

# Roper Starch Worldwide

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**FileOpen PDF and Adobe Acrobat Bring Roper Reports Electronic Library to Life**

## KEY BENEFITS

- Adobe PDF maintains the exact look and feel of the printed versions, making the transition to digital form easy for Roper Starch clients.
- The cross-platform capabilities of Adobe Acrobat allow Roper to expand its client base.
- Existing and new Roper clients are enthusiastically adopting the Electronic Library.
- FileOpen PDF protects Roper Starch's proprietary research and market data and automatically enforces subscription dues.
- Users can be authenticated conveniently, without password entry.

For more than 25 years, the New York-based market research and consulting firm Roper Starch Worldwide has been asking Americans questions through its Roper Reports consumer-trends research service. Americans' answers regarding their hopes and dreams, leisure time, spending habits, and other topics are used by many of the nation's blue-chip companies to guide their marketing strategies.

Now, with help from Adobe partner FileOpen Systems in New York City, Roper Starch Worldwide is making the Roper Reports database available in a searchable electronic format using Adobe Acrobat, Adobe Portable Document Format (PDF), and FileOpen PDF, security software that controls access to PDF publications. As a result, Roper Starch's clients now have immediate, searchable, desktop access to millions of research findings in the Roper Reports Electronic Library.

## STRICT CRITERIA

In making more than 25 years of Roper Reports available in searchable digital form, Roper Starch wanted to ensure that the digital files could be viewed only by paying subscribers. This would require a strong security solution that would not slow down workflow or inconvenience subscribers. Roper Starch also wanted to maintain the appearance of the printed reports to which

its subscribers had become accustomed and to be able to serve subscribers on both Windows® and Macintosh computers. Above all, Roper Starch needed to ensure that the Roper Reports Electronic Library would be searchable and extremely user-friendly for its Fortune 500 clients.

"We wanted a product that maintained the look and feel of our Roper Reports publications," says Jonathan Berry, editorial director at Roper Starch. "And, recognizing the inherent value of our data, we also wanted a security system that would allow us to retain control over the data and who would have access to it."

## DOCUMENT FIDELITY AND EASE OF USE

The Roper Reports Electronic Library is now available to the service's clients in Adobe PDF via secured subscriptions using FileOpen PDF. Subscribers start with an installation CD that contains Roper Reports' studies. Updates are sent electronically eight times per year, as new Roper Reports studies are completed. FileOpen PDF software controls access to Adobe PDF files using an encryption plug-in for Acrobat Exchange® and a security handler software plug-in for Acrobat Reader.

“The Adobe PDF versions of the Roper Reports retain the exact look and feel of the printed ones, making the transition to digital form easy for our clients,” says Angel Trujillo, senior analyst/programmer for Roper Starch. “And the strong cross-platform capabilities of Adobe PDF mean we don’t worry about which platform clients use.”

To enrich the value of the data, Roper Starch relies on the full-text search capabilities of Adobe Acrobat. Clients can search the Roper Reports Electronic Library for questions on topics of interest. Then, through hypertext links, they can navigate within the data, seeing how responses have changed over time or how they vary among different groups by parameters such as gender, age, education, occupation, and other factors.

#### INDUSTRY STANDARD SECURITY

In addition to ensuring exact document fidelity, cross-platform support, and ease of use, the solution also safeguards the firm’s proprietary research and market data using FileOpen PDF. The FileOpen PDF software lets publishers restrict printing and editing, set expiration periods, lock documents to specific media, and generate customized installer programs for their Adobe PDF publications.

FileOpen PDF copy-protects Roper Starch’s research reports without password entry, safeguarding proprietary research and market data without inconveniencing

**“Adobe PDF has emerged as the standard for publishing valuable information electronically. Our customers feel confident choosing FileOpen PDF because it is based on the Adobe PDF standard.”**

**—Diana Holm  
Director of Marketing  
FileOpen Systems**

subscribers. Roper Starch is also taking advantage of the Document Expiration feature in FileOpen PDF to automatically remind clients when their one-year subscription is almost up and that it is time for renewal. The renewed permissions can be transmitted via the Internet, along with any new reports.

FileOpen Systems selected Adobe PDF as the basis for its security solution for several reasons. According to Diana Holm, director of marketing for FileOpen Systems, the Adobe Acrobat API is an excellent development platform, allowing FileOpen to easily build upon the standard encryption included within Acrobat. In addition, by going with an industry standard, FileOpen Systems’ business is growing rapidly. “Adobe PDF has emerged as the standard for publishing valuable information electronically,” says Holm. “Our customers feel confident choosing FileOpen PDF because it is based on the Adobe PDF standard.”

#### RAVE REVIEWS

With the Electronic Library in place, Roper’s mission of “Turning Data into Intelligence” is coming to life in new ways. The searchable Electronic Library is receiving rave reviews from clients who describe it as “neat,” “cool,” “easy,” “quick,” and “user-friendly.” “The Electronic Library is being adopted enthusiastically by our clients,” explains Berry. “By far, the majority of clients are now receiving their reports electronically, and we are serving new subscribers every day.”

In offering its reports in digital format, Roper not only is bringing its information distribution into the twenty-first century but also is enhancing the value of its information to Roper’s clientele. “In our consumer-trends consulting work, we tell clients that with so many choices in today’s global marketplace, marketers must continually prove their value to customers,” says Berry. “We believe that with the Electronic Library, we are practicing what we preach: making ourselves more vital to our clients.”

#### ROPER STARCH WORLDWIDE

[www.ropers.com](http://www.ropers.com)

#### FILEOPEN SYSTEMS

[www.fileopen.com](http://www.fileopen.com)

#### SYSTEMS AT-A-GLANCE

##### Software

Adobe Acrobat

FileOpen PDF

##### Hardware

PCs running Microsoft® Windows

Apple Macintosh computers