



CASE STUDY



SISTIC

Leading Ticketing Services Company

Sees Sales Increase 14% Using

VeriSign® Extended Validation SSL Certificates



SISTIC



SOLUTION SUMMARY

For leading ticketing services provider SISTIC, security and trust are paramount as it continues to grow its online presence and increase online revenue. It deployed VeriSign® Extended Validation (EV) SSL Certificates on the e-commerce section of its real-time Web site to further enhance customer confidence when transacting online. SISTIC experienced an uplift in transactions of over 14 percent for Internet Explorer 7 users, with online sales increasing from 35 to 40 percent.*

Industry

- Ticketing Services

Key Challenges

- Drive more customers to buy tickets online for their favourite events.
- Instill trust and ensure customers feel confident when making payments online.
- Find the right combination of usability and security.

Solution

- VeriSign Extended Validation SSL Certificates

Results

- Over 14% increase in online transactions for Extended Validation-enabled browsers.
- SISTIC was able to quickly and easily upgrade to VeriSign Extended Validation SSL Certificates.
- With this added protection, online ticket sales have increased versus ticket sales using other ticketing channels.

When it comes to arts, entertainment and sporting events, SISTIC is the place to go to get tickets for about 90 percent of events in Singapore. Operating since 1991, customers can buy tickets for their favourite events either via a telephone hotline, at any of its 28 authorised agents in Singapore, Malaysia and Indonesia, or on its real-time ticketing Web site.

SISTIC's Web site averages 2.5 million hits every month and there are about 100 events for ticket buyers to select from at any one time. With online ticket sales currently accounting for 40 percent of overall sales, SISTIC hopes to drive more customers to buy online and increase this to 50 percent and beyond in the near future.

While the Internet does offer numerous conveniences to online businesses, it also presents many threats of phishing, identity theft and online fraud, which shake the confidence of consumers when purchasing online. SISTIC's challenge is ensuring that its customers feel confident when they log on and make financial transactions on its Web site. Finding the right combination of usability and security is fundamental to its online success.

According to Shawn Quek, Head of IT Services at SISTIC: "We work hard to be recognised globally as a reputable and innovative ticketing company, and protecting our customers from the theft of personal and credit card information is an important part of those efforts."

+ New Enhancements Build Consumer Confidence

To address this and maintain its position as the leading ticketing service provider in Singapore, SISTIC undertook a major revamp of its online ticketing sales portal in 2007. High on SISTIC's agenda was providing online customers with the highest level of protection.

To help ensure its customers' online shopping experience is safe and secure at all times, SISTIC approached VeriSign for new Secure Sockets Layer (SSL) Certificates. SISTIC has been a VeriSign customer since 2000 and was using VeriSign SSL Certificates to secure its previous online ticketing portal. This level of protection ensured every Web site visitors' personal and credit card information was safeguarded by the highest encryption possible.

During its discussions with VeriSign, SISTIC was introduced to the new VeriSign Extended Validation (EV) SSL Certificates, which immediately impressed the ticketing provider with the new features and advantages it offered above the standard SSL Certificates. VeriSign EV SSL Certificates contain a number of user interface enhancements aimed at making the identification of a secure and authenticated site much simpler for the end user.

**Your company's results could vary. VeriSign, Inc. makes no warranties of any kind (whether or express, implied or statutory) with respect to the services described or information contained herein.*



CASE STUDY

"We want to assure customers that they can purchase tickets online with complete confidence. We have taken every possible measure to ensure the security of their transactions by deploying VeriSign EV SSL Certificates as one of our standard security services."

Shawn Quek,
Head of IT Services,
SISTIC

+ Visual Cues Provide Immediate Assurance

At the end of 2007, SISTIC became one of the first companies in Singapore to implement VeriSign EV SSL Certificates when it went live with its revamped web portal. VeriSign EV SSL Certificates still offer the same encryption advantage that SSL Certificates have always provided to SISTIC, but they now give immediate visual assurance to customers that they are in fact visiting an authentic SISTIC Web site and that they will be protected.

VeriSign EV SSL Certificates alert browsers to turn the address bar an eye-catching green colour. Other visual cues include a padlock icon next to the Internet address and a new field that informs who the Web site owner is, as well as who the security provider who issued the SSL Certificate is, such as VeriSign.

"We want to ensure customers that they can purchase tickets online with complete confidence. We have taken every possible measure to ensure the security of their online transactions by deploying VeriSign EV SSL Certificates as one of our standard security services," said Mr Quek.

The new visual cues only apply to browsers that currently support VeriSign EV SSL Certificates, such as Internet Explorer 7 and the latest releases of Firefox and Opera. Ticket buyers using older browsers or operating systems will still benefit from the strongest level of encryption available to them, but without the visual cues.

"The implementation went very smoothly and it was so quick—it only took about 20 minutes to deploy VeriSign EV SSL Certificates to the e-commerce section of our ticketing portal,"¹ commented Mr Quek. "VeriSign's technical support was great and we've had no issues since. This certainly helped to take some of the stress out of the launch of our new web portal and we could just get on with making it live."

+ Online Sales Increase Over 14% For Internet Explorer 7 Users

To measure the effectiveness of VeriSign's EV SSL Certificates, SISTIC monitored online sales increases by customers using Internet Explorer 7 over the four months after deployment. SISTIC experienced an uplift in transactions of over 14 percent for these users, with online sales increasing from 35 to 40 percent.¹

"The change in the browser address bar to green is very impressive. When customers visit our new ticketing portal, they can feel assured that they are dealing with a safe Web site and that their transactions are secure," said Mr Quek.

With the assurance its Web site and customers are protected at all times, SISTIC can continue with what it does best—providing customers in Singapore with efficient ticketing services for arts, entertainment and sports events.

According to Mr Quek, SISTIC selected VeriSign as its SSL partner of choice because: "VeriSign is the most trusted and best-known SSL Certificate provider in Asia Pacific, and so was a natural choice for us. When our customers see the VeriSign brand before they make a transaction, they know they're in good hands."

¹ Your company's results could vary. VeriSign, Inc. makes no warranties of any kind (whether or express, implied or statutory) with respect to the services described or information contained herein.



As the most respected and trusted SSL authority on the Internet, VeriSign is the EV SSL Certificate provider of choice for more than 5,000 Internet domains, representing greater than 75 percent of the entire EV SSL Certificate market worldwide. In fact, over 95 percent of the Fortune 500 and the world's 40 largest banks rely on some form of SSL Certificate from VeriSign Inc. to meet their security needs. These organisations trust VeriSign because of its encryption technology and rigorous business authentication practices.²

+ About VeriSign

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

Visit us at www.Verisign.com.au for more information.

² *Netcraft Survey, Aug, 2008*