



FH Companies case study

Document Security: Protecting employment information from being illegally distributed

Summary

FH Companies needed to protect information about candidates for employment. They needed a PDF security solution that did not rely on passwords for protection since more than 50% of commercial content in Korea is pirated. They also wanted to limit the number of times documents could be viewed and printed.

"LockLizard PDF DRM Security was the best solution we evaluated for security and functionality. LockLizard provides excellent integration functions - every key function is implemented already. Furthermore, its stability is proved through its long history."

Introducing FH Companies

FH Companies, trading as seeMORE, is the premier company job search and content provision in Korea. They have the largest market share in recruiting professional staff, addressing the management consulting, accountancy, finance, banking and legal sectors. Their success is such that only 8 months after opening their web site they have in excess of forty thousand visitors.

Why was PDF DRM required?

One of the most important considerations for us setting up our business was achieving content security for the information we are publishing. In Korea, more than 50% of all commercial content in circulation is pirated. There are many hacking tools for cracking security systems, breaking passwords and so on. Most companies who are doing content based business in Korea are struggling with the amount of illegal copying that is taking place. So we could not go live without a PDF DRM solution.

Initially we had planned to adopt the normal Adobe PDF security (password authentication) solution, but we immediately found at least two cracking tools that could easily remove the password. One IT expert we contacted advised us that even if there were no cracking tools, middle level hackers could destroy password based PDF security systems.

So we needed to introduce a more powerful PDF security system, advanced enough to be resistant to most hackers and hacking tools. And also, we wanted the solution to provide the functionalities to control the number of times documents could be printed or viewed. Unfortunately we could not find such a solution in Korea.



Has the PDF DRM worked?

We had budgeted for about 10% losses as a result of illegal copying and distribution, but we find that the actual losses experienced are much closer to zero, giving us a much better return than required for our business model. There are still people using camera phones and so on for copying but that is not so important.

How difficult was it to set up?

It was really simple. We didn't need any extra education or training courses to get going. Our web developers have some difficulties reading English, but they found integrating with LockLizard, "A piece of cake!" All the key integration functions are provided and we just had to call some http functions to get going. Our site is built using php, so we just needed a few additional commands. So when a customer purchases a secure PDF document the grant functions and so on all happen in realtime.

Would you recommend LockLizard for PDF DRM?

We already have, to several other Korean companies, and look forward to there being a more local sales and support function in Korea.

The brilliant part of this product is not just its functionality, but a whole concept. The key concept is that we never lose control of the commercial documents we provide, even after selling them. This concept removes the fear that some customers can potentially circulate secured documents. Because of the concept of continuing control we are likely to identify such customers and can stop them from using our documents.

About LockLizard Safeguard PDF DRM Security

Safeguard PDF Security provides complete PDF document security with 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

About LockLizard

LockLizard specializes in document security and copy protection software for pdf documents, swf flash files, ebooks, elearning courses, software, and web based content (html, images, text, flash). We protect information with US Government strength encryption and DRM controls to ensure complete protection against copyright piracy. We provide copy protection without the use of passwords to ensure maximum security and usability, and to protect documents, information, software, and web content from unauthorized use and misuse no matter where it resides.