

Case Study: Docutek



Docutek's integration partnership with Copyright Clearance Center benefits customers, Docutek alike

Docutek ERes, a powerful and easy-to-use electronic reserves system, is considered by many to be the leading e-reserves solution on the market today. Docutek ERes makes it possible for librarians to Web-enable course reserves, offering students and patrons round-the-clock online access to reserve material. Docutek ERes enjoys an installed base of more than 400 libraries worldwide.

Since 1999, Docutek, a SirsiDynix company, and Copyright Clearance Center have worked together to simplify the process of managing copyright permissions for Docutek ERes users. Docutek has joined Copyright Clearance Center's Partner Program*, which enables application developers and Web Services providers to offer customers seamless access to the world's leading content licensing service from within the partner's solution.

Customer demand drives integration

Each release of Docutek ERes has been designed in close consultation with librarians and instructional technologists at leading universities. The solution simplifies students' access to information while empowering librarians and faculty to more effectively use the Internet in the educational process.

According to Yonn Samuels, vice president and general manager at Docutek, customer demand was the primary driver for offering copyright permissions within Docutek ERes. "We've always sought to put as much copyright management functionality as possible into our solution," he said. "Over time, we wanted to give users access to a centralized copyright management resource as part of the Docutek ERes system."

“The nature of our relationship with Copyright Clearance Center makes it easy to collaborate. From planning to development to marketing, the CCC Partner Program team has been a dream to work with.”

Yonn Samuels
VICE PRESIDENT AND GENERAL MANAGER
DOCUTEK

Integration with CCC was achieved in phases. Initially, Docutek included a button within the Docutek ERes user interface using RightsLink Basic*. This RightsLink Basic integration provides an open URL-based deep link from an application or web service directly to copyright.com.

In October 2005, Docutek enhanced the integration using Permissions Gateway. Permissions Gateway provides seamless, bi-directional access between Docutek ERes and CCC's rich rights licensing database through a set of application programming interfaces (API). This more robust integration enables Docutek ERes users to search, price and obtain copyright permissions — without ever leaving the Docutek ERes environment.

Samuels led the integration effort at Docutek. "The API offered through Permissions Gateway is powerful but not complex," he said. "We can confidently add new functionality to Docutek ERes without worrying about changes that CCC may make to its system."

Joint commitment leads to joint success

While strong customer demand made copyright permissions integration a top priority for Docutek, a strong relationship with the team at CCC helped keep the integration effort on track.

"The team at Copyright Clearance Center has been great to work with — from technical guidance to relationship management to marketing support — making it easy for us to develop and promote each subsequent release," noted Samuels.

The CCC Partner Program offers extensive technical, sales and marketing benefits to qualified participants. The CCC team works with the partner's management team to review product plans to identify the best approach to achieve integration, and to determine which integration solution — RightsLink Basic or Permissions Gateway — is appropriate. The program provides complete technical documentation, generous telephone and e-mail support, and access to a helpful testing environment to support the partner's integration work.

Shared marketing efforts spread the word

To support the success of the enhanced Docutek ERes integration, the CCC Partner Program continues to provide valuable sales and marketing support to Docutek.

Early marketing efforts included public relations, e-mail marketing, webinars, newsletter articles, tradeshow and copyright education. The companies have moved beyond the initial launch phase and are now collaborating on a series of ongoing promotional campaigns.

Overall, Samuels is pleased with his firm's involvement in the CCC Partner Program. "Copyright Clearance Center's supportive approach shows they understand our need to solve customer problems, and they make it easy for partners like us to manage the integration. They've done a great job."

Contact us

To learn more about the CCC Partner Program, please contact us at integration@copyright.com.

About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for millions of the world's most sought after books, journals and other content. Founded in 1978 as a not-for-profit organization, today CCC provides smart solutions that simplify the licensing of content that lets businesses and academic institutions quickly get permission to use copyright-protected materials, while compensating publishers and content creators for the use of their works. For more information, visit www.copyright.com.

*Formerly known as Rightsconnect™

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