

Case Study

Integrity Research Associates

Highlight

"We chose Safeguard PDF Security based on a combination of the suite of features offered and the cost of this service."

About Integrity Research Associates

Integrity Research Associates, LLC is the only research firm focused on analysing the fast-moving investment research industry. Integrity's professionals have identified and evaluated more than 1,500 research firms in the U.S., Europe, and Asia.

www.integrity-research.com

About 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.

Protection of research reports using Safeguard PDF Security

Summary

Integrity Research Associates wanted to access a global market that would be interested in their products but they could not afford delivery by traditional print publishing. Before purchasing Lizard Safeguard they could not offer subscription services with immediate download access.

What business objective(s) did Integrity have?

Integrity saw a new business opportunity to rapidly and economically extend their customer reach. Print publishing is an increasingly expensive and time consuming activity. The ability to be able to deliver over the Internet immediate value added reports is a significant business improvement. It allows Integrity to sell subscription services, delivering their customers access to regularly updated focus reports.

Integrity's initial ResearchFocus report includes over 100 pages of information and comparative analysis of all the major providers in the forensic research, earnings quality and short recommendations sectors. Naturally, we are aware that our work is highly attractive, and are quite well aware that there are plenty of people who would like to take advantage of our expertise for free. So we need to take positive steps to preserve our intellectual capital.

"We use the capabilities to restrict the number of readers and restrict printing. This enables us to control the ultimate number of individuals who get access to our research. It also means that our customers cannot readily pass on our proprietary information and it becomes significantly easier to detect piracy on the rare occasions that it may occur."

Which Locklizard product did Integrity use?

Lizard Safeguard was the obvious product for Integrity since they can readily convert the information they want to distribute into PDF format. It also means that there is a standard branding for all Integrity products to their customers, which reinforces image and expertise.

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.

Why did Integrity go with Locklizard?

"We chose Lizard Safeguard based on a combination of the suite of features offered and the cost of this service."

Their choice was driven by knowledge that their IPR had to be protected, rather than by trying to figure out what ROI might be involved.

What was the Integrity implementation experience?

"The implementation went smoothly. It is extremely easy to use."

Integrity were able to go live from the evaluation system without any problems. They did not need to involve specialists from IT before protecting critical company IPR.