



Aviationexam.com case study

Protection of exam materials using Lizard Safeguard PDF Security with e-commerce integration

Summary

Aviationexam.com (www.aviationexam.com) wanted to expand their product range and reach, and improve customer service by delivering electronic copies of their popular study books.

"Delivering electronic versions means we can eliminate a 1 or 2 week delay for printing and delivery, and at the same time save significant amounts of money on processing and shipping costs. But this also requires a solution that prevents piracy of our books through uncontrolled copying."

They carried out a thorough survey of the DRM marketplace before selecting LockLizard. They wanted a system that was easy to use straight out of the box and that could quickly be implemented with their existing e-commerce system. They did not want a complex, costly and lengthy setup and configuration implementation tasks before they could go live, but wanted a system they could administer immediately. With Lizard Safeguard they achieved their overall objective – security of their information with rapid and high ROI.

Background

Aviationexam.com is the leading provider of exam preparation materials for students preparing for their aviation knowledge examinations for the JAA or FAA. They have a high reputation, and expert staff who have contributed significant personal knowledge into the preparation of both the training materials and question banks.

As a business, they wanted to move into the second phase of Internet based commerce. The first phase was characterized by moving the sales process online, but providing fulfilment in the traditional way as a physical book sent through the post. In the second phase they wanted to provide full electronic delivery. But that meant that they had to be confident that electronic works would not be readily pirated, and that sales would not suffer badly as a result.

The Problem

Traditionally, tuition materials have been prepared and shipped on a case by case basis. Printed books are heavy, expensive to ship quickly and slow to deliver otherwise. They are also difficult to update and can be inflexible when new information or changes to examination contents and approaches are introduced.

Further, a critical capability delivered is the question banks that contain stock questions and answers for candidates to practice against. These also have to be updated on a regular basis and made available to customers, either on CD or online.



Customers expect to have prompt delivery and ready access to materials, preferably in electronic form, so that they can both read them in a conventional way, but also be able to search through them for specific information.

Their approach

Aviationexam.com did a lot of research into a Digital Rights Management (DRM) solution that would match up to their specific requirements. It had to fulfil the following criteria:

- be cost effective;
- easy enough to implement that their administrators could run it once set up;
- not expensive and time-consuming to set up so that they got ROI quickly;
- have a rich range of control functions;
- be run on their own server with their full control over the system.

"We had to be certain about how the solution would behave in real life before committing. Availability of the full featured demo version of Safeguard allowed us to test the system prior to making a purchase decision. Ease of use was another important factor making Safeguard score more points than the products of competition.

We looked at various competitor products to LockLizard Safeguard, but found them difficult and confusing to use. We could not even get one of the products working. One major contender, FileOpen Systems, was eliminated due to what we found a difficult and confusing way of using – not very user friendly in our opinion. Also, they did not offer the product solution that we desired – a system that would run on our own server with our full control over the system."

The solution they implemented

Lizard Safeguard with own server hosting and ecommerce integration.

"The implementation of Safeguard was pretty smooth:

- *Our server administrator managed to implement the server system within 2 hours of receiving the software and documentation;*
- *It took us a day to get familiar with the system functions and learn how to use it from the administration point of view;*
- *We did not require use of LockLizard technical support services during either implementation or roll-out, and have not needed to contact them since purchasing the product."*



Why they purchased

“Lizard Safeguard provided us with all of the features that we were looking for in a system to allow us to sell our books not only in a regular printed form, but also distribute these commercially to our customers in electronic format, while maintaining a high degree of data security and copy protection. Lizard Safeguard offered one of the best combinations in terms of the price to available functions ratio.

An additional reason for choosing LockLizard was the professional communication with them – prior to our purchase we were in touch with Sarah from their sales department and she very promptly answered all of the questions we initially had. Also the process of finalizing the licensing agreement prior to our purchase was very smooth and prompt.”

The Results

“Lizard Safeguard was exactly the type of solution that we had been looking for – simple way to protect our electronic publications that are being sold to customers, while maintaining control over the documents. Ease of use, different possibilities in terms of setting up the watermarks, etc., excellent customer service and pre-sales support, all contributed to an easy purchase decision.

Lizard Safeguard has benefited us and our customers in many ways:

- *It has allowed us to introduce a new product to our customers. Without the level of protection of our documents we would not be able to offer these in electronic format to our customers.*
- *We no longer have to physically print and ship books, saving valuable time and money.*
- *Our customers benefit from a lower price that reflects the fact that we do not need to invest in printing the books and shipping them.*
- *Additional benefits for our customers are the immediate and free delivery using direct download. Our customers no longer have to wait weeks for their books to arrive.*

We would happily recommend Lizard Safeguard to other companies.”

About Aviationexam.com

Aviationexam.com is the leading provider of exam preparation materials for students preparing for their aviation knowledge examinations for JAA or FAA. Aviationexam.com maintains a large database of actual aviation test questions used on pilot examination in the US and in Europe. We offer our customers multiple ways of accessing our question banks – via our online interface, using our custom designed PC software or in book form, making it as easy as possible for them to get the training they require when they require it. www.aviationexam.com



About Lizard Safeguard

Lizard Safeguard provides complete PDF document security with PDF Digital Rights Management (DRM) controls and US Government strength AES 256 bit encryption. It protects PDF documents from copying, modifying, saving and distribution. In addition the IPR owner can control whether users can print protected PDF documents, and if so, how many times. Controls check how documents are used, by whom, for how long, and what can be done with them. Pricing starts from \$2495 for a subscription license.

www.locklizard.com/pdf_security.htm