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.
Here's a comparison of the two technologies

<table>
<thead>
<tr>
<th>OpenAthens</th>
<th>IP / Proxy</th>
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<tbody>
<tr>
<td><strong>Piracy</strong></td>
<td>OpenAthens can help dissuade 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.</td>
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<tr>
<td><strong>User experience</strong></td>
<td>Users experience the same service on and off-site. Users can personalise their experience without an additional account.</td>
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<td><strong>User privacy</strong></td>
<td>Protects user privacy as data is encrypted when it is passed to a publisher.</td>
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<td><strong>Market intelligence</strong></td>
<td>Categorised statistics and insight into user behaviour.</td>
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<td><strong>Simplicity</strong></td>
<td>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.</td>
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<tr>
<td><strong>Efficiency</strong></td>
<td>Independent of IP address. Easy to use dashboard for administrators.</td>
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<td><strong>Flexibility</strong></td>
<td>OpenAthens can provide much more granular information when a user logs in, such as job role or faculty.</td>
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<tr>
<td><strong>Stability</strong></td>
<td>Connections between you and your customers are handled by OpenAthens, creating a more robust service.</td>
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</table>

**Publisher**

Global standard in authentication

**Simplicity for the library**

**Publisher**

Legacy technology / work around

**Complexity for the library**

**OpenAthens**

Authentication

**Simple setup**

Complete SaaS

**SAML handshake**

Secure – end user / publisher / library

**Two way transparency**

**Publisher**

Global standard in authentication

**Simplicity for the library**

**Publisher**

Legacy technology / work around

**Complexity for the library**