

# Case Study

# ICWA

## Highlight

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## About ICWA

The Institute of Current World Affairs (ICWA) is a private Foundation in the United States operating a small international Fellowship program. Fellowships are long term – a minimum of two years, and Fellows are required to write monthly newsletters that are printed and sent to approximately 300 Institute Members who provide funding, an experienced audience, and informed expert feedback to the Fellows.

<http://www.icwa.org/>

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## Safeguard PDF Security

Safeguard PDF Security 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 \$445 for a monthly license.

## Document Security: Protecting electronic publications from being freely distributed to non-members

### Summary

The ICWA wanted to move from print to electronic publication of their newsletters, and to be able to distribute them securely to their members, without fear of them being freely distributed over the Internet.

### Our objectives

A critical feature of our program philosophy is the encouragement of Fellows to develop their own research and writing 'voice' and not to tailor writing to an assumed audience. Fellows must have the opportunity to develop deep knowledge of their area(s) of interest.

We had intended for some time to move to electronic distribution of the newsletters. This would allow Members to receive reports quickly and conveniently, and perhaps facilitate responses. But we were equally concerned about the prospect of having newsletters freely circulating on the Web. Free circulation would amount to instant worldwide publication, and could potentially alter the character of the Fellowships in ways not consistent with our objectives.

### What we have achieved

We have moved from print and postal distribution to electronic distribution of our reports. We have been able to do that without undermining the character of our program, which depends upon restricting the distribution of newsletters to authorized readers.

We have immediately cut the costs of printing and mailing, and in that sense the software has very quickly paid for itself. Longer term it's hard to gauge how the software will affect our relationship with Members, and whether it will encourage greater donations. But cutting our costs means we can put that money directly into the Fellowship program, which is our real objective.

## About Locklizard

Locklizard specializes in document security and copy protection software. We protect documents with US Government strength encryption & DRM controls to ensure complete protection against copyright piracy. We don't use passwords to ensure maximum security & usability, and to protect content from unauthorized use and misuse no matter where it resides.

## Has it been a challenge?

It was easy to prepare the protected PDF documents and distribute licenses. We put all our documents into a 'publication' with appropriate end dates. We limit printing, disable copying, and resist screen grabbing, and we feel that gives us the controls that we need.

For our computer literate users it has gone well. For others it has required some support because the less experienced fail to follow the instructions exactly, or losing emails in junk/spam filters have proved more difficult. So far we have been able to help all or nearly all our users to overcome obstacles and get onto the new services.

## Is Locklizard helpful and supportive?

We found the documentation good and relatively easy to use. Their technical support has also been very good. All the information you need is there or is sent to you. The instructions for installing and registering licenses are clear when read carefully, but we have found that even our users can fail to read the 'technical' documents they're given.

It is easy to say that things should be more intuitive, but intuition is led by familiarity and if users are not familiar with a process they need more leading. Perhaps this is a presentational point that can be pursued as more experience is gained.

## Was there an evaluation?

Yes. We don't just buy the first thing that comes along. But the other products we looked at did not provide the kind of security we were looking for.

## Given what you know now...

It would be nice to have an automatic resend for the license email. Sometimes users delete the mail, sometimes spam filters do, simply because it was not expected.

We would recommend Safeguard PDF Security to other companies where the need for secure distribution of private or confidential documents justifies managing the implementation issues for the recipients. In our case, it is.