

PROFILE



SAFER security

The convenience of technology has also spurred the number of rising security breaches. Many companies live in fear of a security problem especially when it comes to company documents, information and intellectual property. How does one minimise such risks? MarkAny of Korea may just have the solution.

Winner of the Best of Security category at the Asia Pacific Information & Communication Technology Award (APICTA) 2002, MarkAny understands the importance of ensuring the security of documents and information within any company or organisation. That's why it created the award winning product, MarkAny Document SAFER.

In today's information rich society, a breach in security may cost a company millions. The Document SAFER from MarkAny offers companies the solution for the prevention of unauthorised distribution of information through floppy disk, CD, e-mail, etc. It controls all regulations in viewing, saving, transferring, printing and editing of documents and flexibly establishes task force teams and departmental user groups.

It took a team of 120 people to create Document SAFER using the Watermarking and Digital Rights Management (DRM) system and a capital of USD2.3 million (RM8.74 million) was invested. It works seamlessly

with KMS, EDMS and Groupware and is also compatible with documents in formats such as PDF, MS-Word, PowerPoint, and Excel. Designed to be easily configured and customised to suit customers' particular needs, Document SAFER incorporates a software, Wrapper, which allows its users to view documents in formats such as MS-Word and PDF without the user having to install each of the software separately.

MarkAny's public relations manager, Nam Chull Kim said: "Our product is helping to maximise, as well as protect, companies' intellectual property. Currently, the Korean government is emphasising the protection of copyright and contents and MarkAny Document SAFER is helping in creating public awareness."

Apart from preventing unauthorised distribution of information, Document SAFER also manages the access, saving, transferring, printing and editing of all documents. It tracks and logs all activities such as viewing, printing and saving of the documents. A system administrator



determines the levels of users and the documents each level is able to access.

Document SAFER does not only protect a company's documents accessed within the company, it also does the same with the company's documents accessed from the Internet but with the same security features that are available within the company's premises.

Just recognition

With the unique capabilities offered by MarkAny Document SAFER, it is no wonder that it is no stranger to awards. In 2001, it won the New Software Grand Prize 2001, Korean E-Commerce Grand Prize (Minister of Information and Communication Award, Korea) with SDMI semi-final advancement and certification in STEP 2000 and STEP 2001.

Another testimony to Document SAFER's capabilities is its list of clients that include prominent companies like

Samsung, Hyundai, LG and the Korean Government. These clients are currently utilising MarkAny Document SAFER throughout their organisations. With the success of MarkAny Document SAFER in its homeland Korea, the company is beginning to explore overseas markets such as China, Japan and Singapore. In Japan, they have set up a branch to cater for the growing number of customers there.

The company attributes some of its success to the joint efforts and partnerships it has struck with appointed partners along their production and distribution channels. Another factor that contributes to the success of Document SAFER is MarkAny's commitment to conducting constant improvements to ensure that Document SAFER is on par with the new developments and latest breakthroughs in the technology world. Currently, MarkAny has 50 staff working on developing a new and improved version of the Document SAFER in Korea.

For further information, go to: www.markany.com ●



MarkAny of Korea receiving the award for Best of Security at APICTA 2002.