



## **Contagious Communications case study**

### **Protecting critical intellectual capital (IPR) so that it can be delivered electronically by using Lizard Safeguard PDF security**

#### **Summary**

Contagious Communications wanted to be able to deliver their premier reports and magazines electronically to customers, and to release new revenue streams – but only if they could take adequate steps to protect their intellectual capital (IPR). They wanted a supplier who has the right portfolio of capabilities and is developing in directions that are going to help them in the future. They chose Lizard Safeguard as a strategic DRM partner. This has allowed them to 'go electronic' without giving away the core of their business, and allowed them to extend their client offering, revealing new revenue streams.

*“Using LockLizard Safeguard has allowed us to diversify our offering to both existing and new clients, and to dramatically expand the revenue streams available to Contagious.”*

#### **Introducing Contagious Communications**

Contagious was launched in November 2004 with the aim of capturing the redefinition of the marketing industry. Our publications include a quarterly intelligence briefing in Magazine, DVD and Online format, identifying ideas, trends and innovations behind the world's most revolutionary marketing strategies. We also formulate and deliver Special Reports, Consultancy Events and bespoke intelligence delivery projects for companies all over the world.

#### **What made you choose LockLizard as your supplier?**

Being an intelligence agency the core asset of our business is the intelligence we distribute. We are starting to deliver intelligence more and more electronically. LockLizard licensing software plays an integral part in maintaining the commercial viability of many products that we now deliver.

#### **What do you protect with Lizard Safeguard?**

The product is specifically used to distribute Contagious Special Reports as well as articles/case studies from our hard copy publication. It is intrinsic in us not only making sure our intellectual property is protected, but also opens up additional revenue streams that we cannot otherwise access.

#### **Which Safeguard features are important to you?**

Restricting access to key intelligence assets that Contagious rely on for the purposes of generating revenue, and therefore preventing ready copying and theft of our assets.



### **Was Safeguard difficult to implement?**

In terms of the implementation into the current business practices the training was smooth. As we have only just started distributing a new product line in which LockLizard is applicable to we did not have to backdate or supersede other methods. It is also an easy to use platform so processing and admin times for sales and production staff are greatly reduced.

### **Were there particular features that you liked?**

Ease of use in both adding users as well as restricting assets. It increased dramatically the potential revenue streams available to Contagious Communications.

### **What benefits/ROI did you achieve using Safeguard?**

Through being able to diversify our offering to new and current clients as well as expanding the potential for revenue growth. It has also added an element in which sections of our offering that may not have been able to generate a revenue previously, now are.

### **Did you use a PDF DRM solution before Safeguard?**

No. We had previously been avoiding the issue by staying with print publishing. But customer demand for electronic deliveries of our documents made us evaluate carefully how we wanted to enter that marketplace whilst still protecting our intellectual capital.

### **Did you carry out an evaluation before selecting Safeguard?**

Yes, we did. But the results of our evaluation revealed that for both functionality and value for money, Safeguard was the best fit for Contagious Communications moving forward.

### **Do LockLizard provide support and is it any good?**

I have not personally been involved at this level. However, my IT department has; and from their feedback I know that they have been very satisfied with both the speed of response, and the overall quality of the support provided by LockLizard.

### **What has been the response from your customers?**

Other than some clients needing to have their IT departments approve and install the Lizard Viewer (generally easily resolved) the transition has been quite smooth. In some rare cases – special configurations for firewalls – there were initial difficulties. However, these have been resolved in the newer versions of the Viewer.



## **On the basis of your experience would you recommend Safeguard?**

Yes we would. Due to the fact that it is a simple system that does as it says. And I think that any company similar to us would be surprised at the revenue streams that it may open up.

## **How would you summarize your experience?**

It has been a good experience. It proved easy for our sales and admin staff to implement without the need for a heavy IT presence. It has allowed us to diversify our offering to both existing and new clients, and to dramatically expand the revenue streams available to Contagious.

## **About Lizard Safeguard PDF Security**

Lizard Safeguard PDF Security provides complete PDF document security with PDF 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.  
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