



WestNet Learning case study

Protection of training courses published in PDF format using Lizard Safeguard PDF Security with e-commerce integration

Summary

WestNet Learning is just one of many of LockLizard's satisfied customers that have satisfactorily proved that LockLizard Safeguard is a cost effective 'out of the box' product that can quickly be implemented with existing e-commerce systems. Publishers can manage all the DRM controls without the need for technical support and without complex, costly and lengthy setup and configuration implementation tasks before they can go live. They achieve a high ROI with this solution.

The problem

WestNet Learning have a wide variety of training courses they developed as ebooks to make them easier to deliver to customers and to students. However, they needed to be confident that their IPR would be protected and secure. They had a number of requirements that had to be met to make ebook delivery financially successful.

Each of their ebook courses must only be accessed by the person or group who purchased it, and only for the length of time the course is valid for. Students must not be able to copy the materials, and course presenters must not be able to use the materials after the course has finished. Some materials must allow degraded printing whilst others must not be printable.

The ebooks must not be open to ready attack from the myriad of PDF cracking tools that can be found on the commercial marketplace and that would be readily accessible to students. The solution could not utilize PKI certificates because there is no practical way of compelling customers to make that kind of investment just to buy a training course.

The background

WestNet Learning are no strangers to using DRM (Digital Rights Management) products for securing ebooks. Previously they have used Adobe DRM but found it did not measure up to their task and was causing their customers and their own company problems.

"Before Lizard Safeguard, we were using Adobe DRM, which didn't satisfactorily lock our PDFs. Further, our customers had extreme difficulty accessing our ebooks when we were using Adobe DRM."

After becoming dissatisfied with Adobe DRM, they researched alternative products that would meet their requirements.

There is a very large marketplace of products and WestNet invested a lot of time researching and evaluating alternative products, but couldn't find anything that provided the full range of functionality for all their requirements - except for Lizard Safeguard.



The solution

WestNet Learning chose Lizard Safeguard primarily for its ability to protect their PDF ebooks from being copied, printed and shared, and from being accessed beyond the amount of time purchased by customers. Affordability and ease of use were also factors contributing to ROI.

"We like how easy it is to lock and time limit PDFs with Lizard Safeguard. The affordability and good customer support are also advantages."

WestNet Learning chose hosting on LockLizard's own server with e-commerce integration. Whilst the manual issuing of registration codes was up and running in minutes, the ecommerce integration gave WestNet Learning a totally automated solution. This ensures that when WestNet Learning customer's purchase a training course in PDF format, they are automatically emailed their registration codes to access the document(s) they are authorized to view.

WestNet Learning could not believe how quickly and easily they were up and running with the ecommerce integration.

"The implementation went great, very few problems. LockLizard support was responsive and flexible. In every instance, they listened to our needs and supported us in every way."

In a matter of days WestNet Learning had completely integrated their ecommerce system with the LockLizard administration system.

The Results

So how did WestNet Learning's customers react to the Lizard Safeguard product? The answer, better than anyone could have expected.

"Because of the LockLizard implementation, customers find the ebook courses easy to access. The number of support requests we receive on accessing ebooks is significantly less."

As with any company, ROI is of great importance to WestNet Learning. WestNet Learning found that after going live with Lizard Safeguard that not only did they receive and handle fewer support requests but customer relations and ebook sales improved.

"The return on investment is excellent. Because our customers can more easily use PDFs locked by LockLizard, we receive and handle fewer support requests. Customers are more likely to purchase more of our PDF courses."

About WestNet Learning

WestNet Learning provides affordable, high quality, and easy-to-implement managed learning solutions. Serving corporate and academic customers, WestNet Learning offers them learning services in the following critical areas: off-the-shelf courseware; managed learning portals; custom content development; skill gap analysis; web conferencing; and classroom and virtual training.