



CASE STUDY



The rise of a global super team.

Manchester United know the importance of using the best defence.

“Like Manchester United, any e-commerce site should have the best defence in place in order to keep winning”.

Stewart Rowe
Head of IT, Kitbag



Extended Validation SSL Certificates

Extended Validation (EV) SSL allows visitors using the latest generation of browsers to clearly see a business official company name in the display to the right of the URL. For example, if you use Internet Explorer 7 to access a secure page on Manchester United's Online Megastore, the URL address bar will turn green because their Web site is secured with an EV SSL Certificate. This proves that it is a truly authenticated Web site. Furthermore, as with all sites secured by EV Certificates, the display next to the green bar will toggle between the company name listed on the certificate and the Certificate Authority that issued the certificate.

+ Overview

The name Manchester United needs no introduction. Formed in 1878, as Newton Heath LYR (Lancashire and Yorkshire Railway), becoming Manchester United in 1902. The club has grown from a local football team to a globally admired empire.

As their worldwide fan base has grown, the club has sought to provide them with a first class service. Wherever they may be, fans can apply for tickets, buy merchandise, learn about the latest news and interviews, access up to-the-minute match information, get free downloads, enter exclusive competitions, and so much more – all through <http://www.manutd.com> which has become the number one destination for Man Utd. supporters far and wide.

Kitbag were chosen to work alongside the ManUtd.com team based at Old Trafford to design, launch and support the ongoing day to day running and delivery of their official Online Megastore - <http://store.manutd.com/> which was launched in 2003 and remains an integral part of their main website.

Beyond their own sports merchandise e-commerce site, Kitbag are responsible for the success of 11, soon to be 12, online stores for some of the leading worldwide sports brands including Manchester United, Chelsea, Barcelona, West Ham, Portsmouth and The Football Association. They also manage the official England Cricket Store <http://store.ecb.co.uk> and will later this year open the official Formula One web store.

+ Key Challenge

Kitbag have been a VeriSign customer since 2000 and have historically used VeriSign Secure Site Pro with Server Gated Cryptography (SGC)-enabled SSL Certificates, to help secure the websites they manage. SGC Certificates help them ensure that virtually every site visitor is protected by the industry recommended minimum of 128-bit encryption – a key factor when considering the global nature of Manchester United's fan base.

Stewart Rowe, Head of IT for Kitbag comments “One of our main challenges has always been to ensure that our customers feel confident when it comes to making payment. Our business is e-commerce, and we know that the right combination of usability and security is fundamental to a website's success”. With the introduction of Extended Validation (EV) SSL Certificates at the end of 2006, Kitbag knew that their premium sites needed to migrate to the latest standard of SSL.



So the world can: **do business online!**



“We’re always keen to adopt new technologies, and Extended Validation SSL from VeriSign has allowed us to make security easier and more visible to our customers - anything that helps us build trust online is a must” Rowe adds.

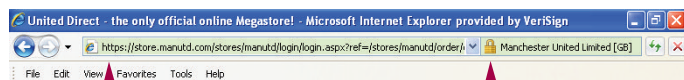
VeriSign EV SSL Certificates offer online businesses and consumers a visible and widely recognised level of protection from increasingly sophisticated Internet scams. EV SSL contains a number of user interface enhancements aimed at making the identification of a secure and authenticated site much simpler to the end user. New browsers, like Internet Explorer 7, display EV SSL Certificates differently to traditional SSL Certificates. EV SSL Certificates trigger the browser address bar in IE7 to change to an eye-catching green colour. This change is immediately evident to website users and delivers a confidence-building effect. In fact a Tech Ed study highlighted that 93% of participants said they would feel more secure doing business with a site with the green EV bar¹.

“Online fraud and the risk of identity theft are very real threats to consumers so the introduction of Extended Validation is a giant leap forward in terms of web security. More and more consumers are beginning to see the green bar appear and we know we need to be a part of that. We manage extremely important e-commerce sites for leading super brands that cannot be compromised in any way. Migrating to VeriSign Extended Validation SSL Certificates was an easy decision for us, helping us ensure that our customers receive the best protection available to them” continued Rowe.

+ Solution

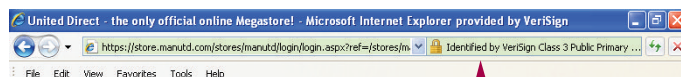
Kitbag upgraded Manchester United’s Online Megastore SGC SSL Certificate to a VeriSign Extended Validation with SGC SSL Certificate on 19th October 2007. Rowe said “at first the authentication process seemed much more complicated but VeriSign’s support was absolutely fantastic. We have 12 SSL Certificates overall, and after migrating Manchester United’s Online Megastore, we feel confident that we will easily be able to move the majority of our brands across to EV by the end of March”.

35% of visitors to the Online Megastore -<http://store.manutd.com/> already use Internet Explorer 7 and these visitors can already benefit from seeing the additional security cues that EV provides:



The address bar turns green to show customers that the Web site is highly authenticated and secure.

The padlock has been raised to eye level, and users can click on it to view further details about the certificate and the certificate issuer.



Security status bar toggles between Man Utd. and VeriSign, the Certificate Authority that performed the Extended Validation authentication.



¹ Tec-Ed Whitepaper: VeriSign Extended Validation Research Study October 2007



To ensure that the additional security is clear to everyone, they have also posted the VeriSign Secured Seal on Man Utd. Megastore's home page in addition to the checkout pages.

Choosing Extended Validation SSL Certificates with SGC from VeriSign means that Manchester United Megastore customers not only benefit from the additional security that EV offers. Every single visitor also continues to benefit from SGC, which ensures that those using certain older browsers or operating systems will be able to benefit from the strongest level of encryption available to them.

The importance of using the best defence cannot be underestimated for a brand like Manchester United. VeriSign SSL secures the store site so visitors can purchase, login to their account, update their registered details such as their billing address and contact phone numbers, change their password, manage their delivery address books, review their order history, check the current status of outstanding orders, and update their opt in to communications. "We feel confident that by implementing user friendly, cutting edge technology from a leading supplier like VeriSign, our customers can feel confident in using our websites" comments Rowe.

Hundreds of thousands of fans visit Manchester United's Online Megastore every week and VeriSign helps to ensure that every single transaction is secure. Together VeriSign and Kitbag enable Manchester United to keep a clean sheet against internet criminals.

+ Moving Forward

Future developments for Manchester United's store will certainly be exciting for the 139 million core fans that they have. Kitbag are already in the process of developing a next generation site for them based on new technology, enabling an even more involving and interactive customer experience.

When it comes to security, Kitbag are committed to using VeriSign EV SSL Certificates on any new sites they develop. Rowe adds "like Manchester United, any e-commerce site should have the best defence in place in order to keep winning".

+ Why VeriSign?

Rowe continues "Kitbag knows through experience that VeriSign is the only company to consider in the SSL market, their levels of service and products have proved to be second to none."

VeriSign, Inc. (NASDAQ: VRSN) is the leading provider of intelligent infrastructure services. With unparalleled experience in the Internet, telecommunications and security space, VeriSign enables businesses, government organisations and individuals around the world to find, connect, secure and transact across today's complex global voice and data networks.

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 Extended Validation SSL Certificates.

Additional information about Extended Validation SSL and VeriSign can be found on our Web site www.Verisign.com.au

