

# Transformative Learning



## AT A GLANCE

### Company:

An organization that develops educational courses, a wide range of skin care, hair care, herbal supplements, weight loss aids, and books that brings together the knowledge from ancient India on Ayurveda. This organization also specializes in marketing and generates its own unique, qualified list of customers.

### Challenge:

Needed to secure the confidential training material, customer data, marketing insights data, products related IP, product formulas shared with external partners, while having complete control and visibility over its usage.

### Solution:

Seclore Rights Management and Classification.

### Result:

The organization can now confidently share sensitive documents on the cloud and with third parties because they are automatically classified, protected, and tracked with persistent usage controls.

Transformative Learning (TL) is an organization dedicated to spreading the goodness of Ayurveda through its high-quality products and its unique education business. It is a one-stop-solution for all aspects of Ayurveda where you can connect with top-notch experts and get access to high grade Ayurvedic products, delivered right to your doorstep, across the globe.

The high-quality content for the courses is curated at Transformative Learning by industry experts, veterans, and top-notch authors. These courses are authentic and hence are very confidential and valuable to TL. The Ayurvedic products have unique formula, ingredients and take a lot of effort and expertise to develop. It becomes necessary to safeguard the intellectual property of these products and protect the course content from reaching the hands of the competition. Most importantly, TL's customer data and marketing insights are the key elements of their business which needs the highest level of protection.

They understood that they required strict controls over its intellectual property (IP) that was developed and shared outside the enterprise boundary. They began to look for a solution that would protect the information, wherever and with whoever it is shared.

### The Challenge

Transformative Learning, creates and values its data to the highest regard and therefore wanted to ensure that this data is protected effortlessly.

They required a solution to protect their critical information like training courses materials, customer data, pricing information, intellectual property, R&D documents etc. and wanted to make sure it was protected internally and when shared with external partners and vendors for secure business collaboration.

It was imperative to prevent the leakage of IP containing their core product information & formula to the competitors.

They were aiming to secure documents before sharing them with third parties to protect the information from unauthorized access. If an employee stole the training curriculum/IP and disclosed it to competitors, this could result in a substantial loss of revenue. Therefore, in addition to controlling who could access and use a document, TL also wanted to protect and track the information.

### The Solution

While exploring various solutions, they came across Seclore Rights Management. They found out that the solution was a perfect fit to their requirements and the interface was easy to use. They also discovered that their employees would not be required to spend additional time managing the protected files as Seclore automatically added persistent, granular usage controls to documents and outgoing and incoming emails & attachments as they were created and shared.

Seclore's ability to extend usage rights at a very granular level, i.e., control who/or which group can access the file, what the user can do with the file (view, edit, copy, print, share, screen capture), for how long, and from

which device (by IP address) was exactly what Transformative Learning needed to protect their intellectual property.

Another important Seclore product that attracted them was the Classification-Driven Data Protection. With Seclore's Keyword-Based Classification capability, they were assured that no sensitive document or email was shared without being classified and protected. When a sensitive keyword is detected in a document, email or email attachment, an automatic notification prompts the user to select a classification label. The prompt enables users to easily define and apply classification to their documents and emails when users create, modify, or send them.

Through seamless integration of Seclore Classification-Based Data Protection and Seclore Rights Management, their sensitive emails and documents can be classified and automatically protected with no user friction. They also opted for Seclore's cloud service, which was cost effective and required minimum administrative efforts, making it even more seamless and scalable.

## The Result

Transformative Learning is now successfully using Seclore Rights Management and Classification-Driven Data Protection to ensure that customer information, costing information, intellectual property and all outsourced documents remain fully protected when shared via email or on the cloud. And Seclore provides visibility and tracking on protected documents, giving them real-time insights about what activities are happening on the data.

The protection on their documents remain files remain persistent irrespective of the network, application, or device it is shared through, enabling them to collaborate securely and confidently with vendors and partners.

Transformative Learning's decision to implement Seclore Rights Management and Classification-Driven Data Protection, allowed them to classify, protect, and track information with just one-click. Now they have the assurance that not only is their sensitive data classified and protected, they can meet compliance and audit reporting requirements as well.

*"After implementing Seclore in our security infrastructure we are assured that our high utility courses, R&D documents and the IPs of our unique Ayurvedic products always remain protected. Whether an employee accidentally sends information to the wrong person, or even if the data is stolen, Seclore's persistent, data-centric security ensures that this vital information can only be accessed by the authorized users. Thanks to Seclore, we now have a superior security infrastructure due to the fully automated end-to-end data security process--from classification to protection and tracking."*

**- Rishabh Chopra,**  
Founding Director & CEO at  
Transformative Learning

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