Case Study

Dream Force

Highlight

"Unlike other software companies that can only protect your videos when hosted on their servers, Lizard Protector allowed us complete freedom to store our files anywhere and deliver them to our customers in a form that suited us. That represented significant added value to our business."

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About Dream Force

Dream Force is a training solutions company for users of AdvancedMD's online web-based medical billing software and Microsoft's Office 2007 and Windows Vista software. They also provide online, anytime detailed training videos by certified instructors. Sample clients include AdvancedMD, Beneficial Financial Group, Fairchild Semiconductor, Granite School District, Certiport and over 50 medical practices throughout the United States.

http://www.dreamforce.us/

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About Lizard Protector Web Content Security

Lizard Protector web security software provides complete HTML web page security with Digital Rights Management (DRM) controls and US Government strength AES 256 bit encryption. It protects web pages (HTML content and source code), images and flash files from

Protection of medical billing training videos using Locklizard Protector – DRM Security for web based content

Summary

Dream Force had to protect their online medical billing training videos that are produced in HTML format to prevent against loss of revenue. They needed a powerful yet simple to use solution that enabled them to extend their marketing reach without being constricted as to where they could store their protected files or how they could deliver them to their customers.

What was the business driver requiring Locklizard DRM?

Lizard Protector is used to protect our company's many hundreds of man hours put into recorded training videos on: AdvancedMD web-based medical billing and Microsoft's Office 2007 and Windows Vista software. If our courses are pirated we face significant loss of revenues.

What facilities are critical to your success?

We love the "Publish outside of the publication" feature that allows us to separate (and merge together) any online training video subscriptions. For example, for our AdvancedMD medical billing software training videos we have two training video subscriptions: front office and billers. The "front office" subscription has training videos for the medical practice's front office staff, to learn how to enter in the patient's information and schedule their appointments in AdvancedMD's software. The "billers" includes all the "front office" training videos, and additional videos on how to manage the patient's account including billing the patient and their insurance carrier correctly.

You can see (at www.trainingmedical.com/VTMD) that there are over 116 training videos (well over 12 hours), and in the "Quick Tips" section explains that only the videos marked with an asterisk * next to them can only be viewed by the "front office" subscribers, where the "billers" subscribers can view both.

copying, modifying, screen grabbers, saving and distribution. In addition the IPR owner can control whether users can view and print protected web content, and if so, how many times. Protected web content can be set to expire and instantly revoked. Pricing starts from $3495 for a subscription license.

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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 you choose Locklizard?

Our company chose Lizard Protector because it's the only software that we found that was simple, yet powerful enough to secure our online training videos.

Lizard Protector gave us the freedom from managing passwords, and worrying about those passwords being passed around, or even resold.

Unlike other software companies that can only protect your videos when hosted on their servers (still using passwords and charging their clients additional fees for storage of their files and bandwidth used), Lizard Protector allowed us complete freedom to store our files anywhere and deliver them to our customers in a form that suited us. That represented significant added value to our business.

Was Lizard Protector easy to implement?

Our company's training videos are made as if every user is just seeing and learning about the software for the first time, and yet being able to incorporate enough detail to satisfy the advanced users. The Lizard Protector manual was no different: short and to the point; and very thorough. It took us about an hour to go through the setup, only because there was so much flexibility with Lizard Protector to consider, including validating the subscriber's access to our training videos i.e. every so many days, each time it's opened, only after so many days and then never again, and never.

So we felt very much at home with Lizard Protector from the word go. Since we used Locklizard hosting we could get going immediately and could concentrate on what we do best instead of having to divert our energies into mastering a new technology.

Just as important, our customers find it easy to setup the ability to view our "Lizard Protector" protected online, anytime training videos.

Which features are critical to your business requirements?

Enlarging the circle of protection to new videos in a subscription, or updating them with Lizard Protector is a breeze! Unlike Microsoft's Office software that comes out with a new release every 2 – 4 years, the AdvancedMD medical billing software releases updates every few months and sometimes weekly. After we render the AdvancedMD training videos we are able to within less than a minute protect them.

Also, Lizard Protector allows us to manage all subscriptions easily under one subscriber's name. If a subscriber needs more access keys (one for each computer) we can either add more keys under same subscriber's name, or add them under separate names and the option of tying them to the same company. We were concerned about users who formatted their computers and in the process erased their access key. With Lizard Protector we can easily email them their access key.

Further plus points include: screen capturing software is blocked by Lizard Protector from recording our videos; each computer must be given access to view our Lizard Protector products. From an accounting standpoint, there are no more worries about subscription cancellations. In less than a few clicks a client's subscription can be deactivated and reactivated at any time.

Has Lizard Protector met your ROI demands?

The greatest return on our investment has been the ability to put up our product across the World Wide Web, onto any website, with any partner, for maximizing marketability. I can leave my videos available for ANYBODY to download off my website www.trainingmedical.com or www.videotrainingpro.com and not be concerned in the least that they'll be able to view any of it without purchasing an access key because we are using Lizard Protector.

Not only does Lizard Protector prevent unauthorized users from accessing our online training videos, but, because we can control the timeline of when, and how long. We have pushed our marketing to a whole new level. We have given clients 30 days access to selected training videos as part of their evaluation period. This gives our clients the ability to try parts of our product to see if it'll be a good match for them. But it makes certain that they cannot make use of our products without our permission. And we could not enter that market without the controls that Lizard Protector provides.

Have Locklizard technical support met your demands?

Locklizard has provided our company with outstanding Technical Support. At first we were concerned dealing with a company outside the U.S. (the UK) – that the time zone difference would create problems should any support issues arise. Most of our correspondence has been via email, and they have answered every single one of them professionally and in detail. On the rare occasions that I did call them they were there and very friendly to talk to. They seemed to really care about our business's success.

Did you evaluate alternatives?

Absolutely. Many solutions we looked at prior to Locklizard were either too expensive, complicated in setup and limited in scope of growing our business. Unlike Locklizard, these other companies wanted in on our action and trying to take a percentage of our profits like having our software hosted on their servers for protection, charging for server storage space and bandwidth. Even after all that, the setup seemed very complicated and extremely limited on marketing distribution. We were grateful to have found Locklizard's "Lizard Protector," which was easy to setup, and maintain and did not burn a hole in our pocket.

Would you recommend Protector to other companies?

For companies that want the simplicity, ease of use, the flexibility of taking their marketing to a new level without concern of piracy, and a wonderful company to work with, then I would definitely recommend Lizard Protector.