



## CASE STUDY

# Secure and Reliable Data Transfer

Avis offers their customers maximum security when booking online

*“The VeriSign Secured Seal is a visible icon that demonstrates our commitment to security. Our European customers recognise and trust this symbol. They know it guarantees the secure transfer of their personal details and payment information.”*

Stefan Bode  
Director of Information Technology, Avis

# AVIS



### **The VeriSign Secured™ Seal**

Post the VeriSign Secured Seal on your home page and all other pages where confidential information is exchanged. The VeriSign Secured Seal tells your Web site visitors that you have selected a leading security provider to protect them.

### **+ Overview**

Founded in 1946, Avis is one of the leading car rental businesses in the world. Avis Europe plc, has headquarters in Bracknell, England, and boasts a strong presence in Europe, the Middle East, Africa, and Asia. The Avis European network comprises about 3,000 offices in 108 countries. In addition to passenger cars and vans, Avis also rents ‘fun cars’ such as convertibles, sports cars, and luxury limousines. Additional information can be found on the Internet by visiting: [www.avis.co.uk](http://www.avis.co.uk).

### **+ Focus on Online Customers**

According to a study conducted in 2006, Avis Europe is the sole car rental agency among the top 100 most customer-friendly service providers. Avis meets their customers’ needs through active guidance, attractive offers, and exclusive partnerships with well-known car manufacturers and tour agencies. The Internet plays an increasingly important role in helping Avis reach out to their customers. More and more, customers use the Internet to obtain information about prices, offers, availability, and when making reservations.

Avis Deutschland have also introduced a newly designed business-to-business portal for their corporate customers, which allows such customers to benefit from favourable terms and conditions available at any time. Avis is committed to delivering high quality online services in a secure manner to all their customers. Online customers can depend on Avis to protect the transmission of their credit card and personal information over the Internet, as they have relied on VeriSign SSL (Secure Sockets Layer) Certificates since 2000. The VeriSign Secured Seal across their Web pages is an additional visual reassurance that theirs is a secure and trustworthy site.

“VeriSign SSL Certificates assure our online customers that the transmission of their data is secure and that third parties cannot view or manipulate it in any way”, comments Stefan Bode, Director of Information Technology at Avis.





Avis uses VeriSign Secure Site Pro SSL Certificates, the most proven and powerful encryption commercially available, to protect their online customers. VeriSign Certificates are deployed on Avis' 35 European Web sites.

#### **+ VeriSign – A Security Partner**

“VeriSign has a wealth of experience in Internet security.” Bode says, explaining Avis' decision for choosing VeriSign. “VeriSign's products offer the highest degree of security and peace of mind. In addition to being uncomplicated and easy to install, they are 100% reliable.”

The SSL Certificates used on Avis Web sites combine stringent authentication with strong encryption technology which benefit Avis and their customers in three basic ways:

VeriSign relies on extensive rigorous procedures to authenticate the identity of a business and the legitimacy of a customer before an SSL Certificate is issued. As in the past, the three-tier checking procedure remains the standard for secure, appropriate authentication of a company's identity. All major browsers automatically accept SSL Certificates issued by VeriSign as a Certification Authority (CA). With these certificates Avis can assure their European customers that their data is transmitted in a secure manner and is kept safe from fraudsters.

VeriSign offers strong encryption techniques that prevent unauthorised people from capturing and viewing confidential data. VeriSign's Sever Gated Cryptography (SGC) Certificates allow every site visitor to enjoy the strongest encryption level available to them. Without an SGC-enabled Certificate, visitors using certain older browsers and many using the Windows 2000 operating system are limited to a relatively weak 40- or 56-bit encryption.

VeriSign safeguards message integrity. In Internet communications between client and server, SSL protects message content from being altered by third parties.

#### **+ A Security Mark Builds Additional Trust**

Avis realise that customers need to feel secure during their very first visit to any of their Web sites and that they value extra security features in addition to the padlock, which shows that the Web page they are visiting is secured by SSL. A recent TNS study, conducted in August 2006 and commissioned by VeriSign confirms this behaviour. According to this study, online customers increasingly tend to base their purchase decisions on whether they feel safe on a Web site during a transaction. In fact many customers will terminate their purchase if they have the impression that the Internet site they are on is not secure. About 52% (TNS Research August 2006) of customers who terminate their purchase would have in fact continued their online transaction if they had seen a clear symbol of trust, such as a quality or security mark, on the Web page. For this reason, Avis post the VeriSign Secured Seal.

The Seal was developed by VeriSign, having understood the value of communicating online protection. It tells the user that Avis selected the best SSL product for encrypting their confidential data. It also converts visitors into actual customers and increases the



average business volume of individual customers. Through research, VeriSign have established that the Secured Seal engenders more trust than other security symbols. In the same study, VeriSign achieved top ranking by a wide margin in perceived security of user data and trustworthiness.

“The VeriSign Secured Seal acts as an additional icon that visibly demonstrates our commitment to security. Our European customers recognise and trust this symbol. They know it guarantees the secure transfer of their personal details and payment information.”

Above and beyond this, the VeriSign Secured Seal offers additional features that online customers want, such as the verification function - displaying important technical data behind the Seal. By clicking on the VeriSign Secured Seal, users get up to date information about Avis' SSL Certificate. This information originates directly from VeriSign. In this way, users can rest assured that they truly are on the Avis site and their data is securely protected during transmission over the internet.

#### **+ Best in Breed Security**

With VeriSign's SSL Certificates and the VeriSign Secured Seal, Avis Europe engenders trust during online transactions. By introducing the latest SSL encryption and a security symbol recognised worldwide, Avis seeks to reassure their customers and prevent them from terminating their online session due to security concerns.

“SSL is part of our strategy to meet our customers' high expectations of online security”, Bode concludes. “With this in mind, VeriSign has proven to be a reliable partner. We also benefit from VeriSign's reputation as the leading supplier of security products. Our customers know and trust what VeriSign can offer.”

#### **+ Why VeriSign**

VeriSign is the leading supplier of intelligent infrastructure services. Unparalleled experience in the Internet, telecommunications, and the security environment allows VeriSign to help companies, agencies, and individuals achieve operational efficiency. VeriSign is the leading Secure Sockets Layer (SSL) Certificate Authority enabling secure e-commerce and communications for Web sites, intranets, and extranets. With its powerful encryption, VeriSign protects businesses and their customers from identity theft, phishing, and other forms of online fraud.

**Additional news and information about VeriSign can be found on [www.verisign.co.uk](http://www.verisign.co.uk).**