IP vs OpenAthens for publishers

And the winner is...

OpenAthens

Here's a comparison of the two technologies

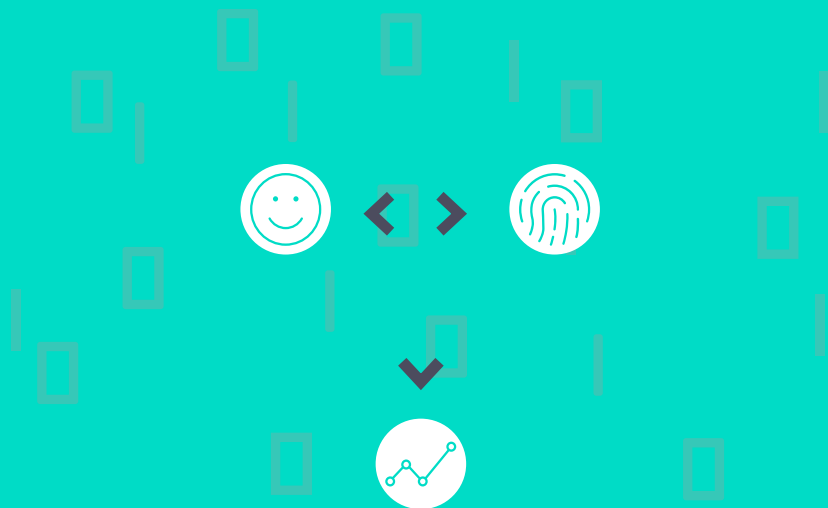|	OpenAthens	IP
Piracy	OpenAthens can help disuade users from going to piracy sites if implemented effectively. Federated single sign-on limits your security risk as users login using their organisational credentials. We continually monitor our service for suspicious activity and work with library organisations to identify misuse.	Open to IP spoofing on your network so hackers can easily download and steal your content using IP-based access.
User experience	Users experience the same service on and off-site. Users can personalise their experience without an additional account.	Inconsistent user experience on and off-site. Users need to sign up to publisher websites for personalisation features.
User privacy	Protects user privacy as data is encrypted when it is passed to a publisher.	Users are anonymous, however it is more difficult for them to benefit from personalisation.
Market intelligence	Categorised statistics and insight into user behaviour.	No meaningful statistics.
Simplicity	We provide users with a simple user journey where users login once using their organisational credentials. OpenAthens is a fully supported SaaS / cloud solution and only requires a web browser.	Remote access requires VPN or additional proxy and can require complex work arounds.
Efficiency	Independent of IP address. Easy to use dashboard for administrators.	Need to maintain a list of IP addresses.
Flexibility	OpenAthens can provide much more granular information when a user logs in, such as job role or faculty.	IP – differentiating between faculties or individual users is very difficult.
Stability	Connections between you and your customers are handled by OpenAthens, creating a more robust service.	Changes made on either the library or publisher side can break access via an IP or Proxy service.

OpenAthens
Authentication

VS

IP/Proxy
Recognition

Simple set up
Complete SaaS

Technical set up
In-house development

SAML handshake
Secure – end user / publisher / library

IP recognition
Insecure / open to spoofing

Proxy server

Anonymous user

Two way transparency / individual stats

No individual details / anonymous

Publisher

Global standard in authentication
Simplicity for the library

Publisher

Legacy technology / work around
Complexity for the library

Comparing user journeys

The way readers access digital content is constantly changing, but the trend is still growing towards accessing content from any device, place or time. IP-based access no longer provides readers with the experience they have come to expect where mobile technology and workflows are now the norm.

OpenAthens provides a secure and consistent journey for users wherever they are in the world using federated single sign-on technology.

Our service helps protect valuable digital content and discourages readers from going to piracy sites.

How we help

Improved user experience:
Users log-on once via their home organisation to access multiple online services, anytime and anywhere.

Secure content:
Our service is ISO 27001 security standard compliant.

GDPR compliant:
OpenAthens Federation members sign up to our policy on the exchange of user data. User identities are managed by your customers, helping you comply with data protection legislation

Access to the OpenAthens Federation:
OpenAthens Keystone enables entry into the OpenAthens Federation and national SAML federations across the world.