

Introducing...

pervasivePDF



Docudesk Introduces PervasivePDF to Simplify PDF Adoption throughout the Enterprise

Docudesk's PervasivePDF program provides a simple and clean mechanism for businesses to embrace the primary benefits of the PDF standard without the cost of deploying bloated PDF software or the burden of deploying unsupported shareware or consumer-oriented PDF creators.

PervasivePDF Background

Docudesk has sold hundreds of thousands of deskPDF licenses and over time we recognized a recurring theme from our enterprise purchases -- nearly all our enterprise orders were looking for a lightweight, cost-effective solution which could be deployed easily to address the majority of their PDF business requirements.

In the past IT administrators and software procurement specialists would block and tackle their users PDF needs by purchasing small, fixed quantities of Adobe Acrobat.

While addressing the immediate requirements, it would act as only a short-term solution as new employees were hired, employees changed roles, and hardware swaps further complicated the issue of simply providing software to create PDFs -- the number one reason users state they require Adobe in the first place.

When we polled users asking them what else Acrobat offers besides PDF creation, over 85% of those polled stated that they did not know. Based on this, Docudesk created the

PervasivePDF program to address both end-users' PDF creation requirements and IT administrator's software quality and management concerns.



Program Overview

Without modification, the deskPDF product line is an ideal fit for enterprise environments, in that it is highly accurate, simple to use, and priced

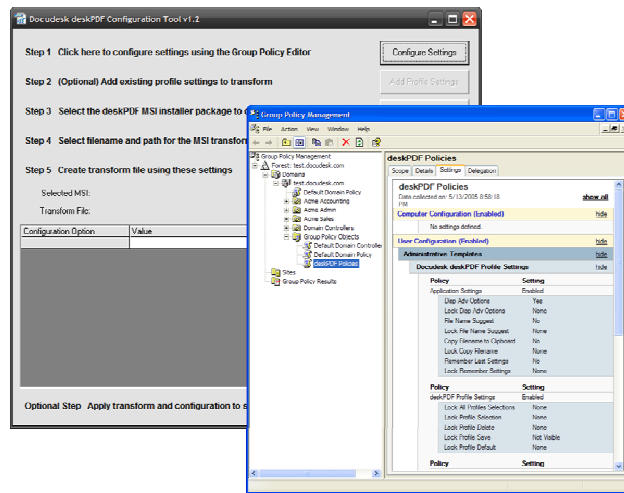
affordably for broad enterprise deployment. With the addition of the PervasivePDF program features, enterprises now have an even more compelling reason to deploy deskPDF to every desktop.

“ deskPDF is installed on both our Citrix server and the desktops . The installation with the provided MSI's was very easy. Cost comparison vs. Adobe standard upgrade at \$5000 per 100 stations coupled with Adobe not having a good solution for Citrix made our decision a no-brainer. I'm extremely happy with deskPDF, it works great and it cost so much less it is amazing people buy Acrobat in multiple licenses. We ended up with exactly what we needed with support and upgrade contracts for three years at about a third of what Adobe cost that did not offer us a working Citrix solution and only basic support and no upgrade contract. ”

-Tom Phillips
K.E. Andrews & Company

Benefits of Pervasive PDF Program:

- *Improved document communications and efficiency across the enterprise.*
- *Business Policy Document Enforcement*
- *Administrative simplicity*
- *Proven across all Windows platforms, including x64 from Windows 2000 up to Vista.*
- *Interoperable with over 300 Windows Applications*
- *Established End-User Print to PDF Process*
- *Standardized UI for client and virtualized environments.*
- *Free lifetime no-charge support package*
- *Enterprise-friendly pricing model.*
- *Pay as you grow pricing with semi-annual license calls*
- *No “offline” limitations as presented with server based approach.*
- *Available bundled with deskUNPDF PDF conversion for restoring PDF’s to Word and editing PDF content.*



deskPDF on Every Desktop

Within and across the enterprise, individuals have different applications on different hardware often making sharing of documents unwieldy and unpredictable.

Financial applications, graphics, CAD, and esoteric in-house apps all require their own specific application to view the files. With deskPDF, users can print from these applications and make a PDF that is fully portable across differing environments and shared with users who don't have the native application.

In addition to being able to share content from closed applications, deploying deskPDF enterprise-wide benefits users and IT admins as well as the business, by:

- Using deskPDF's security features to securely share documents within the business and with customers and partners
- Improving efficiency through sharing documents electronically rather than using time-consuming paper printing processes.
- Reducing printing costs associated with paper (toner, paper, maintenance).
- Implementing document security policies providing standardization on internal and external document security levels and required safe harbor statements.
- Establishing a standardized, ISO compliant document format for searching and archiving data.

The deskPDF Configuration Tool (dCT)

The deskPDF Configuration Tool (dCT) is a key enabler to providing a simple yet customized deployment of deskPDF.

To drive the mechanics behind the Pervasive PDF program, Docudesk provides an MSI installer and the deskPDF

Configuration Tool (dCT) to aid in broadcast deployments. Over 50 deskPDF configurable management elements can be customized and packaged by the dCT, Microsoft's Group Policy Management or third party tools. When used with Microsoft's Group Policy Management tool, deployments and upgrades can be dynamically and transparently instantiated through Active Directory to further simplify management.

Additional Information

For volume pricing, current promotions, or other questions please feel to contact us.



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