Case Study

HOCK *international*

About HOCK *international*

HOCK *international* (HOCK) currently sells exam preparation materials for the Certified Management Accountant (CMA) and Certified Internal Auditor (CIA) exams. Our complete range of offerings includes textbooks, flash cards, study plans, mock exams, and a test simulation program called ExamSuccess.

www.hockinternational.com

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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

Protection of electronic textbooks using Safeguard PDF Security

Summary

HOCK *international* wanted to sell and securely distribute their electronic textbooks and flash cards. They needed a system that could provide a 24x7 service with integration to their ecommerce system, and was cost effective. They wanted a supplier that delivered more than their requirements, provided responsive technical support, and delivered new product features dynamically. They chose Locklizard as their long term DRM supplier.

What made you choose Locklizard as your DRM supplier?

We chose the Lizard Safeguard product for a variety of reasons. We wanted something that offered our customers many of the familiar Adobe Reader-type features, especially bookmarks, smooth page scrolling and robust printing options.

In addition to this, realistic security was also very important to us; especially the ability to prevent unprotected digital copies (such as printing to PDF).

Lastly, as a smaller publisher, cost and ongoing support were also important factors. Locklizard was the only offering that provided both the necessary control features and real security at a reasonable price.

What do you protect with Safeguard?

We use Lizard Safeguard to protect and electronically distribute our textbooks and our flash cards. Textbooks range in length from 80 pages to 500 pages, with an average length of about 300 pages. Many of the textbooks also contain a variety of illustrations and charts.

Which Safeguard features are important to you?

We make use of the publications feature to bundle related items together and thus provide our customers with easy access to groups of documents. This also allows us to publish updates and not have to modify lots of accounts to give them access to the amended document(s).

We also make use of the re-authentication after so many days, because, unfortunately, we do occasionally need to revoke user access.

Another feature that is great is the text watermark feature, which we use to help cut down on photocopying and redistribution of our textbooks. We also block the Viewer from running on thin clients to keep sharing down in corporate environments using Citrix or Terminal Server.

Was Safeguard difficult to implement?

No. The implementation was actually very easy thanks to the eCommerce API. We were able to use our existing student database and administration system, and just hook in to the eCommerce API to add new customers and update access. We also migrated our existing customers using the same API.

Were there particular features that you liked?

Most likely this is answered throughout all of the other answers. But, overall, here's a quick list of things that we like:

- Uses PDFs for its source documents and preserves PDF content;
- Easy document publication;
- Great document security features;
- Cross-platform;
- Watermark features;
- eCommerce API;
- Viewer is easy to install and use and is full-featured, not watered-down.

What benefits/ROI did you achieve using Safeguard?

Locklizard has benefited us by providing a secure method of electronic delivery for our study materials. Most importantly, we did not have to spend any time or effort developing our own solution, and we benefit from all of the new features that Locklizard continues to deliver. We could never have developed and offered as robust a solution as Safeguard on our own.

The return on our investment has been that we have dramatically reduced the instances of unauthorized electronic copies. We have also been able to offer our customers a superior electronic document Viewer than we had previously, which increases customer satisfaction with our program. In our competitive market, customer satisfaction is critically important.

To sum up, Safeguard allows us to maximize our return on our IPR, and, based upon our own experiences of unauthorized distribution, we cannot consider any solution that does not effectively protect our textbooks.

Did you use a DRM solution before Safeguard?

Before using Safeguard, we had been using a program that we had paid someone to develop for us. It was extremely limited – it had viewing and printing only. I think it only had a "Next Page" and "Previous Page" button. There was certainly no searching or bookmarks, no blocking of PDF printers, no advanced printing options, and it was very, very slow. It also used passwords and registration codes, which were inconvenient, and there was no Mac version. So, all in all, it was not a professional experience before we converted to Safeguard.

Did you carry out an evaluation before selecting Safeguard?

Yes. But we found that there were not many real security products to choose from. We evaluated one other product. We took a free trial of the other product, like we did for Locklizard, and tested both of them.

In comparison to Locklizard, the other program was buggy (in fact, I never did figure out how to even publish a document!), it didn't offer as many features, and cost even more. Quite simply, I was completely unimpressed with the other product. Locklizard, on the other hand, offered everything we needed, and the support team answered all of our questions patiently, and in detail, even though we were not yet a customer.

Do Locklizard provide technical support, and is it any good?

We have used their technical support somewhat regularly, and found them to be responsive and understanding. Being in a support-oriented business ourselves, it can be difficult to troubleshoot remotely, but Locklizard does a very good job and they always try 110% to resolve whatever problems arise.

When we had a major problem that locked our users out of their files due to a change in the Locklizard system fixing a 'bug' in their system specification, but Locklizard reversed the change to their system within hours, and accommodated our usage patterns whilst enforcing available controls correctly.

They could have left us high and dry, scrambling to update thousands of accounts manually, but they didn't. They really understood the situation and made things right.

What is your customer's experience?

We receive very few complaints about Locklizard. The use of a license file rather than passwords or key codes is actually much simpler to manage and very much easier for our customers and also for us.

We occasionally have a problem with corporate firewalls, but even this type of problem has been virtually eliminated since we switched to the Locklizard Server #2 running on the industry-standard SSL port 443. Almost all of our users are able to install and register the Viewer and then view and print files without any help from us at all.

On the basis of your experience would you recommend Lockizard Safeguard?

Yes, we would recommend Locklizard PDF Security without hesitation.

Their combination of features, support and price is unmatched.

They have also steadily released new, useful features, rather than just resting with what they have, or looking to charge us every time they add new features.

How would you summarize your experience?

Overall, Locklizard PDF Security has been a great solution for us. It has helped us reduce the prevalence of unauthorized copies of our study materials. We have not faced the costs of developing and/or contracting and maintaining a proprietary Viewer.

In fact Locklizard has also provided us with continuous updates and support.

I can't imagine using any other solution for secure electronic document delivery.