



CASE STUDY



Cdiscount.com

Leading online retail Web site adopts
Extended Validation SSL from VeriSign





THE SOLUTION

Cdiscount.com uses VeriSign Extended Validation SSL Certificates to strengthen the trust of its customers on the main payment page and to protect 30,000 daily transactions. Formerly hosted by a banking partner, the page is now hosted at Cdiscount and therefore requires a secure, encrypted connection in order to protect the confidential information passing through it.

Industry sector

- Online retail sales

Issues

- Cdiscount wants to improve sales conversion rates on its payment page and reduce abandonment rates.

Solution

- VeriSign Secured Seal
- VeriSign Extended Validation SSL Certificates.

Cdiscount.com

Well known to anyone who likes a bargain, Cdiscount.com is a renowned online retail store that you simply can't forget. This specialist site has a general catalogue of more than 90,000 products covering everything from household appliances to information technology, and even cars. Cdiscount was launched in December 1998 under the leadership of three brothers. The idea was simple "Shop on the net, at discount prices!"

Initially focused on a small select number of products the site has rapidly diversified and grown successfully. Today Cdiscount still offers the best bargains on a wide range of products and services and always at discount prices. An e-commerce pioneer, Cdiscount has based its growth on its unique experience in e-commerce, its ability to find the right products at the right price, and most importantly a high level of service. Cdiscount thus became an E-Commerce leader in France and has emerged as a point of reference. Since February 2000 Cdiscount has been a subsidiary of the Casino Groupe.

Each day more than 600,000 visitors visit the site and with 5.3 million active buyers, the Cdiscount.com site has become a major marketplace on which more than 30,000 sales are made each day. Building trust and securing these sales is the very reason why Cdiscount.com chose VeriSign® Extended Validation SSL Certificates. "We decided to host the online payment page for our customers internally instead of redirecting them to a page located on our banking partners' servers in order to reduce the risks of phishing and improve service to our customers. To do this we created our own payment hub," explains Aurélien Fauré, Operations Manager at Cdiscount.

This payment facility must, of course, allow a secure connection with encryption in order to protect the financial and personal information going through it. "We chose Extended Validation SSL Certificates from VeriSign because we believe that it will have a positive impact on conversion rates at the time of payment." On critical web pages, like the payment page, it is important to reassure customers so they can complete their purchases knowing that their personal information is protected from compromise. VeriSign Extended Validation SSL Certificates assure that the identity of the trader has been rigorously checked. Extended Validation SSL gives Web site visitors an easy and reliable way to extend their trust online. In Microsoft® Internet Explorer 7, Firefox 3.0 and Opera 9.5, the address bar turns green and displays the name of the Extended Validation certificate owner. The security status bar shows that the transaction is encrypted and the organisation has been authenticated according to the most rigorous industry standard.

In order to roll out Extended Validation SSL on Cdiscount.com, the company went through this thorough authentication process. In addition to the checks that VeriSign usually makes to authenticate an organisation, in order to issue an Extended Validation SSL Certificate, a legal opinion letter confirming that the requestor has the authority to obtain an SSL Certificate on behalf of the company must be submitted. So now more than ever you can be certain that when you see the green bar you know the site is secure and authenticated.

+ Guaranteed high assurance

Cdiscount is a long-standing VeriSign customer. "We have always purchased our certificates from VeriSign as we recognise the reputation of the brand and want to give our customers the confidence to trust our website. We also display the VeriSign Secured® Seal, which is an additional security cue or sign of trust to our customers and is recognised throughout the world," the Operations Manager told us.



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“With Extended Validation SSL, we are offering our customers a new level of security, particularly for those using new Web browsers such as IE7 that turns the address bar green. When we decided to host our payment platform internally, we thought that associating VeriSign certificates with our site would be the best way to support the growth of Cdiscount”.

Aurélien Fauré
Operations Manager Cdiscount.com

Beyond its new payment hub, Cdiscount has chosen to deploy an additional SSL Certificate on the group’s image server farm. Because the images are served from a different subdomain from the other pages of the site, users could be confronted with unexpected warnings if the images did not also have their own ad hoc certificate. Choosing an SSL Certificate for the images also ensures that all the elements displayed on the Cdiscount payment page benefit from the same high level of assurance and that the user experience will be protected from compromise..

“The online security of our customers is key to our success and future growth of Cdiscount which is why EV SSL was the natural choice for us.” concluded Aurélien Fauré.

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00025810 31/03/2008