



Case study

SAE International finds new markets, financial opportunities, and reduced administrative burden with CCC

SAE International publishes standards that guide design, testing, safety, and quality across mobility and adjacent industries. Their portfolio is created and maintained by expert committees, and standards are a key part of streamlining their purview. SAE brings together top minds in the mobility industry from across the globe to create defined, repeatable methods and processes that provide parameters for safe, sustainable solutions.

SAE works with CCC to broaden the scope of their standards content access through the Annual Copyright License and Document Delivery, expand the market penetration of their standards content, and provide an improved customer experience.

A Challenging Digital Standards Market

SAE saw the standards industry moving towards a more digitalized workflow. Their customers had several pain points when using standards content – specifically the need to access, use, and seamlessly share content in digital formats across regions and subsidiaries while maintaining copyright compliance. Customers expected more than just PDFs for their standards content, and as customers began to modularize and embed standards into their ecosystems, SAE lost visibility into the use of their content.

As customer needs continued to evolve digitally, SAE found it had to balance access and protection, giving customers frictionless access to SAE content, while still protecting against misuse and infringement. Additionally, as a forward-thinking Standards Development Organization (SDO), SAE knew customers were beginning to expect a digital-first experience, with engineers increasingly expecting standards to integrate in digital toolchains – and was ready to capitalize on that trend.

Supporting Copyright Compliance in Standards Content

To enable users of SAE content an efficient way to comply with copyright while reusing content to collaborate with colleagues enterprise-wide, SAE decided to participate in CCC's Annual Copyright License, an enterprise-wide content licensing solution, offering a consistent set of rights to reuse millions of titles from thousands of publishers under a single annual license.

About SAE International

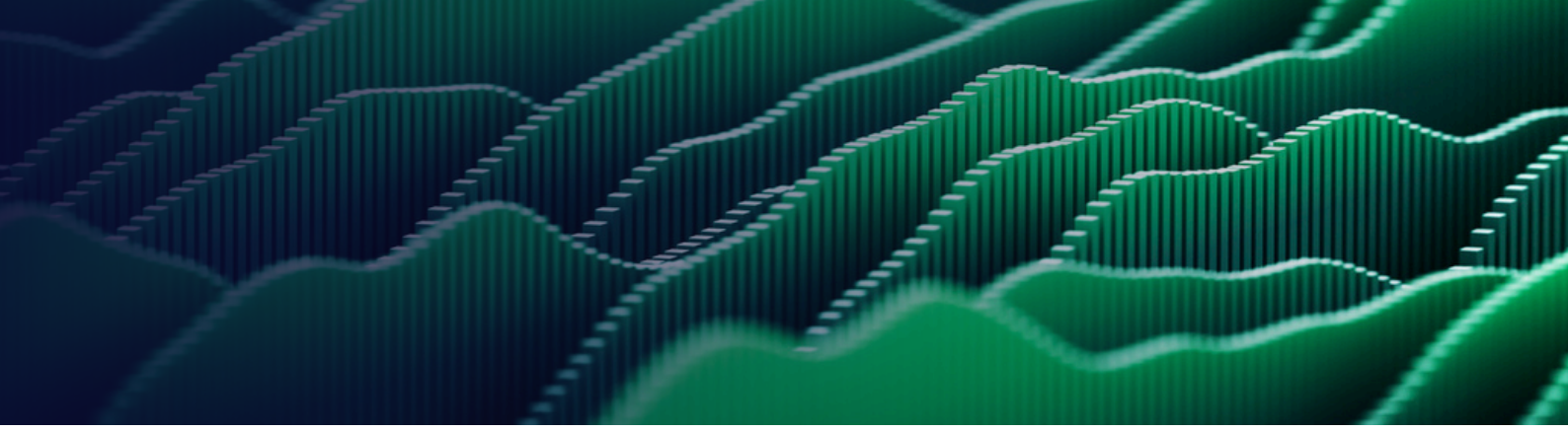
Location: **Warrendale, Pennsylvania**
Industry: **Standards Development**

SAE International is a global professional and standards organization. SAE brings engineers from across industry together to shape the future of mobility.

“ Safety is at the foundation of all SAE standards, so we need to be very specific in the language that is used by the industry.

Devshan Perera
Group Product Manager
SAE International





SAE decided to license their content through CCC because of CCC's reputation as a trusted, established, and well-known intermediary for copyright permissions and reuse rights licensing. CCC already had a robust infrastructure in place to manage transactional licensing, and provided reach into customer markets that SAE wasn't serving efficiently. SAE saw the opportunity to generate secondary licensing revenue with their content while providing customers with a convenient, efficient way to collaborate using SAE content and better comply with copyright.



We feel a true partnership with CCC. There is no other company with the history of CCC for copyright in the US.

Kathy Amrose
Intellectual Property and
Content Licensing Manager
SAE International

Document Delivery: A Frictionless Experience for Customers

In addition to the Annual Copyright License (ACL), SAE opted to participate in Document Delivery from CCC.

Document Delivery allows SAE to enable authorized transactional access to SAE materials where direct sales may not be practical, while giving SAE more visibility into how content is being delivered. Additionally, Document Delivery through CCC provides users with a compliant alternative to informal or unauthorized sharing, and relieves SAE of the burden of managing each individual transaction for document delivery requests.

Improved Financial and Operational Benefits

SAE benefits both financially and operationally from participation in CCC's services. The license is critical in protecting the value of SAE's content, supports compliant reuse at scale, and strengthens SAE's relationship with customers by offering clear, consistent reuse rights for SAE's content. The license provides a complementary revenue stream, enabling SAE to reach customers and licensing opportunities that might otherwise be missed.

Operationally, SAE has experienced a reduction in administrative workload, forgoing the need for SAE staff to handle many of the routine licensing transactions that the annual license now covers. Additionally, CCC provides standardized workflows for users to support the license and enable Document Delivery, and CCC's name recognition in the industry lends itself as a trusted intermediary for customers already familiar with CCC's platforms.

The SAE team is excited to continue to collaborate with CCC to enable engineers across the globe to easily access and extract maximum value from SAE standards content.



It's been a great relationship. The education it's provided us as we move into the future with some of these digital initiatives has been invaluable.

Kelli Zilko
Director, Content Management
SAE International

Learn more

To learn more about SAE International, visit them online at sae.org.

You can learn more about CCC's Annual Copyright License [here](#).

And if you are a SDO who would like to include your standards in the ACL, learn more [here](#) or reach out to publishers@copyright.com.

About CCC

A pioneer in voluntary collective licensing, CCC has been dedicated to advancing copyright, accelerating knowledge, and powering innovation since its inception in 1978. Today, CCC supports a thriving knowledge economy as a trusted intermediary, providing licensing solutions that make copyright work, including collective licensing solutions for the use of copyrighted materials with AI systems. CCC also offers a portfolio of innovative and complementary software solutions, as well as high-quality content, data, and information services.