

TSD Rental LLC case study

Document Security: Preventing unauthorized use of manuals

Summary

TSD were looking for a cost effective method of sending PDF files that could effectively lock down their documents from distribution, printing and viewing.

"Using Safeguard Enterprise PDF security has meant the elimination of many man hours, printing resources and postage. We currently estimate that costs have been cut by over 50%."

Introducing TSD Rental LLC

Number one in its marketplace for more than 25 years, TSD offers customers industry leading technology solutions focused primarily in vehicle rental and fleet management industries. The software suite includes web-based and portal applications, traditional client/server applications, integration with industry-popular 3rd party software, and a host of ancillary products designed to provide full functionality to these vertical markets.

What was the business problem?

TSD policy over the past 25 years was to send out paper based manuals for its multiple web based software product lines to new customers. The relevant manual(s) could take anything from 7-10 business days after ordering to reach the customer, and could be copied and distributed outside of our control. We wanted a solution that also meant customers would receive instant gratification upon purchase of their TSD product and could give a 'greener' result.

Which were the key LockLizard features for your solution?

There are many features that have proved helpful, but the top 4 linked to our business requirements were:

1. **Restrictions on printing:** TSD prefers a limited or inability to print, as additional copies incur a charge and document access is restricted to our authorized customer base.
2. **Watermarking:** TSD uses a dynamic watermark that automatically puts the users name, email address, company name and a date/time stamp on the document to deter copying of manuals if a customer is granted access to print even a single copy. The great thing about the dynamic watermark is that you don't have to protect the document for each user – the Viewer software automatically inserts the correct information at print time.
3. **Screen Grabber control:** Preventing screen capture protects our value proposition of selling manual copies and helps prevent casual sharing of our information.

4. **Publication lists:** TSD has multiple product lines. Using publication lists allows TSD to manage distribution access easily as well as simplifying the distribution process. Using publications we don't have to assign individual access to each document we publish.

Have you achieved an ROI?

Yes indeed. ROI has been the elimination of man hours, printing resources and postage. We currently estimate that costs have been cut by over 50%.

How was implementation?

Implementation was well documented and proceeded without any problems. Technical support has always been prompt in answering our questions and responding to any issues.

How have your customers responded?

TSD calls its customers after product start up information, download information and PDC manuals are electronically delivered. Most customers wait for the TSD representative to call and they walk through the registration process for PDC manuals together and the process is very simple and problem free.

Would you recommend LockLizard?

Yes, LockLizard Safeguard has fulfilled our business need and we have cut our costs by over 50%. Customers receive instant gratification upon purchase of their TSD product with a manual sent within a day of purchase as opposed to 7-10 business days for a paper manual to arrive.

Safeguard Enterprise PDF Security is simple to administer and meets TSD's needs. It is a tool for consistently delivering secured manuals to our customer base with ease and we would recommend it to other companies.

About Safeguard Enterprise PDF DRM Security

Safeguard Enterprise 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, what can be done with them, and whether document auditing occurs. Pricing starts from \$4995 for a subscription license. www.locklizard.com/pdf_drm_security.htm

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