

## Know Where Your Documents Go After They Leave Your Control

### The Problem

Once marketing materials such as Microsoft Office documents, spreadsheets, PowerPoint presentations, and Adobe PDFs leave a corporate domain, it's nearly impossible to track who has been accessing them and where they are going. Using gated website forms that force people to reveal their identity in exchange for marketing or sales information, often yields erroneous information that clogs Content Management Systems (CMS) with bad data.

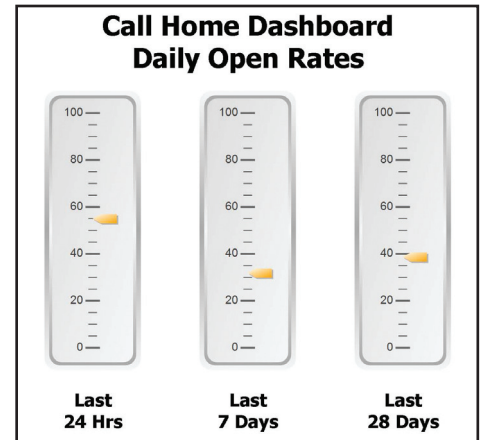
Alternatively, policy enforcement applications such as Digital Rights Management (DRM) require more software which introduces an additional layer of complexity.

### The Solution – InDorse Call-Home™

InDorse Call-Home is a new network-based, file assurance security solution that tracks file activities, such as the status of file opens, after the documents leave the corporate domain or an end-user's computer. Real-time file usage pattern analytics are gathered and presented via a web-hosted dashboard. Never before has it been easier to track who is consuming information and capture their location status in real-time. Solutions like Google Analytics are to websites, what InDorse Call-Home is to documents, spreadsheets, presentations and other business files. InDorse Call-Home automatically tells you who opened the file, when it was opened as well as where and to whom it was forwarded.

### Real-Time Intelligence

When a file is opened, InDorse Call-Home transparently gathers an individual's company name, IP address, phone number and other information—allowing people interested in digital materials to simply click and open. InDorse Call-Home can be configured to preserve privacy and complies with industry, regional, and national governances. Best of all, it requires absolutely no software installation on the end-user's computer.

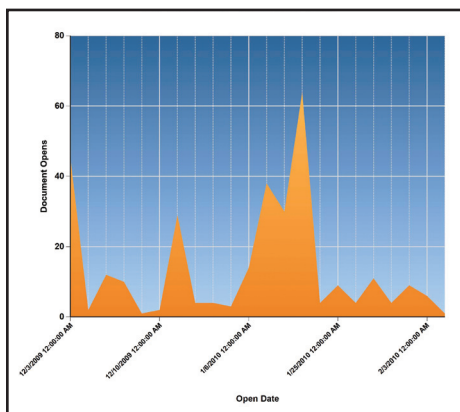


Call Home Top 10's		
File Name		Opens
CW_Testing.doc		12
SecureCall.ppt		5
CW_Book1.xls		5
CW2_Book1.xls		3
CW1_Testing.ppt		3
Yankees.doc		3
CW2_Testing.ppt		2
CW2_Testing.doc		2
CW1_Testing.doc		2
CW1_Book1.xls		2
IP Address	Client Name	Opens
65.209.4.244	65.209.4.244	17
173.48.24.136	pool-173-48-24-136.bstnma.fios.verizon.net	9
63.74.178.2	63.74.178.2	6
75.237.254.119	119.sub-75-237-254.myvzw.com	6
85.18.45.86	85-18-45-86.ip.fastwebnet.it	2
98.113.97.56	pool-98-113-97-56.nycmny.fios.verizon.net	2
68.99.176.136	ip68-99-176-136.oc.cox.net	1
94.160.239.246	94.160.239.246	1
75.237.146.174	174.sub-75-237-146.myvzw.com	1
Domain		Opens
verizon.net		11
myvzw.com		6
fastwebnet.it		2
cox.net		1



## Trackable Document Formats Supported

- Microsoft Office 2003
- Microsoft 2007 Word and Excel
- Adobe PDF
- More added continually



Activity Chart

## New File Tracking Features

- Track usage analytics of all Microsoft and Adobe PDF files.
- View the exact user location of any opened file, including company name and IP address.
- Precise measurement to benchmark the most valuable files, including product data sheets, presentations and white papers.
- Trend identification with regards to file open activities— helping organizations make informed copy adjustments to increase document marketability.
- Real-time file tracking visibility via an intuitive web-based dashboard, customizable analysis as well as visualization charts, graphs and reports.

## Detailed Analysis Reports

With easy-to-view, web-based graphs and charts, any organization can get a snapshot view or dive-deep into the accessed documents to track activity or follow trending analytics such as top ten files opened in a given day, month or quarter. For example, InDorse Call-Home's ability to drill down into file usage activities enable sales and marketing teams to better understand which key messages are driving the most interest for future marketing campaign efficiency.

## Want to know what happens after a file was opened and forwarded to others outside the company?

With InDorse Call-Home, anyone can easily track where a document was forwarded to or to whom it was shared with upon opening and—receive the same in-depth analysis as if the file remained within the corporate domain. Everywhere the document travels—for the life of the document — InDorse Call-Home will track and report its usage, trending and pattern statistics.

## Learn More

InDorse Call-Home is available in two versions:

1. On-Premise Installation - Contact InDorse Sales at +1-646-495-0966 or at [sales@indorse-tech.com](mailto:sales@indorse-tech.com)
2. Software-as-a-Service (SaaS) - Please contact one of InDorse's Call-Home SaaS providers:
  - U.S, visit Ontra Presentations at [www.callhome.ws](http://www.callhome.ws)
  - UK, visit Sirius Data at [www.siriusdata.com](http://www.siriusdata.com)



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