



Touch Publications case study

Ebook Protection: Preventing unauthorized distribution and use of Publisher's works

Summary

TOUCH Publications is a non-profit organization serving churches from many denominations around the world. The focus of the publications offered surrounds training materials for home group leaders, and booklets for personal spiritual growth. TOUCH currently has 82 publications in print, and releases two to three new titles every year. TOUCH also represents a handful of self-published authors whose work is complimentary to the organization's focus.

We have now created digital editions of every one of our resources for sale through our web site, providing near-instant access.

"Our Safeguard PDF Security ebook program has taken us into areas of the world and among people groups we could have never reached before with the printed versions of our resources."

Why go for PDF DRM?

We were not able to go into the digital marketplace without being able to provide a reasonable level of protection for the titles that we are distributing. So access to our titles was restricted to printed copies that were not reliably received in some countries.

Why choose LockLizard?

Many of our ebook buyers use Apple computers. Competitively priced products for document security we reviewed failed to provide support for this important group. Another critical factor was ease of use for TOUCH employees and end users. Other products were very difficult to navigate and install.

We inquired about five other products, some that were far cheaper and some far more expensive, before settling on Lizard Safeguard. None of them matched Safeguard's ease of use and cross-platform end-user interfaces for the same investment. We had been unable to find any sort of satisfactory document (DRM) security solution that protected the content and distribution of our resources prior to Lizard Safeguard.

The last deciding factor was Locklizard's amazing sales and customer support. Every question we asked was answered quickly, and our salesperson was not only knowledgeable, but patiently taught us how to use the system. Each time we contacted tech support we have been treated wonderfully and very promptly, even very late at night or early in the morning. It's actually baffling how the company can provide this level of support.



What protection features do you use and why?

The ebooks we create with Safeguard PDF Security can be viewed indefinitely on one computer and printed one time. Additional printings of the ebook can be purchased for a nominal fee, and we use the administration system to add printing licenses to the ebook the customer has purchased.

We also create ebooks with a ten and twenty-print option, a feature which is popular with churches who need workbooks for a retreat in two days' time, but do not want to pay twice the cost of the books in overnight shipping charges.

How did the implementation go?

Implementation was very easy. In fact, we implemented Lizard Safeguard a month before we actually purchased it to test it and make sure it would work for us and our customers.

We also found that creating hundreds of documents for our ebook launch was not the difficult or time consuming task one might have imagined. The document protection program retains the settings used for the last document. Simply opening the document and clicking "publish" creates the ebook and registers it on the LockLizard server for authorization and the job is done.

The security features are second to none, and very flexible for us to use in different ways. Safeguard also works beautifully on a Mac in the same way it looks and operates on the Windows side. It's also fast. There is no waiting for a process to complete, regardless of the complexity of the document.

How has Safeguard PDF Security benefited your organization?

1. Safeguard PDF Security has opened up a whole new world of opportunity for our organization. We now have the ability to serve churches around the world who would never be able to purchase our resources in printed form due to high shipping costs and in some cases, delivery issues (in some countries, packages just never seem to make it to their delivery address intact).
2. We have also noticed that offering ebooks via Lizard Safeguard has increased the number of younger customers we serve. The younger folks do not mind reading a book off a computer or laptop screen, and appreciate the green technology.
3. Our authors rest easy knowing their books are not being illegally distributed, and this alone is attracting new authors to our publication division.
4. Finally, the reduction in labor: to authorize a new customer on the Locklizard servers and send them an ebook takes seconds compared to the huge time required to pick, pack, ship, and track a package of printed books.



Would you recommend Safeguard PDF Security to other companies?

Absolutely! In fact, I have told a dozen other small publishers about Lizard Safeguard because of the flexible security it provides.

About Lizard Safeguard PDF Security

Lizard 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.