



CASE STUDY



## Misco

Swedish Online Retailer Increases Security,  
Confidence and Sales





“On testing the impact of our new Web site security, we found that visitors coming to our site via an EV ready browser, like IE7, were two and a half times more likely to purchase than those using older browsers. This is a fantastic result. Achieving the same boost in sales through increased advertising would have cost us a great deal more than the price of our VeriSign EV SSL Certificates!”

Magnus Bood  
IT Manager  
Misco

## Swedish Online Retailer Increases Security, Confidence and Sales with Extended Validation SSL from VeriSign

“We pride ourselves on being a little bit more personal and friendly than our competitors,” says Jesper Lundqvist, Marketing Manager at Misco Sweden ([www.misco.se](http://www.misco.se)). Misco is a leading European online provider of IT products – with a presence in Germany, Italy, Spain, France, the Netherlands and Sweden – and with global internet sales reaching £458m in 2007<sup>1</sup>. The Swedish subsidiary operates in a highly competitive market and so their exemplary approach to customer care is absolutely essential. Part of this commitment to customers is to ensure their security which is why Misco chose VeriSign® Extended Validation SSL Certificates.

### + Protecting Users' Privacy

Customer security and privacy is central to Misco's business. “We want to give maximum security to our customers,” says Magnus Bood, IT Manager at Misco. “It is our duty to ensure they feel secure when they do business with us.”

Swedes were early adopters when it came to buying online. They spend about 20 billion kroner (£1.56 billion) a year online<sup>2</sup>. Recently, however, the media has been highlighting online security problems and making them high profile news stories. The rise of ever more sophisticated ‘phishing’ scams – where criminals use fake Web sites to trick people into revealing personal information – is a major concern in Sweden. “In the first half of 2008 there were over 47,000 phishing attacks sited globally<sup>3</sup> and this number is increasing,” says Christoffer Olausson, VeriSign's Territory Manager for Sweden. Against this background, Misco decided to deploy Extended Validation (EV) SSL Certificates to go even further towards protecting and reassuring its customers.

### + The VeriSign Solution

Misco wanted to prove two things to its customers: first, that its site was the real thing and not a fraudulent version posing as Misco, and second, that their private data, such as address details and any payment information, would remain private. They chose VeriSign® Secure Site Pro with EV SSL Certificates. “They wanted to use the same security that leading Swedish banks use,” explains Olausson. Using the same level of protection as a bank would underline Misco's commitment to their customers' privacy and security.

EV SSL Certificates offer VeriSign's highest level of encryption and authentication. “We jumped at the chance to be one of the first in Sweden to offer it,” says Bood. They were already using VeriSign Secure Site Pro and they were very happy with VeriSign's level of service and support. VeriSign was the logical choice when it came to upgrade to Extended Validation SSL.

When using the latest web browsers (used by more than 70% of Swedish consumers<sup>4</sup>), EV SSL Certificates turn the browser address bar a reassuring green colour when a secure session starts, for example when customers enter personal information into their online account or when they use Misco's checkout to purchase products.

<sup>1</sup> Source: [http://www.systemax.com/releases/10K2007\\_final.pdf](http://www.systemax.com/releases/10K2007_final.pdf)

<sup>2</sup> Ibid.

<sup>3</sup> [http://www.apwg.com/reports/APWG\\_GlobalPhishingSurvey1H2008.pdf](http://www.apwg.com/reports/APWG_GlobalPhishingSurvey1H2008.pdf)

<sup>4</sup> Swedish Browser Version Market Share November 2008 – source: <http://marketshare.hitslink.com/>  
Internet Explorer 7 - 47.39%, Firefox 3.0 - 21.56%, Opera 9.x - 1.14%



Misco also displays the VeriSign Secured® Seal prominently on its Web site. This shows customers that Misco cares about their security and it gives them a way to check the details of the SSL Certificate used on the site. Using EV SSL Certificates and the VeriSign Secured® Seal together makes it very clear to customers that Misco is doing everything possible to keep them safe and secure.

#### + Benefits of Improved Security

Using EV SSL Certificates creates an opportunity for Misco to gain an advantage over its competitors by doing more to protect customers – and being seen to do so. VeriSign has seen that many online retailers see a *significant* increase in sales as a result of switching to EV SSL Certificates\*. Misco's early results show a healthy 5.27% reduction in the number of abandoned shopping carts and a positive increase in orders per visitor. "On testing the impact of our new Web site security, we found that visitors coming to our site via an EV ready browser, like IE7, were two and a half times more likely to purchase than those using older browsers. This is a fantastic result" continues Bood, "achieving the same boost in sales through increased advertising would have cost us a great deal more than the price of our EV SSL Certificates!".

But it's not just about making money. It's also about doing the right thing for customers. "We scanned the market looking for the best Certificate Authority offering maximum security products," says Bood, "so we naturally chose Extended Validation SSL from VeriSign."

#### + Why VeriSign

VeriSign (NASDAQ: VRSN) is the trusted provider of Internet infrastructure services for the networked world. Billions of times daily, our SSL, authentication, identity protection, and registry services help companies and consumers all over the world to communicate and conduct commerce with confidence.

VeriSign is the leading Secure Sockets Layer (SSL) Certificate Authority enabling secure e-commerce and communications for Web sites, intranets, and extranets. VeriSign continues to lead the SSL Certificate industry as a member of the CA/Browser Forum, a voluntary organisation currently focused on EV SSL Certificates.

**Visit us at [www.VeriSign.co.uk](http://www.VeriSign.co.uk) for more information.**

\* Your company's results may vary. Contact VeriSign today to talk about how VeriSign can best address your company's security needs.

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