



CASE STUDY



## Investors Trust Assurance

VeriSign® Extended Validation SSL  
Certificates Mean Information Security  
for Investors Trust Customers



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### SOLUTION SUMMARY

Investors Trust Assurance SPC understands how much its customers care about the security of their personal and financial information and is committed to ensuring the integrity of its online platform. Accordingly, Investors Trust prominently displays the VeriSign® Secured Seal and uses VeriSign Extended Validation (EV) SSL Certificates. Investors Trust promotes awareness and security to its customers through the use of Extended Validation (EV) SSL Certificates provided by VeriSign. The use of Extended Validation (EV) SSL Certificates assures customers they are interacting with the genuine Investors Trust website and their information will be handled safely and securely.\*

#### Industry

- International Financial Products and Services

#### Key Challenges

- Safeguard the personal and financial information of customers to the maximum extent possible without making online transactions burdensome.
- Provide customers with assurance that they are interacting with the genuine [www.investors-trust.com](http://www.investors-trust.com) site.
- Develop trust and loyalty from new and existing customers.
- Spawn customer confidence that their information is safe.

#### Solution

- VeriSign Secured® Seal
- VeriSign® Secure Site with Extended Validation (EV) SSL Certificates

#### Results

- Helped generate customer confidence in the safety and security of their information provided and transactions conducted online.
- Accelerated the adoption of the latest version of Firefox from 40% to 96%.

Investors Trust Assurance SPC (formerly known as American International Assurance SPC) is a global insurance company based in the Cayman Islands, with administrative affiliate offices in Miami, Montevideo and Hong Kong. Investors Trust provides a variety of offshore wealth management solutions to investors around the world. These solutions support successful and vibrant retirement investment portfolios. Investors Trust conducts business in an environment where confidentiality and protection of customer data is essential. Investors Trust products are distributed exclusively through independent financial advisers. Investors Trust is a registered trademark of Investors Trust Assurance SPC.

### + Online Information Security

Investors Trust offers its customers online account management, for which it needs to continually demonstrate its commitment to providing the highest level of online information security. Investors Trust aims to develop long-term relationships with its customers, with such relationships built around the cornerstones of trust, credibility and security.

In order to set up an account, customers must be introduced to Investors Trust products and services through an independent financial advisor within the Investors Trust global network of independent financial advisers. Once customers have established an account, they can manage it online. Safeguarding customer information, therefore, has always been an issue of paramount importance to Investors Trust, as evidenced by the use of VeriSign SSL Certificates and the VeriSign Secured Seal for many years.

Recently, Chief Technology Officer Michael Valderrama made it his top priority to heighten security consciousness and to broadly communicate the relevance of protective measures implemented by Investors Trust. “Minimizing customer security risks will always be one of our top priorities,” added Michael Kennedy, General Counsel.

### + The Green Bar Tells Customers They’re on the Legitimate Investors Trust Web Site

Differentiating a legitimate Web site from a counterfeit one has been a major problem in our industry. One of Valderrama’s first acts was to upgrade to the use of VeriSign EV SSL Certificates in order to put this problem to rest. “Even if customers harbor no doubt about our legitimacy, and despite the protections we have in place, it does little good if their communications are misdirected to a fraudulent site that looks and acts exactly like ours,” he explained. “How are people to know if it is really our Web site they are logged into? How do they know it is not a clever imposter intent on stealing their data? Fortunately there is an answer: Extended Validation (EV) and its green address bar that proves the customer is visiting the true [www.investors-trust.com](http://www.investors-trust.com) Web site.”

“With all that has been happening in the financial world these days – acquisitions, failures, and so forth – people can get easily confused about who’s who, and the bad guys are taking advantage of it,” Valderrama added. “The Internet has experienced waves of DNS attacks that are causing serious security problems for Internet-based financial services companies. This is making it even more imperative for firms like ours to take advantage of EV. Inexplicably some of our competitors have not yet signed up – they must not realize what a deal breaker not having EV can be.”

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



*"Investors Trust wants to make sure its online platform is safe and secure thereby providing its customers peace of mind that they are visiting the genuine Web site and that their transactions are safeguarded with the highest possible security measures from trusted industry leaders such as VeriSign."*

Michael Valderrama,  
Chief Technology Officer  
Investors Trust Assurance

The implementation process was straightforward for Investors Trust. The staff spent very little time installing EV, following step-by-step instruction provided by the VeriSign support team. They installed the EV certificates across all of the servers they employ in order to provide redundancy – especially important for disaster recovery planning.

#### **+ Firefox 3.01 Usage Jumps from 40% to 91% in a Single Month**

Investors Trusts hosts Global Conventions for its network of independent financial advisors every year. During its August 2008 Convention, Investors Trust took the occasion to explain the benefits of EV SSL and its importance to investors as well as provide a complementary bit of counsel: stay up to date on browser versions to maintain security at peak levels.

The impact was profound, showing how much investors value security. According to Investors Trust measurements, the number of Investors Trust customers using Firefox 3.01 jumped from 40% in the month before the Convention to 91% the month after and to 96% the month after that. Valderrama added that "the first thing our customers using Firefox did after the Convention was to upgrade their browsers which clearly tells us that they care a great deal about the benefits of high-security browsers. It also tells us how much they appreciate the comfort that the Extended Validation green bar gives them."

At the 2009 Global Convention, Investors Trust plans to announce the next advancement in its customer data security arsenal – VeriSign Server-Gated Cryptography (SGC). SGC provides the strongest level of encryption, even for users of older browser versions that inherently support only much weaker 40- or 56-bit encryption. "We want the peace of mind to know that all of our customers, even those who are ill-equipped on their own to fend off cyber thieves, can rest assured that the information they provide to Investors Trust is safely and securely transmitted," said Valderrama. "That's what VeriSign SGC technology does and which is why it is a driver for why we'll be moving to that type of certificate shortly."

#### **+ VeriSign is the Name People Trust for Online Security**

Investors Trust is weathering the current economic storm well, and is convinced that its use of the ultimate in customer data security is a big reason why. That means not only SSL, EV, and SGC, but also the company it chose to provide these technologies. "There are many places we could have gone to get EV, but we never considered anybody but VeriSign," Valderrama explained in conclusion. "I never heard of a lot of these CAs, and if I haven't heard about them you can be sure most of our customers haven't either. VeriSign is recognized and world renowned for security. Its reputation is unparalleled for leadership in real solutions for real business people. It's like a stamp that says you're protected here. The Internet is a jungle these days, and customers need to know when they're in a safe haven. That's why we use EV, and that's why we use VeriSign."

#### **+ 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](http://www.Verisign.com.au) for more information.**

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