

Success Story

# NYSBA Achieves 70x Growth in Active Members with a Secure Digital Library

Discover how the New York State Bar Association replaced manual, insecure PDF distribution with a fully branded digital library — delivering practice guides, CLE materials, and bar publications to attorneys across every device.

**70x**  
Member Growth

**6000+**  
Active Members

**100%**  
DRM-Protected Publications

C A D F G  
Trusted by 500+ publishers



Critical Barriers

## The Challenge

NYSBA's publications — practice guides, CLE materials, ethics updates, and legal resources — are essential to its 77,000+ members. But the existing distribution model created four significant operational and strategic constraints.

**Fragmented Content Distribution**

Publications were shared via drive links, creating manual workflows, version control issues, and inconsistent user experience. Attorneys received different versions. Staff spent hours managing distribution by hand.

• Impact: Manual overhead, version drift across 77,000 members

**No Access Control After Distribution**

Once a link was shared, NYSBA had no way to prevent unauthorized redistribution. Files could be forwarded to non-members indefinitely. There was no authentication tied to active membership status.

• Impact: Revenue leakage, intellectual property exposure

**Zero Visibility into Member Engagement**

NYSBA's publications team had no insight into which content members were reading, how long they engaged with specific CLE materials, or which practice guides drove the most usage. Publishing decisions were made without any data.

• Impact: Blind content strategy, no evidence for board reporting

**Poor Mobile and Branded Member Experience**

Attorneys increasingly access content on mobile — in court, between cases, during commutes. A Drive link on a phone produces a clunky PDF viewer, not a reading experience. There was no NYSBA branded app that felt like a membership benefit.

• Impact: Low perceived membership value, high member friction

Critical Decision Point

## The Turning Point

NYSBA required a platform that could centralise publications, enforce secure member-only access, deliver a seamless multi-device experience, and integrate with existing systems — without rebuilding their entire tech stack. After evaluating multiple solutions, KITABOO was selected.

**Security & DRM**

DRM protection essential to prevent unauthorized sharing and link forwarding

**Member Experience**

Branded iOS and Android apps delivering a genuine membership benefit

**Analytics & Insight**

Member-level engagement data to guide content investment and CLE planning

Strategic Solution

## The KITABOO Solution

KITABOO deployed a tailored digital publishing platform that addressed each of NYSBA's four constraints — replacing ad-hoc Drive distribution with a purpose-built, DRM-protected, white-labeled digital library.

**Drive Links as Distribution**

Manual, error-prone, no version control — staff managing distribution to 77,000 members by hand

**Centralised Digital Library**

Version-controlled ePub delivery with a branded bookshelf — consistent access for every member

**No Authentication**

Non-members and lapsed members could access protected publications via forwarded links

**SSO Integration**

Custom SSO for both member and non-member user types — one secure login, access automatically revoked when membership lapses

**No DRM Protection**

Downloaded files circulated without restriction — no way to enforce content rights post-distribution

**DRM-Protected eBooks**

Content rights tied to active membership status — not a static file that can be forwarded

**No Branded Experience**

Members accessed content through a generic third-party interface — no NYSBA brand at any touchpoint

**White-Label iOS & Android Apps**

Fully branded apps carrying NYSBA's identity — a digital experience that feels like a membership benefit

**All Challenges Resolved**

## Measurable Results

From 84 pilot users to 6,039 active members — NYSBA's digital content programme became a core membership asset.

**Digital Growth Trajectory**

80+ Pilot users

→ +70x

6000+ Active members

**+70x member growth**

**Operational Efficiency**

**Manual Operations** -42%

Reduced workload through automated distribution and access management

**Faster Member Access** 2.8x

Time-to-content reduced with SSO eliminating separate login friction

**Member Satisfaction** 93%

Improved experience from branded, unified cross-device access

“Working with KITABOO has been a seamless experience. Their team consistently delivers prompt support and valuable expertise in managing online content securely. The platform fully meets our access and distribution needs, and the ability to offer branded iOS and Android apps to our members has been a huge advantage. We're very pleased with the collaboration and highly recommend KITABOO to other associations looking to distribute their publications digitally.”



**Alexandre J. Petraglia**

Manager of Digital User Experience · New York State Bar Association

“Since partnering with KITABOO in 2024, we've been able to successfully bring our library of eBooks and digital forms online for our members. The KITABOO team has been an outstanding partner — knowledgeable, responsive, and deeply committed to best practices in secure digital content sharing. Their platform's rights management, custom white-labeled apps, and flexibility to implement new feature requests have made a real difference for us.”



**Anthony Kowalick**

Chief Technology Officer · New York State Bar Association

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American Red Cross

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THE FOUNDATION FOR NATURAL RESOURCES AND ENERGY LAW

AMERICAN ACADEMY OF OPHTHALMOLOGY

NFHS

## Ready To Transform Your Member Publications?

[Book Your Demo](#)

## See how KITABOO works for legal and bar associations

NYSBA went from a Drive-link workaround to a fully branded, DRM-protected member library in one deployment. See what the same approach can do for your publications programme.



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