



CASE STUDY

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Curio Laboratories is a Copenhagen-based computer security solutions provider that is dedicated to developing anti-malware software to protect individuals and businesses. Founded in 2006, the company's most popular product is Exterminate It!, a malware scanning program that offers protection against rootkits, zero-day trojans and other sophisticated computer security threats.

Challenge: show customers that website and software downloads are secure

Today's market for computer security software is crowded and highly competitive. Consumers can choose from hundreds of products with dozens of different features, while new software developers must contend with products from some of the biggest, most well-known technology companies in the world.

With those facts in mind, Curio Laboratories Director Antony Matviyenko knew he had to make his company's anti-malware software, Exterminate It!, stand out. 'When people look for a computer security product, they're ultimately looking for a software program they can trust,' he says. 'Since we're a relatively new company, we wanted to start building that trust in our company and products right away. Without it, we would be out of business.'

Curio Laboratories sells all of its software exclusively online. Given the company's web-based business model, Matviyenko and his team began looking for solutions that Curio Laboratories could use to reassure prospects and customers that both Exterminate-It.com and its software downloads are trustworthy and safe.

Solution: a trusted reputation that gives customers the confidence to buy online

Curio Laboratories explored several solutions to help build confidence in Exterminate-It.com, but the company selected VeriSign® Trust Seal based on the strength of the VeriSign brand. 'We looked at eTrust and a few other providers, but none could match VeriSign's reputation for trust online,' he says. 'By using the VeriSign seal, we knew that visitors would have confidence in our company and our website immediately.'

In addition to building trust in the website, Matviyenko wanted to make sure that visitors felt safe enough to take the next step and download the Exterminate It! software. To give customers this extra confidence, Curio Laboratories implemented VeriSign® Code Signing Certificates. 'Our software is only available for download, so protecting those files is absolutely critical,' says Matviyenko. 'With VeriSign Code Signing Certificates, we can digitally sign our downloads and guarantee their integrity. That way, customers can be sure the software comes directly from us and that it's not infected with any malware.'

SUMMARY

Industry:

- Computer security software

Business profile:

- New business in large, highly competitive market

Key challenges:

- Help company distinguish its brand and products in crowded market
- Build trust in company's website and encourage online sales
- Protect software downloads from malware and other threats

Solution:

- VeriSign® Trust Seal
- VeriSign® Code Signing Certificates

Results:

- Increased software downloads by 89% and overall sales by 55%
- Boosted website traffic by 115%
- Improved website experience for prospects and customers





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As Matviyenko points out, VeriSign Code Signing Certificates also give Curio Laboratories the flexibility to continue developing state-of-the-art software to meet customer needs. ‘We’re currently developing a 64-bit version of our rootkit removal software that is essential to helping our customers protect themselves against a serious threat,’ he says. ‘By using VeriSign Code Signing Certificates, we don’t have to limit ourselves. We can continue to develop software without having to worry about compatibility problems.’

Results: big increases in traffic and software downloads

After displaying the VeriSign Trust Seal on Exterminate-It.com and securing software downloads with VeriSign Code Signing Certificates, Curio Laboratories has experienced a range of benefits, including more website visitors and increased sales. ‘We started using the VeriSign seal and code signing certificates at the same time, and both have had a big impact on our business,’ Matviyenko says. ‘Traffic at Exterminate-It.com has jumped 115 per cent, the number of software downloads has gone up 89 per cent and overall sales have increased 55 per cent. We are extremely satisfied with the results we’ve seen so far.’¹



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— Antony Matviyenko, Director, Curio Laboratories

According to Matviyenko, the combination of the VeriSign Trust Seal and VeriSign Code Signing Certificates has also improved the customer experience at Exterminate-It.com. ‘The VeriSign seal sends a clear signal that our site is safe while code signing certificates eliminate any security warnings that might drive people away when they decide to buy,’ he says. ‘Customers can browse our site and download our software smoothly without any trust or safety concerns.’

Along with seeing an uptick in sales and providing a better web experience, Curio Laboratories has boosted its credibility, a factor that is vital to its business. ‘As a security company, our reputation is on the line. If we don’t offer strong protection against viruses and other threats, no one will take us seriously,’ Matviyenko says. ‘With VeriSign, our customers trust us more, we get higher ratings from software reviewers, and our competitors know we’re here to stay. No matter how you look at it, choosing VeriSign has been a great decision for us.’



1. Results based on customer’s study comparing the number of visitors and transactions in July and August 2010 to the same time period in 2009.



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Future: emphasising trust to continue earning customer loyalty

In the future, Curio Laboratories plans to continue using the VeriSign seal and Code Signing Certificates to build trust with new and existing customers. ‘We use a subscription model to keep our software up to date, so keeping our customers coming back to us is important,’ says Matviyenko. ‘When customers know their computers are safe, they’re happy with us and our products. With VeriSign, we know we can provide the best security available to keep our customers satisfied.’

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

