



* CUSTOMER PROFILE



The Orvis Company, Inc.

For Nearly 150 Years, the Orvis Company Name Has Stood for Outdoor Traditions, Quality, and Customer Satisfaction

"In addition to its product dependability, the VeriSign brand recognition complements and enhances our 100-percent Satisfaction Guarantee."

Dave Lindberg
Art Director, Orvis.com
The Orvis Company, Inc.



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.

+ Business Need

Orvis is America's oldest mail order company. In 1856, Charles Orvis founded the Orvis Company in Manchester, Vermont, offering the finest fly-fishing equipment, and priding himself on customer satisfaction and service. Today, along with its world-famous, fly-fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog accessories. The company also operates over 50 retail outlets in the United States and the United Kingdom, and sells through catalogs, a network of 500 independent dealers worldwide, and its Web site, Orvis.com.

+ Key Challenges

When the Orvis Company set out to increase business through Orvis.com, it realized the importance of providing customers with a sense of security when making online purchases. The company also has an obligation to protect its business from interception and hacking.

+ Solution

To grow its e-commerce business, Orvis.com began displaying the VeriSign Secured™ Seal at the checkout point. The VeriSign Secured Seal is the most trusted security mark on the Internet and offers significant value to VeriSign customers, like Orvis.com, who display it. Studies have shown that third-party assurance increases the likelihood to buy. And the power behind the mark is the VeriSign Secure Sockets Layer (SSL) technology, which secures online transactions by encrypting customers' sensitive personal data and verifying authenticity. VeriSign SSL solutions are enhanced by the industry-proven, VeriSign intelligent infrastructure services.

+ Results

- Orvis reported that since the company began displaying the VeriSign Secured Seal on Orvis.com, consumer confidence has greatly improved, as measured by the substantial increase in consumer-direct sales.
- Orvis reports that current sales are well ahead of industry averages and continue to grow.
- In addition to its product dependability, VeriSign brand recognition complements and enhances the Orvis Satisfaction Guarantee.

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