

## ZAPTHINK ZAPNOTE™

### INTERTRUST

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## InterTrust

URL: <a href="http://www.intertrust.com">www.intertrust.com</a>	Headquarters: Santa Clara, CA
Founded: 1990	Funding: Jointly owned by Philips and Sony

## Product Summary

InterTrust was founded in 1990. Now jointly owned by Philips and Sony, InterTrust develops and licenses intellectual property for digital rights management (DRM), digital policy management (DPM), and trusted computing. InterTrust hold 26 U.S. patents and have approximately 85 patent applications pending worldwide that covers software and hardware techniques that can be implemented in a broad range of products that use DRM and trusted computing technologies, including digital media platforms and Web services, and the enterprise infrastructure. The company no longer produces any products or services based on that IP, but rather focuses on the licensing of its technology.

The company first patented the idea of the *Virtual Distribution Environment* (VDE) in the early nineties, in which virtual presences or computing nodes that needed to interact and trust each other operated through trust policies. When those policies protect copyright and content, these trust policies are called DRM.

The company's patent portfolio covers the following major areas connected with the XML-enabled content lifecycle:

- *Management of Web services*: Protecting and managing digital applications and content wherever they travel, reside, or are used.
- *Executable software integrity*: Enabling an operating system to authenticate software components and allow them to run based on adherence to integrity and reliability rules.
- *Credentials/driver signing*: Enabling platform operating systems to authenticate the integrity of executables, such as device driver software to ensure proper driver behavior.
- *Supply chain management through independent delivery of rules*: Enabling enterprises to implement and enforce rules, or policies, relating to digital information access and use across widely distributed computing environments; allowing enterprises to change policies for already delivered digital information by delivering new policies; enabling secure peer-to-peer and pass-along sharing of information

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- among users in accordance with specified policies.
- *Managing media content or enterprise information*: Enabling companies or content publishers to implement and enforce usage policies wherever content, company information, or applications travel, both within and beyond firewalls and virtual private networks.
- *Protecting enterprise-to-enterprise transactions*: Enabling companies to automate enterprise transactions according to enterprise policies, including the authorization, purchasing, auditing, reporting, and clearing of supplies and inventory.
- *Compliance*: Secure, automated auditing and reporting of transaction or use data based on enterprise policies and regulatory compliance requirements.
- *Portability of rules*: Allowing users to lend or move content to other users or other machines enabling for example enterprise portals allowing employees to acquire access rights to use enterprise information at multiple locations.
- *Nested policies within a single item*: Allows association of multiple rules sets to different portions of information, such as a medical record having certain portions editable by a doctor, and different portions editable by nurses.
- *Silicon protective measures*: Technologies for hardware security tamper resistance as an integrated component of a distributed trusted computing network.

## ZapThink Take

Since the company doesn't produce solutions of its own, it is hard for any company to evaluate using InterTrust-based solutions in their XML-enabled content lifecycle. However, InterTrust is aggressively pursuing a licensing-based business model and as such remains a force to be reckoned with in the area of Digital Rights Management. Companies looking to leverage InterTrust technology should look for vendors that have entered into licensing arrangements with the company.

## Related Research

- *XML in the Content Lifecycle Report (ZTR-CL100)*

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## About ZapThink, LLC

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ZapThink's role is to help companies understand these IT products and services in the context of SOAs and the vision of Service Orientation. ZapThink provides market intelligence to IT vendors who offer XML and Web Services-based products to help them understand their competitive landscape and how to communicate their value proposition to their customers within the context of Service Orientation, and lay out their product roadmaps for the coming wave of Service Orientation. ZapThink also provides implementation intelligence to IT users who are seeking guidance and clarity into how to assemble the available products and services into a coherent roadmap to Service Orientation. Finally, ZapThink provides demand intelligence to IT vendors and service providers who must understand the needs of IT users as they follow the roadmap to Service Orientation.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOAs by vendors, end-users, and the press. They are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry.

ZapThink was founded in October 2000 and is headquartered in Waltham, Massachusetts. Its customers include Global 1000 firms, public sector organizations around the world, and many emerging businesses. ZapThink Analysts have years of experience in IT as well as research and analysis. Its analysts have previously been with such firms as IDC and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, CPExchange, ebXML, EIDX, and CompTIA.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how XML and Web Services impact your business or organization.

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