



Microsoft Windows Server 2003 Customer Solution Case Study



Electronics Leader Protects Its Innovations, Processes, and Intellectual Property

Overview

Country or Region: Taiwan

Industry: Consumer Electronics

Customer Profile

With sales topping U.S.\$591 million, Taiwan-based Sunplus Technology and its award-winning research and development team design integrated circuits for consumer electronics.

Business Situation

Sunplus Technology experienced significant growth since its founding in 1990 and needed a way to augment its security policy and further protect its sensitive research and development data.

Solution

Along with technology partner BorG Technology, Sunplus Technology deployed Microsoft® Windows® Rights Management Services Service Pack 1 to 300 desktops.

Benefits

- Increases the protection of intellectual property
- Deploys seamlessly
- Extends information protection to business processes

“In a smooth deployment, Microsoft delivered a powerful information protection solution that extends to our documents as well as our automated business processes.”

Jack Chang, Manager, Sunplus Technology

Located in Taiwan, Sunplus Technology is one of the top integrated circuit designers worldwide. Sunplus Technology contributes much of its growth since it was founded in 1990 to its award-winning product research and development (R&D). In order to further protect its sensitive R&D data, Sunplus Technology teamed with Microsoft Certified Partner **BorG Technology** to deploy Microsoft® Windows® Rights Management Services (RMS) Service Pack 1 (SP1) for Windows Server™ 2003. After a smooth deployment, RMS SP1 delivers Sunplus Technology a comprehensive enterprise rights management platform solution that extends information protection to important business processes and increases protection of intellectual property.



"RMS SP1 supports our client's need to activate RMS services inside the enterprise network without needing an Internet connection."

Jack Chou, President, BorG Technology

Situation

Established in 1990, Sunplus Technology designs integrated circuits for consumer electronics. With sales exceeding U.S.\$591 million in 2004, Sunplus is one of the worldwide leaders in integrated circuit design. The Taiwan-based company attributes its successful growth to its dedication to the research and development of innovative and cost-effective products. In fact, Sunplus Technology received the Research and Development (R&D) Accomplishment Award in 2004 from Hsinchu Science Park in Taiwan, recognizing the company as a leader in R&D efforts.

To help support and manage its R&D process, Sunplus Technology uses a Microsoft® Office Enterprise Project Management solution that includes Microsoft Office Project Server 2003. The R&D team uses a Microsoft Windows® SharePoint® Services site to manage the life-cycle of critical R&D documents, complete with "check-in" and "check-out" functionality to help maintain tight version control over the company's intellectual property.

Sunplus Technology recognizes that R&D efforts are the critical component to its continued growth and success in the integrated circuit market. As such, Sunplus recognized a need to protect its sensitive R&D digital content, including Microsoft Office documents, Autodesk AutoCAD drawings, Orcad, Web pages, design data, text data, and XML data. During the research and development process employees on the R&D team are required to regularly submit research documents and reports for review. SunPlus Technology researchers regularly converted Microsoft Office documents into portable document file (PDF) format to give the information a minimal amount of protection from unauthorized changes, but such files lacked any protection from unauthorized distribution. The company realized that it needed much more stringent

information protection to ensure that its confidential information was kept inside the organization and only available to those with authorized access. Not only was it critical to protect sensitive information, but Sunplus Technology also required that any solution would need to fit seamlessly with its existing infrastructure and integrate with its established R&D workflow processes.

Solution

Sunplus Technology evaluated other rights management offerings on the market, but given the need to protect multiple file formats, and the need to tightly integrate with its existing document management system, it chose Microsoft Windows Rights Management Services (RMS) Service Pack 1 (SP1) for Windows Server™ 2003 to augment its security strategy. RMS is an information protection technology that works with RMS-enabled applications to help safeguard digital information from unauthorized use, both online and offline, inside and outside of the firewall.

Teaming with Microsoft Certified Partner **BorG Technology, an experienced RMS technology partner, Sunplus Technology rolled out RMS SP1 and BorG DRM to its 300 R&D employees.** Sunplus had an existing server infrastructure built on the Microsoft Windows Server 2003 operating system with Microsoft Active Directory® directory services and Microsoft SQL Server™ 2000 as the database server. To this infrastructure, **BorG Technology added an RMS Server that managed rights management against the Active Directory.** Client desktops, which were running the Microsoft Windows XP operating system and RMS-enabled Microsoft Office Professional Edition 2003, connected to the servers through a LAN connection.

BorG Technology used RMS SP1 to deploy a rights management solution for Sunplus

“As it protects our critical R&D information, RMS lets our engineers focus on innovation, so we can take our company to the next level.”

Jack Chang, Manager, Sunplus Technology

Technology. Different from previous versions of RMS, SP1 does not require a connection to the Internet for client enrollment.

According to Mr. Jack Chou, President of BorG Technology, “RMS SP1 supports our client’s need to activate RMS services inside the enterprise network without needing an Internet connection. As a result, intellectual property and other sensitive data can be secure even for those customers who don’t want to expose their network security during the deployment.”

BorG Technology used the RMS SP1 software development kit (SDK) to develop a solution—BorG DRM that enables Sunplus Technology to rights-protect all of its sensitive R&D data in any of the multiple file formats the company uses. In addition, documents are now protected automatically within the business process.

Benefits

Microsoft industry leadership and the company’s solid technology roadmap for RMS and its other products and technologies contributed to the decision of Sunplus Technology for an RMS implementation. The results confirm that RMS was an excellent match for the information protection needs of Sunplus Technology. Jack Chang, Manager at Sunplus Technology, says, “In a smooth deployment, Microsoft delivered a powerful information protection solution that extends to our documents as well as our automated business processes.”

Extends Information Protection to Business Processes

The SDK for RMS SP1 enabled BorG Technology to create a comprehensive rights management solution that enables Sunplus Technology to extend information protection to business process automation. As a result of Sunplus Technology’s application of rights

protection policies to its R&D business processes through integration with workflow and collaboration tools, users do not have to remember or understand where they need to apply rights protection. Sunplus Technology’s new solution uses RMS rights policy templates—a standard set of users, rights, and conditions that can be applied to RMS-protected content. When a user applies a rights policy template to a content item, the rights that the template describes become part of the publishing license. This means Sunplus Technology can define the rules that should apply to its various documents. For instance, a template can define who can view or modify a document, how long it can be viewed, or other values.

With rights management built into the tools they already use, employees can now focus on the business tasks at hand with continued productivity instead of needing to interrupt their workflow in order to ensure that information or documents have the appropriate level of protection.

Deploys Seamlessly

With RMS SP1, Sunplus Technology experienced seamless deployment of a comprehensive platform solution. Client components were easy to roll out to desktop machines. Deployment did not require involvement from the IT group, and users did not need to receive administrative privileges in order to activate RMS.

Explains Chou, “Not only does RMS SP1 meet the specific needs of Sunplus Technology, but it also has the added bonus of quick, seamless implementation.”

As part of its security policy, Sunplus Technology restricts access to the Internet for many employees. This policy made it difficult for the company to implement RMS before SP1, because RMS at that time required a live Internet connection to an RMS

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For more information about BorG Technology products and services, call 8862-2367-3639 or visit the Web site at: www.borg.com.tw

For more information about Sunplus Technologies products and services, call 886-3-578-6005 or visit the Web site at: www.sunplus.com.tw

enrollment server hosted at an off-site location. However, with RMS SP1, the deployment setup process no longer requires an Internet connection to a hosted service for server and client enrollment, which means that users on networks that don't allow them to connect to the Internet can deploy a trusted RMS environment.

Increases the Protection of Intellectual Property

Sunplus Technology can now apply persistent rights protection policies to its sensitive documents, no matter where any given document is stored. With persistent protection, users on the R&D team can "check out" documents from SharePoint sites and Sunplus Technology is assured that the correct rights management policies have been applied.

As a result of the RMS implementation, Sunplus Technology can enforce its policies that prevent unauthorized distribution and viewing of critical information and documents—helping to ensure consistent protection of intellectual property. Says Chang, "As it protects our critical R&D information, RMS lets our engineers focus on innovation, so we can take our company to the next level."

Windows Server 2003

The Microsoft Windows Server 2003 family helps organizations do more with less. Now you can: Run your IT infrastructure more efficiently; Build better applications faster; Deliver the best infrastructure for enhancing user productivity. And you can do all this faster, more securely, and at lower cost.

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Software and Services

- Windows Server System™
 - Windows Server 2003 Enterprise Edition
 - Microsoft SQL Server 2000
- Microsoft Office System
 - Microsoft Office Professional Edition 2003
- Microsoft Windows Rights Management Services software development kit

■ Technologies

- Active Directory
- Microsoft Windows Rights Management Services Service Pack 1

Partners

- [BorG Technology Corporation](http://www.borg.com.tw)

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