



*** CUSTOMER PROFILE**



Inspiring Trust

Creating a Secure and Customer Focused Online Travel Portal

"We posted the VeriSign Secured Seal on the payment pages and found that completed sales rose by approximately 10% in comparison to the previous week's results."

Warren Jonas
Head of Service Management
Opodo



VeriSign Secured™ Seal
Be sure to post the VeriSign Secured Seal on your home page or other pages where confidential information exchange takes place. The VeriSign Secured Seal lets your site visitors know that you have chosen leading services to help protect them.

+ Overview

Opodo is the first truly Pan-European travel service created to address the real needs of today's traveller. Opodo offers access to deals from over 500 airlines, 65,000 hotel properties, and more than 7,000 car rental locations worldwide - as well as package holidays and additional travel services, all on an easy to use, intuitive Web site.

Founded in 2001 by nine of Europe's leading airlines, Opodo began with an online presence in Germany, swiftly followed by the UK and France. The company is now majority owned by Amadeus - the leading travel technology provider, and has expanded its presence to include nine European markets.

Opodo was inspired to accommodate changing consumer lifestyles, and to reduce the overheads associated with ticketing, in order to pass on further cost savings to their customers.

+ Key Challenge

At the company's inception, five years ago, the Internet was viewed in a somewhat sceptical way, and some customers were unwilling to make purchases online. Online security, especially at this time, was considered to be of primary importance to Opodo. Overcoming consumers' fear of making purchases online was part of the mission of the Opodo brand, and building a strong feeling of trust and reliability was key to the success of the portal.

Since this time, Opodo's aggressive acquisition strategy across Europe has driven the growth of the business, but this has resulted in an increased number of issues associated with hosting and security.

+ Solution

Opodo chose Server Gated Cryptography (SGC) Certificates from VeriSign, which offer true 128-bit encryption – strong encryption to the highest possible number of Internet users. (Without an SGC-enabled certificate in place, Web site visitors using certain older browsers and many Windows 2000 users will only receive 40- or 56-bit encryption.) VeriSign (including its resellers, subsidiaries, and affiliates) is the leading Secure Sockets Layer (SSL)



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provider of SGC-enabled SSL Certificates, which provide 128- or 256-bit encryption to over 99.9% of Web site visitors. Opodo uses them on their Web sites throughout Europe to protect personal and payment data for all their insurance, air, car, and hotel deals. Customer information held within the booking and registration process such as personal details, preferences, and even frequent flyer card numbers are all transmitted securely using VeriSign's market leading SSL certificates.

Choosing strong encryption from the world's leading SSL Certificate Authority was an important step towards reassuring the public that any information they entered into any of Opodo's Web sites remained private and secure.

Warren Jonas, Head of Service Management at Opodo comments: "Trust online is vital, and we really wanted to reassure our customers and demonstrate our commitment by securing their data. When we were in the process of assessing the way our customers visited our sites across Europe, we decided to run an experiment on the UK site. We posted the VeriSign Secured Seal on the payment pages and found that completed sales rose by approximately 10% in comparison to the previous week's results. We immediately realised the impact that the trust factor can have on shopping basket abandonment rates and we have since published the VeriSign Seal on all the payment pages across our network of European sites."

Over 18 million people visit Opodo sites every month, and VeriSign® SSL Certificates are installed across Opodo's Web servers to ensure that every single transaction is secure.

+ Results

Opodo doubled their growth last year, moving from €400,000 turnover in gross sales to €1bn by the end of 2005. By strategically managing their key suppliers and improving their relationship with them on ongoing projects they have also streamlined their operational costs.

+ Moving Forward

Moving forward will always mean growth for Opodo. Further expansion is expected in 2006, which is why Opodo is looking to consolidate the Groups' operations and improve customer focus even further. This year they will be moving towards F5 big IP load balancing servers to ensure that customers can process their payments quicker and have a better online experience.

With this continued growth, Opodo will increase their number of Web servers and therefore the number of SSL Certificates they are using. A future move will be towards using VeriSign® MPKI for SSL which will facilitate the way they purchase, issue, and manage multiple SSL Certificates at volume pricing.



+ Why VeriSign?

Warren Jonas continues, “VeriSign is still the strongest in the market with over 70% market share. We’ve never had to consider anyone else, especially now that we are looking at VeriSign MPKI for SSL which will reduce the overall costs even further.”

VeriSign is the leading provider of intelligent infrastructure services. With unparalleled experience in the Internet, telecommunications, and security space, VeriSign enables businesses, government organisations and individuals around the world to realise unmatched operational efficiencies. VeriSign is the leading SSL Certificate Authority, providing strong encryption to protect businesses and their clients and customers from identity theft, phishing attacks, and other forms of online criminal activity.

VeriSign is focused on delivering innovative security and privacy solutions and is committed to an ongoing investment in research and development.

Additional news and information about VeriSign is available at www.verisign.co.uk.

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00022694 05-25-06