

> SMB SNAPSHOT SCANDINAVIAN DESIGN CENTER



Launched in 2002, ScandinavianDesignCenter.com (SDC) is an e-commerce platform selling Scandinavian-designed home décor to consumers worldwide. The company offers more than 170 trademarks and brands

to customers in over 70 countries on all continents except South America, and ships packages in just four to six days from Sweden to locations around the globe.

THE CHALLENGE

Knowing that fraud is a top concern for e-commerce customers everywhere, SDC understood the importance of assuring online shoppers that all transactions on the company's site would be safe. "Imagine figuring out if you want to buy from this place you've never heard about," says Jörgen Bödmar, CEO at Scandinavian Design Center. "Trust is a necessity to make that business happen. A fraction of doubt in security will mean a loss of business."

THE SOLUTION

Before launching the website in 2002, SDC took a close look at a number of SSL certificate vendors. Bödmar and his team came to a clear conclusion: VeriSign was the gold standard across the e-commerce industry, and associating with a trusted brand would be key to winning customers' trust. "When we started, we knew that the American market had extraordinarily strong potential," says Bödmar. "It was therefore essential for us to choose an SSL vendor that is well-known in the United States. At the same time, we had ambitious plans for expanding into other global markets, so we needed to choose an SSL provider that held substantial weight outside of America as well. The clear winner on both fronts was VeriSign SSL (now from Symantec)."

In 2007, SDC opted for the VeriSign Extended Validation (EV) SSL Certificate. Since that time, customers who visit the site have seen the bright green color on the address bar during any transaction. "The VeriSign seal offered a great deal of reassurance to our first customers," says Bödmar. "The green address bar reinforced their

sense of security and helped win their trust. Those two elements played a key role in winning new business when we were still making a name for ourselves."

THE BENEFITS

When Symantec made the transition from the VeriSign seal to the Norton Secured Seal, SDC wanted to determine the impact of the change on consumer behavior. After thorough A/B testing in February and March 2012, the company found an impressive 8% increase in conversion rates, confirming that the Norton name carried even greater clout than VeriSign. "We had tremendous confidence in VeriSign, so we were of course very curious to see how this transition might impact our business," says Bödmar. "The results speak for themselves. Our customers clearly trust the Norton name."

Going forward, SDC sees no reason to change course when it comes to SSL. "Since our company's inception a decade ago, we've depended on VeriSign to give our customers the confidence they need to order Scandinavian-made products directly from Sweden, even if they have never heard of our site before," says Bödmar. "That's invaluable. And with the transition to Symantec and Norton, we're prepared for the next decade of bringing great design to customers anywhere in the world."

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—Jörgen Bödmar

CEO, Scandinavian Design Center

THE ORGANIZATION

WEBSITE:

www.scandinaviandesigncenter.com

www.scandinaviandesigncenter.de

www.scandinaviandesigncenter.no

www.designonline.se

www.scandinaviandesigncenter.fi

INDUSTRY: Home Furnishings e-Commerce

EMPLOYEES: 15–25

LOCATION: Kalmar, Sweden

THE SOLUTION

- Norton™ Secured Seal
- Symantec Extended Validation (EV) SSL Certificates

WHY SYMANTEC?

- Industry-leading security provider recognized by customers around the world
- Green EV SSL bar helps ensure that customer data is safe



SCANDINAVIAN DESIGNS

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