



CASE STUDY

ADVANCED SYSTEMS CONCEPTS, INC.

Enterprise software vendor builds
confidence in applications with VeriSign®
Code Signing Certificates



VeriSign
Authentication Services



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Advanced Systems Concepts, Inc. (ASCI) is a leading software engineering and consulting firm that specialises in developing enterprise software solutions to accelerate system performance and maximise efficiency. Founded in 1981, the company builds cross-platform products such as ActiveBatch® Job Scheduling and Workload Automation, RemoteShadow® data replication and data recovery, as well as XLNT®, an advanced scripting language for improved system administration. Headquartered in Morristown, New Jersey, ASCI works with customers in a variety of industries around the globe, including large technology partners such as SAP AG, IBM, Informatica, Microsoft and Oracle.

Challenge: prove to customers that software is safe and legitimate

As an enterprise software provider, Advanced Systems Concepts, Inc. has staked its reputation on the quality and integrity of its applications. That's why Ben Rosenberg, founder and president of ASCI, has always made securing the company's software a top priority. 'The key to working with enterprise customers is proving that your software is legitimate and safe to use. In fact, enterprises require it,' he says. 'Without that assurance, most large companies won't even consider using your applications.'

As Rosenberg points out, meeting those requirements means more than just running a virus scan and claiming software is secure. 'Working with a trusted third party to confirm our identity and protect our application code is critical to building trust in our company,' he says. 'That's the only way we can prove that the software we distribute is really from us and that it hasn't been tampered with during the download or transfer process.'

For Rosenberg, code signing certificates seemed like an ideal choice to confirm ASCI's identity and verify its software code, but he wanted to find a solution that was reliable and well known. To demonstrate to every customer that ASCI software is safe, Rosenberg began his search for code signing certificates that would be immediately recognised and trusted worldwide.

Solution: turning to the trusted leader in Code Signing security

When the engineering team started looking for a code signing solution, one provider quickly rose to the top of the list – VeriSign. 'VeriSign is one of the largest and most trusted names in online security, so the choice was simple,' he says. 'The last thing we want is for customers to question the validity of the third party that's verifying our company and products. VeriSign Code Signing Certificates gave us the credibility we needed.'

SOLUTION SUMMARY

To develop relationships with enterprise partners, Advanced Systems Concepts, Inc. (ASCI) needed a trusted third-party solution to verify its company identity and the safety of its application code. After implementing VeriSign® Code Signing Certificates, ASCI has been able to build trust in its products and business, giving both customers and the company's employees peace of mind.

Industry:

- ISV specialising in software to enhance system efficiency and utilisation

Key challenges:

- Fulfil security requirements of large enterprise partners and secure deals
- Build confidence in safety and authenticity of software
- Secure application code to protect end users from malware

Solution:

- VeriSign® Code Signing Certificates

Results:

- Reassures partners and customers that software is secure, increasing adoption
- Protects applications from hackers and stops malicious code from slipping into systems
- Safeguards company brand and hard-earned reputation for quality software



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In addition to name recognition, Rosenberg also valued the fact that VeriSign offers a digital timestamp and code signing certificates will notify users if downloads are not properly executed, both features that enhance the customer experience. ‘The timestamp shows users that the certificate was valid when the code was signed, so it takes the guesswork out of seeing that our files are secure,’ he says. ‘It’s also nice to know that users will get a message if they try to install an application that hasn’t downloaded correctly. Instead of getting frustrated because a program won’t run, they know right away it’s just an issue with the download, not the software.’

For Rosenberg and his team of developers, finding a solution that was easy to implement and manage was also a top concern. ‘When we first deployed the VeriSign certificates, everything went as smoothly and seamlessly as possible,’ he says. ‘Now, we get timely notifications when certificates are about to expire, so making sure that our code signing security is up to date is simple. The maintenance could not be easier.’

Results: building trust with customers and gaining peace of mind

By using VeriSign Code Signing Certificates, ASCI has been able to bolster its partnerships with enterprise technology partners and assure all of its customers that its applications are authentic and safe to use. ‘We know that not every software vendor uses code signing, but we view it as an essential part of doing business in this industry,’ says Rosenberg. ‘VeriSign certificates give us the extra assurance that our partners and customers need to feel comfortable working with us and using our applications.’

Even though ASCI is entering its third decade as a respected software engineering company, Rosenberg believes that VeriSign Code Signing Certificates are more important than ever before. ‘We’ve been around long enough that any potential customer could look us up and see that we’re an established company in the marketplace with customers in over 40 countries worldwide,’ he says. ‘Despite that, we know that hackers are out there and malware is on the rise. With VeriSign certificates, we can protect our applications and make sure we don’t introduce any malicious code into our customers’ systems without realizing it.’

As Rosenberg explains, the ability to protect ASCI software from hackers gives peace of mind to both his customers and the company as a whole. ‘When customers see that we use VeriSign code signing certificates, they know that we’ve taken the extra step to secure our applications,’ he says. ‘As a business owner, it’s also good to know that our reputation is protected because our code is sealed and can’t be tampered with. For the incremental cost of VeriSign certificates, you get a great bang for your buck.’

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— Ben Rosenberg, Founder and President, Advanced Systems Concepts, Inc.



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Future: continuing to count on VeriSign as company grows

In the future, ASCI plans on continuing to expand its product offerings and will increasingly depend on its website to distribute its software. 'We're getting bigger than ever, and our website is being used more than ever before,' Rosenberg says. 'As we grow even more, we will continue to rely on VeriSign to build trust in our company and our software.'

Visit us at www.Verisign.co.uk for more information.