

> SMB SNAPSHOT Primadesk



As cloud-based services proliferate—think Gmail, Dropbox, Evernote, Flickr, Facebook, and the like—our content has become increasingly fragmented. Users need a single virtual desktop where they can search for, and act on, all their cloud-stored documents, pictures, and information.

That's the challenge Srinivasa Venkataraman—he goes by Venky—has solved with Primadesk. "Primadesk is a cloud desktop," explains Venky, Primadesk's CEO and co-founder (with CTO Conrad Herrmann). "We support more than 30 different services, allowing our users to manage all their cloud content in one place." More than 130,000 people use Primadesk, a number that grows daily.

THE CHALLENGE

Creating Primadesk is a technical challenge—Venky has eight developers working on it—but getting people to use Primadesk is a different challenge. In order to consolidate a user's cloud services, that user must entrust their usernames and passwords to Primadesk. "We are a small company, and we need people's trust," he explains. "It's important for people to know that they are giving their credentials to a credible company."

Protecting users has been top-of-mind since Primadesk was founded in 2009. "My co-founder and I both have a security background," Venky explains. "Right from the beginning, we've cared about security. That's why, immediately after we started the company, we bought Extended Validation from Symantec."

THE SOLUTION

Specifically, Primadesk purchased the Extended Validation Secure Sockets Layer (EV SSL) Secure Site Pro certificate in Symantec™ SSL. EV SSL encompasses three services, Venky explains.

First, there is the SSL certificate itself, which secures the connection between Primadesk's servers (which reside in the Amazon Elastic Compute Cloud, or EC2) and its users. The SSL certificate also secures credit card transactions for users who

choose Primadesk's paid services or cloud backup. Second, EV SSL includes periodic vulnerability assessments of the Primadesk website by Symantec's security experts. This verifies for the Primadesk team that their site is secure. Third, Primadesk receives a Symantec Code Signing certificate with its EV SSL purchase, which verifies and protects downloadable code and applications. This gives Primadesk users confidence when they download and run executable files from the site.

THE BENEFITS

Venky looked at other SSL providers, but chose Symantec for its strong reputation and name recognition. He also appreciated Symantec's vetting process. "Sometimes a new website is more paper than people—they can't be identified," Venky says. "But users can trust that we are who we say, because Primadesk has been verified by Symantec."

That information is also important to people who evaluate online services. "Whenever we talk to the analysts who cover this area, their first question is always, 'Why should people give you all their credentials?'" Venky explains. "When they see that Norton Secured sign, they know users can trust us."

Indeed, the primary benefit from Symantec SSL EV is user trust, Venky says. "The lock in the address bar, and the 'Norton Secured, Powered by VeriSign' badge, give users a lot of confidence that we're going to protect their credentials," he says.

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Srinivasa Venkataraman
CEO and Co-Founder,
Primadesk

THE ORGANISATION

WEBSITE: www.primadesk.com

INDUSTRY: Business Services

EMPLOYEES: 8

HEADQUARTERS: Novato, California, U.S.A.

THE SOLUTION

• Secure Site Pro with EV SSL Certificates

WHY SYMANTEC?

- Trusted Seal
- Confidence in protection

THE INFRASTRUCTURE

- Cloud-based infrastructure with customer and employee access from personal devices - company is completely virtual, employees bring their own devices
 - Amazon Elastic Compute Cloud (Amazon EC2) servers
- Amazon Simple Storage Service (Amazon S3) storage

