



Financial Services case study

Protection of investment advise and portfolio valuations/results using Lizard Safeguard PDF Security

Summary

In today's high speed financial markets, Financial Services organizations are going digital in an effort to provide better, faster services to investors. This case study describes how one of LockLizard's customers has significantly improved their service offerings and reduced their administration overhead.

"Using LockLizard Safeguard has given us a competitive edge and a cost-effective result with minimum overheads. We could not be more pleased."

The business problems

One of the most important demands Financial Services organizations serving the professional investor and adviser have to meet is timeliness. Investment advice (or the value of your portfolio) are of little value at all if they don't enable the customer to take timely action.

And an equally important demand is confidentiality – confidentiality of the portfolio valuation itself, and confidentiality of the investment advice being given, so that other people, not paying for the service, cannot use the advice, perhaps to the disadvantage of the investors.

You can achieve a reasonable degree of confidentiality using secure postal services, but timeliness is more difficult, and you have an internal overhead of printing, packaging and distributing that add to costs without being productive.

The LockLizard solution

Since all the documents to be distributed were already being produced by computer, it was a small change to have them output in PDF format when that was not already the case.

Email addresses were already available for almost all current customers from the customer administration system, so it was not difficult to extract names and emails for upload into LockLizard Safeguard, which is used to protect the PDF documents.

A single publication is created to enable distribution of trading and investment advice to all current customers. This means that all valid customers are automatically able to read trading advice immediately it is available, and there is no additional administration. These secure PDF documents can be published on the web portal and/or sent by email as the situation requires. The publisher decided to prevent printing on trading advice documents so that they could not be redistributed by printing and copying.



Individual portfolio documents are protected for individual customers. That way there are no mistakes about the wrong person getting the wrong information. Validation of the recipient is seamless and automatic. The customer just has to double click on the secure PDF document and LockLizard Safeguard does the rest. For these documents printing is allowed because the customer may want to maintain paper records, but they are then responsible for their own privacy.

The results

A win-win for both the Portfolio Manager and their customers.

Investment advice and portfolio valuations now arrive in seconds instead of days. So everyone can react faster, and customer service is significantly improved. Urgent bulletins now really do have a sense of urgency. And they can be dealt with wherever the customer has taken their computer.

The Portfolio Manager also saves on an expensive postal management service, saving more than enough to pay for the LockLizard service, and their sales team can administer the whole service without having to involve the IT staffs or integrate them into customer management. So the day-to-day operation is simpler.

“LockLizard sales and support staff have been both friendly and knowledgeable. After a thorough evaluation of Lizard Safeguard and competing products, settling on LockLizard was an easy decision. Our only misgiving is why we did not purchase sooner.”

About The Financial Services company

A worldwide financial services company that offers investment managers an impartial evaluation of their options in making investment products. It also advises institutions, professional, and high net worth investors on portfolio construction and management.

About Lizard Safeguard PDF Security

Lizard Safeguard PDF Security provides complete PDF document security with PDF 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.

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