IP vs OpenAthens for publishers

And the winner is...
Here’s a comparison of the two technologies

<table>
<thead>
<tr>
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<th>OpenAthens</th>
<th>IP</th>
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<tbody>
<tr>
<td>Piracy</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>
<td>Open to IP spoofing on your network so hackers can easily download and steal your content using IP-based access.</td>
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<tr>
<td>User experience</td>
<td>Users experience the same service on and off-site. Users can personalise their experience without an additional account.</td>
<td>Inconsistent user experience on and off-site. Users need to sign up to publisher websites for personalisation features.</td>
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<tr>
<td>User privacy</td>
<td>Protects user privacy as data is encrypted when it is passed to a publisher.</td>
<td>Users are anonymous, however it is more difficult for them to benefit from personalisation.</td>
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<tr>
<td>Market intelligence</td>
<td>Categorised statistics and insight into user behaviour.</td>
<td>No meaningful statistics.</td>
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<tr>
<td>Simplicity</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>
<td>Remote access requires VPN or additional proxy and can require complex work arounds.</td>
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<tr>
<td>Efficiency</td>
<td>Independent of IP address. Easy to use dashboard for administrators.</td>
<td>Need to maintain a list of IP addresses.</td>
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<tr>
<td>Flexibility</td>
<td>OpenAthens can provide much more granular information when a user logs in, such as job role or faculty.</td>
<td>IP – differentiating between faculties or individual users is very difficult.</td>
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<tr>
<td>Stability</td>
<td>Connections between you and your customers are handled by OpenAthens, creating a more robust service.</td>
<td>Changes made on either the library or publisher side can break access via an IP or Proxy service.</td>
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</tbody>
</table>
OpenAthens Authentication vs IP/Proxy Recognition

**Simple set up**
- Complete SaaS

**SAML handshake**
- Secure — end user / publisher / library

**Publisher**
- Global standard in authentication
- **Simplicity** for the library

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**Technical set up**
- In-house development

**IP recognition**
- Insecure / open to spoofing

**Publisher**
- Legacy technology / work around
- **Complexity** for the library

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**Two way transparency**

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**Proxy server**

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**Anonymous user**

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**No individual details / anonymous**
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.