



Locklizard

Leaders in Enterprise Digital Rights Management



www.locklizard.com

ABOUT LOCKLIZARD



WHAT WE DO

Locklizard is a digital rights management document security company producing high quality, US government strength content encryption products with DRM controls, protecting your intellectual property from unauthorized use, misuse, and piracy.

Company background

Locklizard was launched in 2004 by a group of information and document management security specialists who have more than 50 years experience in the information security industry.

We bring together considerable expertise in the use and application of encryption technologies servicing the requirements of both publishers and also internal company management, in enforcing appropriate controls over IPR.

"Settling on Locklizard DRM was an easy decision. The PDF security product is simple to use, the implementation very, very easy, and the technical support is very responsive and helpful."

Overall we are very happy with the security Safeguard PDF Security provides and glad we settled on Locklizard."

American Psychological Association



How we differ from other DRM companies

Other digital rights management companies provide systems that are designed predominately for internal corporate use, and as a result, are frequently inappropriate, cumbersome and complex to implement. Locklizard have simplified and made transparent the technical and complex cryptographic processes that underpin DRM technologies.

Locklizard place great importance on the delivery of systems that are quick to implement, easy to use and effective, without users having to understand or become involved with the technical details. We have removed the flawed reliance on passwords as a means of controlling access to information.

This sets Locklizard apart from other DRM companies, delivering significant ROI and added value to your information protection.



WE MAKE IT EASY

- Simple to use
- Hosting facilities
- Content distribution



Simple to use

Our products are easy to use. Content is protected on your desktop and distributed just like any other file. A simple web based application provides easy administration of your customers/users and the information they are allowed to access.

There are no complex systems or structures to manage, configure or implement.

- ◆ Simple to use
- ◆ No complex PKI structures to develop, implement, or manage
- ◆ No administration system to build or pre-configure
- ◆ No cryptographic administration - transparent key delivery and management
- ◆ Hosted systems ready for use straight away
- ◆ Free Browser based Viewer for users who cannot install any software

Hosting facilities

Locklizard provide you with flexible hosting facilities for the administration system, and you can choose to host on our servers or yours, depending on your requirements.

Hosting on Locklizard servers means you can be up and running straight away as the system is pre-configured. If you choose to host the administration on your own server then we can install it for you, or we can provide you with the software and documentation so you can do it yourself.

- ◆ No per copy or per customer charges
- ◆ Monthly, yearly, or single purchase models
- ◆ Your documents are never hosted on our servers

Content distribution

Once content is protected you can upload it to your web site or distribute it by email or on CD-ROM, etc. just like any other files.

Users can download the free viewer software from the Locklizard web site or you can host this on your own web site or distribute it by CD or other media if you prefer.

Alternatively you can publish protected documents to the Web using [Safeguard Web Publisher](#).

Users can then view documents directly in their browser without having to install any software.



Business Benefits

- ✔ Compliance with regulation
- ✔ IPR management and control
- ✔ Revenue stream protection
- ✔ Cost savings
- ✔ Delivering significant ROI
- + added value to information protection

Compliance

You require best practices to demonstrate that unauthorized individuals could not access information, because the information was strongly encrypted and use licensed.

This approach allows corporations to allow sensitive information (trade secrets, personal data including social security numbers, board of management documents etc.) to be stored on laptop computers, and distributed outside of their organization without any loss of control.

ROI

Calculating achievable ROI needs some understanding of savings you may make, or costs that you may avoid by using Locklizard DRM:

- ◆ value available through increased market opportunity;
- ◆ value of ability to provide instant delivery at zero shipping charge;
- ◆ savings through smaller or no print run costs;
- ◆ value of access to global markets;
- ◆ reduction in losses through piracy (loss of historic market expansion or loss of volume in a constant market);
- ◆ cost of compliance failure;
- ◆ self-training and integration with web shopping carts;
- ◆ no volume of use pricing models or 1 year minimum contracts.

How can Locklizard benefit you?

Control of IPR, reduced publishing costs, ensuring compliance with business processes, and new revenue are just some of the advantages.

Plus, you will benefit from:

- ◆ Privacy and revenue loss protection
- ◆ Time and cost savings
- ◆ Secure Sharing with partners & third parties
- ◆ Trade secret protection

"Safeguard PDF Security was exactly the type of solution that we had been looking for – simple way to protect our electronic publications that are being sold to customers, while maintaining control over the documents.

Ease of use, different possibilities in terms of setting up the watermarks, etc., excellent customer service and pre-sales support, all contributed to an easy purchase decision."

Aviationexam



Added Value

- Revenue Protection
- IPR Control



Revenue Protection

For many publishers, the electronic world is the new pinnacle of risk and reward.

The reduction in cost through electronic publishing is so huge that you just have to grasp it. Backing that up with the low cost marketing and sales efforts available through the Internet is a real possibility. But the risks include having pirate copies, being on peer to peer sharing sites, and losing your shirt by not getting back anything like your investment in creating a product.

The question is, what is it worth to be able to enter the electronic publishing world without being exposed to all of the downsides?

- ◆ gaining access to a significantly larger potential global markets than before
- ◆ doing business immediately, online, and getting paid
- ◆ drastically reducing publishing costs without seriously losing revenue
- ◆ entering markets that were previously at high risk from piracy
- ◆ reducing losses from misuse of existing information

IPR Control

Ensuring that only the right people can view your information is one thing, but controlling what they can do with that information is equally as important. Some information, for example; has a defined life cycle, and after that date has been reached, should no longer be viewable.

Other information may be so valuable that it should not even be printed, or restricted to viewing from only a certain location.

Locklizard's PDF document security and copy control software ensures you are always in control of your information.



Digital rights management controls can therefore benefit your organization in more ways than one, by imposing the extra controls over your information that allow you to remain totally in control.

Our Products

Industry-leading PDF protection suite, at your fingertips



✓ Safeguard Lite

Locklizard Safeguard Lite provides an entry point into the Safeguard ecosystem, with an easy-to use, browser-based protection suite and essential security options. It uses the same, industry leading PDF protection and customer management, only in a simpler package, designed for the independent author and small publisher.

✓ Safeguard

Locklizard Safeguard PDF security protects your PDF documents from unauthorized viewing, copying, modifying, screen grabbing, saving, and distribution. You control whether your PDF documents can be viewed or printed and how many times, and instantly revoke access to them at any stage.

If you sell subscription services, our unique concept of publications ensures minimum administration overheads and enables you to effortlessly manage your customer base.

✓ Safeguard Enterprise

Locklizard Safeguard Enterprise is for large publishers and corporate enterprises who need to administer a very large number of secure PDF documents, users, and publications.

Safeguard Enterprise has all the features of Locklizard Safeguard PDF Security plus a host of additional security and customization options when protecting PDF documents.

The enterprise-based Administration System additionally provides system, user, and document auditing, reports, statistics, system backup & restore, advanced search facilities, multiple event actions, and batch changes.

Add-ons (Safeguard & Safeguard Enterprise)

Web Publisher

Ability to securely share DRM documents via a web browser.

eCommerce

API integration with ecommerce applications and web portals.

Command Line

Batch protect documents via application commands.

Safeguard USB

Easily share DRM secured documents using USB thumb drives.

Own Branding

Own logo, icons and text to the Web Viewer and Windows Viewer.



Our Customers

- ▶ Publishers selling content
- ▶ Corporate use – internal and third-party controlled access to content
- ▶ Government agencies

WHO PURCHASES OUR PRODUCTS?

Locklizard products are aimed at both publishers and companies that share or sell PDF content, where a higher degree of security and control is required - beyond simple password protection.

Our products are used worldwide by information publishers either selling content or ensuring compliance, corporates protecting trade secrets, or providing a controlled method to share their information, and government agencies concerned over potential misuse of their information.

Publishers selling content

Our digital rights management software is aimed at publishers with high value information (reports, e-books etc.), software companies, training course providers, membership organizations, and financial institutions who need the best security and control over their information at highly competitive prices.

Locklizard products can be integrated with ecommerce systems to provide 24x7 management of protected information. Information can be protected without manual intervention (no user input required) using our command line utility, for totally automated protection of content.

Corporate protection of information

Corporations have many reasons for needing to protect their information. This may range from controlling access to proprietary sales or repair manuals to prevent their ready transfer to competitors and third parties, to protecting boardroom minutes or customer sensitive data. Other requirements may include protection of trade secrets, i.e. research and development documents and corporate internal information control, i.e. preventing use of information across different departments.

Locklizard products ensure your corporate information is kept tightly under your control and reduces your potential liability.

Ensuring corporate compliance

The US inspired Sarbanes Oxley Act has sharply increased the focus on proper and secure control of corporate information. Locklizard products can be readily used to support the open use of corporate information both inside and outside the corporate network whilst preventing outsiders from being able to access information – even when it is held on a laptop.



Our Technology

- ✔ US Government strength AES 256-bit encryption
- ✔ Digital Rights Management controls
- ✔ Public Key Technology - no weak and unmanageable passwords
- ✔ No plug-ins to compromise security
- ✔ No use of temporary files - content is only decrypted to memory



Document Security with copy protection

Our digital rights management products enforce digital rights management controls, use **US Government strength encryption** (AES 256 bit), public key technology, and a real-time web based licensing system, for protection of your PDF documents.

DOCUMENT SECURITY - Locklizard Digital Rights Management products ensure the best security available for your information.



Your protected documents are locked to individual computers of your customers and cannot be shared. Unlike weak and unmanageable password mechanisms, the use of public key technology means there are no passwords to send, enter, manage, forget, or pass onto others.

We specifically do not use plug-ins to process your protected information. In fact, we think that plug-ins are so problematic and insecure that we prevent them from loading so they can't compromise security.

- ◆ US Government strength AES 256 bit encryption
- ◆ Public Key Technology
- ◆ Transparent key delivery and management
- ◆ Digital Rights Management controls
- ◆ Real-time licensing system
- ◆ No use of plug-ins to process information
- ◆ Plug-ins are prevented from loading so they can't compromise security
- ◆ Content only ever decrypted to memory
- ◆ No use of temporary files
- ◆ No weak and unmanageable password mechanisms
- ◆ Screen grabbers prevented
- ◆ Granular print controls and resistance to file drivers



OUR USE OF TECHNOLOGY

Locklizard do not use a single technology in order to provide the DRM management controls that allow you to enforce the license controls that you determine. Rather, we harness a range of technologies in order to achieve the features and functions that you expect from us.

Underpinning everything is our use of encryption technology. We use what is regarded (by the US government) as the strongest publicly available encryption algorithm, AES, with its strongest key setting of 256 bits to protect your information.



We do not use passwords to protect information because they are known to be a flawed security technique that allows recipients to pass them on to anybody else to use without the owner of a document having any chance of stopping them.

We provide a granular series of mechanisms that provide you with sophisticated controls to be implemented over protected documents. By using an online Administration system (a permissions server) we provide IPR owners with the ability to control the number of times documents are printed and viewed, stopping viewing after a 'use-by' date and verifying that the recipient is still in good standing (is still entitled to make licensed use of the protected information they have access to).

We use proprietary methods to prevent users printing to devices that do not identify themselves as real, physical printers, in order to resist copying through multiple prints. Also, where printing is permitted, we provide sophisticated watermarking technology in order to identify the person/organization if they attempt to circulate documents that they have been authorized to print for their own (personal and private) study.

We also use proprietary methods in order to **prevent PC screen grabbers** from being able to locate the information that is being shown on the screen, preventing users from readily copying what is on the screen.



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