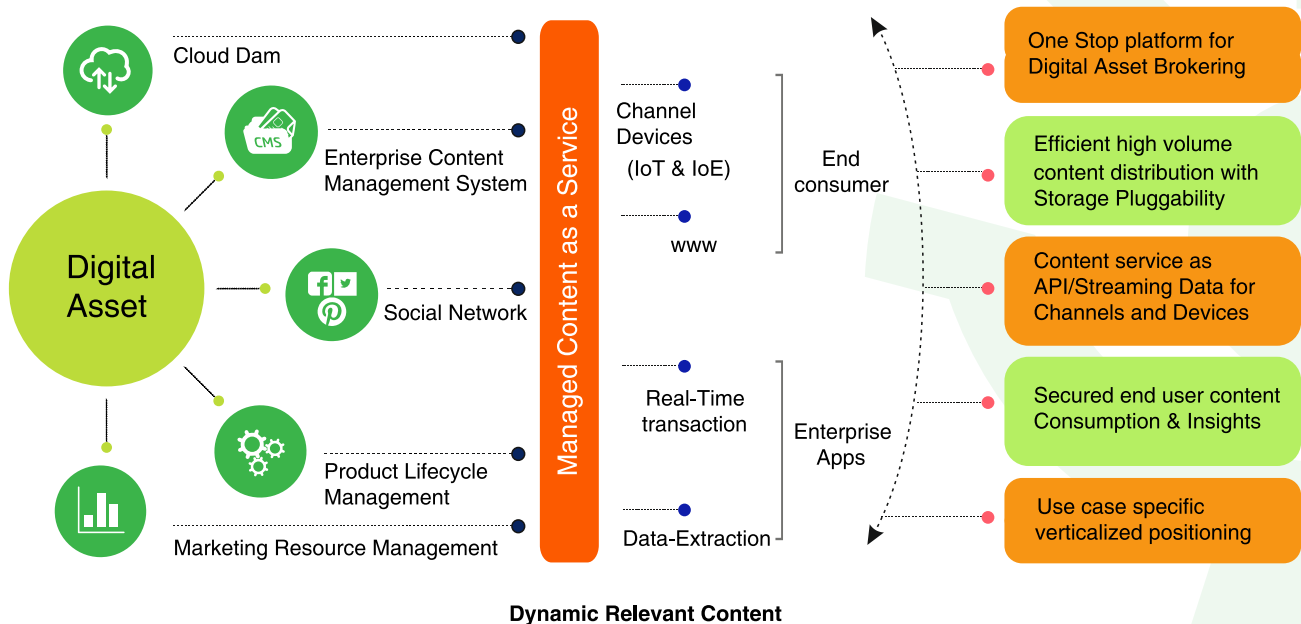


Customer Stories using mCaaS

- For an International Market Research Company, the mCaaS platform is facilitating them to generate a new revenue stream and monetize their digital content using innovative content monetization. The customer is expecting a revenue growth of 15-20% on top of their existing revenue streams, in the first year of launch itself.
- For an International Travel and Hospitality Company, mCaaS Platform has enabled them to monetize their core entertainment products enabling 10-15% savings from business efficiency through increased business growth with improved [product recommendation](#).
- For retail industry, the solution creates ‘Sell a Look’ for consumers enabling them to virtually get, make, share and buy a look through innovative Digital Content Consumption. The solution is helping retailers increase their business via a self-guided tour of “Get a Look” and “Make a Look” for their consumers. This helps consumers get a 360 degree view before they make a purchase.
- Digital assistant solution for the digital assistant contact center powered by mCaaS allows support associates to get relevant content dynamically through human interaction and cognitive search from multiple sources like CRM, local database, ERP etc.

Features of mCaaS

- Complete or partial ingestion of real-time & offline data/content
- Aggregate and orchestrate multiple digital content/assets from multiple source
- Personalized content recommendation
- Real time deep insight of user content consumption & interaction
- Intelligent search across multiple channels and content sources
- Intelligent ranking & filtering
- Security & plagiarism protection



Conclusion

To stay ahead and maintain the edge in the market, enterprises have to innovate their business models, products and services, the approach to marketing etc. In the current times, the competition is getting sharper and smarter. Therefore, enterprises have to guard against loss of their intellectual property evermore better.

The [digital assets](#) are the hardest to secure given the ease with which the content can be transported. Further, with more and more corporate content stored in the cloud the challenges are only getting more pronounced. In this context, organizations need platforms or solution that allows users to manage their Digital Content securely throughout their lifecycle, thereby delivering a Smart, Seamless & Connected Content flow for the Enterprise across its End Consumers, Customers, Employees and Partners. Happiest Minds solution mCaaS is one such powerful tool that can save millions of dollars and enhance the organizations security posture.

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About the Authors



Raju Chellaton

Raju Chellaton is SVP and Global Head – Cross BU at Happiest Minds Technologies. He has a total experience of 25+ years in the IT industry in the areas like customer advocacy, enterprise architecture, analytics, cloud products and solutions, infrastructure and security Services, process and delivery excellence. He is frequently covered by leading publications on various subjects like application performance management, service model transformations, design approaches, digital transformation and infrastructure solutions.



Abhisekh Kumar

Abhisekh Kumar is Senior Technical Manager and Platform Architect at Happiest Minds. He has total experience of 12 years in the IT industry in the area of presales, cloud solution architect, enterprise application integration and leading center of excellence. He is currently responsible for end to end from market making to helping execution of business around the Digital & strategic cloud initiatives as part of Digital Transformation. He is also actively involved in writing blogs and helping freelancers on cloud & digital business platform.

Happiest Minds

Happiest Minds enables **Digital Transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc. Happiest Minds offers domain centric solutions applying skills, IPs and functional expertise in IT Services, Product Engineering, Infrastructure Management and Security. These services have applicability across industry sectors such as retail, consumer packaged goods, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore, Australia and has secured \$ 52.5 million Series-A funding. Its investors are JPMorgan Private Equity Group, Intel Capital and Ashok Soota.

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