

Managing intellectual property ownership requires knowing what it is you are trying to protect, as DRM is not just about copy protection, says **Peter Stephenson**.

Some people think of digital rights management (DRM) as copy protection. More accurately, DRM applies fundamental principles of access control to intellectual property. DRM enforces access to and use of documents, art, music and video, etc., rather than simply preventing the copying

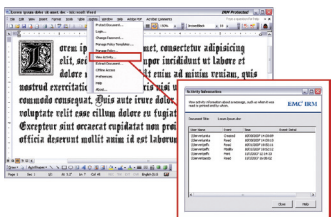
of it. That makes DRM a bit more complicated than copy protection or watermarking.

Detractors of DRM tend to oversimplify the problem in order to overemphasize the solution. This tends to make DRM appear as a solution looking for a problem. DRM is not just copy protection.

Properly implemented, it does not interfere with legitimate use of the intellectual property. DRM can be abused and there are arguments that such abuse has occurred.

One of the challenges when evaluating DRM products is knowing when you have an actual DRM product in the first place.

## Documentum IRM



**Vendor** EMC Corporation  
**Price** integrated IRM starts at \$45,000 for 100 users  
**Contact** [www.emc.com](http://www.emc.com)

EMC Documentum IRM (Information Rights Management) brings complete document control and the ever-changing needs of users into one product. This product goes beyond simple rights management. It is designed to dynamically adjust to certain rights and restrictions instantly. This product can be used to control access to documents and email, as well as assign rights, such as copy and print. Documentum plugs right into Microsoft Office applications and Adobe PDF Reader.

We found this product to be straightforward and intuitive on both the server and user side. The management application itself resembles an MMC console, and creating policy and managing users and groups is almost effortless. The users find this product to integrate seamlessly into their applications. To protect a document, all a user has to do is click on a drop down menu in the application and dole out rights and who gets them. Only this user can change the assigned rights, and they can be changed at any time and the policy becomes effective immediately.

This tool performed quite well during our test. We found the product to incorporate many great features into a streamlined and seamless process on both the server and client sides, which provided a high amount of document control that was not only easy to manage, but simple and effective for users.

Three manuals are provided. The first is an installation guide, which covers installing and setting up the server components. The second is a full administration guide, which provides detailed configuration

instructions for the server. Finally, there is a short guide illustrating how to use the client application.

EMC provides three levels of support: basic, enhanced and premium. Each of these levels provides varying options, including phone and email support, remote technical support, case management and escalation support.

EMC Documentum IRM is an excellent value for the money. As an integrated product with a comprehensive feature set, we expect a higher price. Overall cost of ownership, however, is quite reasonable.

SC MAGAZINE RATING	
Features	★★★★★
Ease of use	★★★★★
Performance	★★★★★
Documentation	★★★★★
Support	★★★★★
Value for money	★★★★★
<b>OVERALL RATING</b>	<b>★★★★★</b>
<b>Strengths</b> Highly customizable platform with dynamic control of rights and policies, which become effective immediately.	
<b>Weaknesses</b> None that we found.	
<b>Verdict</b> A fully integrated product with very good value for the cost. We rate Documentum IRM Recommended.	



We rate EMC Documentum IRM Recommended.

**Peter Stephenson**



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