

## Actinic selects GlobalSign for Extended Validation SSL Certificates

Founded in 1996, Actinic Software Ltd is a specialist developer and provider of ecommerce products for small to medium sized businesses and a leading supplier of electronic point of sale (EPOS) and multi-channel retail technology. As the UK's ecommerce software market leader, Actinic provides software solutions for thousands of retailers, on and offline. Headquartered in Surrey, UK, Actinic consists of over 55 employees in 6 countries.

Actinic offers a full range of ecommerce products, from entry-level packages for self-builders (Actinic Express and Actinic Catalog) to applications for more advanced and higher volume

sites (Actinic Business, Business Plus and Enterprise) and store-building tools for professional web designers (Actinic Designer and Client packages). Actinic's EPOS hardware and software is designed for independent retailers, comprising of computerised till systems from low-cost single till options to sophisticated multi-store solutions. Other business services that Actinic currently offer include web hosting, domain name registration, hosted shopping cart services and support and training programs. Actinic's prestigious UK users include the Royal Opera House, British Film Institute, The Royal Navy and Land of Leather.

### Staying one step ahead of today's security threats

With the increase of e-commerce, organisations and customers alike are faced with ever increasing security threats, for example, phishing attacks, credit card fraud and identity theft. As Actinic's core business is online focused, the organisation has always been dedicated to staying one step ahead of potential threats by protecting its clients and client customers from these growing number of security issues, in order to provide the best possible service and retain the highest levels of confidence.

### Developing areas that impact ecommerce

- Introduction of PCI DSS – no longer acceptable to store and process credit card details unless PCI DSS
- Growing concerns regarding increased security threats
  - Vulnerability of transferring sensitive data over unsecure Internet
  - Increase of phishing attacks
  - Fraud and identity theft
  - Falsified/copy cat websites

With the introduction of Payment Card Industry Data Security Standard (PCI DSS), developed by major credit card companies as a guideline to help organisations that process card payments prevent credit card fraud, cracking and various other security threats, it is now unacceptable for small companies to store and process credit card detail, even in encrypted form, unless they are PCI DSS compliant. The majority of small and medium sized organisations are only able to comply with this standard by outsourcing their payment processing to a specialist provider (such as Actinic).

It is essential that Actinic's online transactions, data transfers, network traffic and digital communications have a secure platform from which to be delivered and processed. The information being transmitted over the Internet needs to retain its confidentiality - the data needs to remain integral, and the organisation needs to assure customers of their authenticity. Not only is it important for Actinic's payment websites to remain secure, but also the sites they hosting on their customers behalf.

### The Solution

- Introduction of Actinic Payments - Actinic's PCI DSS compliant payment system
- SSL - Secure Socket Layer, providing secure channel between two machines operating over the Internet or internal network

Actinic's new online payment system (Actinic Payments) was developed to provide customers with a secure payment system that was PCI DSS compliant, enabling small and medium sized organisations to continue processing credit card transactions online. By operating such a payment system, Actinic has also resolved many of the problems associated with third party providers, as Actinic's payment infrastructure works coherently alongside its ecommerce software, offering a one stop shop for sales and support for both the ecommerce package and payment gateway. This in turn provides merchants with 100% PCI DSS compliancy and a range of other security benefits. Actinic Payments is powered by the proven Creditcall payment infrastructure.

SSL is an essential operational security requirement for Actinic and all organisations offering Internet based services. When a website is using a traditional SSL certificate, a padlock symbol is displayed in the address bar to alert users of the presence of SSL - indicating the site is enabled to carry out secure transactions. An unprecedented increase in online fraud, falsified websites and phishing attacks in recent years has lead to the requirement for a more visible means of identifying who is behind a specific web site – Extended Validation (EV) SSL.



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Formed in 2005 by the CA/B (Certificate Authority and Browser) Forum (including leading Certificate Authorities including GlobalSign, and Browser vendors Microsoft, Mozilla and Opera), guidelines were standardised concerning vetting and issuance procedures of SSL Certificates. These guidelines require companies to go through a more thorough and complete company validation process, including company existence checks, identity checks and checks into whether the company named in the certificate has authorised the issuance of the SSL certificate.

Throughout 2007 browser vendors released enhanced versions of their browsers, capable of identifying which SSL certificates were the new Extended Validation certificates. These next generation browsers activate the new green address bar and enable the padlock area to alternate between the organisation name and country. This immediately tells customers they are a secure, trusted and authentic company, with a highly visible means for any visitor to see the company's verified identity. Utilising the latest SSL technology for websites inevitably increases customer confidence – an essential factor for increasing revenue and reducing abandonment rates. For customers who wish to assert the highest levels of authenticity, EV SSL is the only solution.

### The GlobalSign Difference

With the introduction of the GlobalSign EV SSL certificates and their support by major browsers, Actinic decided to adopt this standard from the outset - protecting all three of its payment web sites with the highest levels of SSL technology. Actinic has also recently made the decision to switch to GlobalSign from another leading SSL provider. As a leading Certificate Authority with over ten years experience of securing identities, websites and transactions, Actinic chose GlobalSign's SSL product offerings due to the following benefits:

#### Corporate Background

- WebTrust accredited Certificate Authority
- Credible 10 year corporate history and backing as part of the GMO Internet Inc group of companies
- Innovation - a long history of listening to the customer and building solutions based on customer requirements
- Local UK based office for account and technical support

#### SSL Features, Benefits and Options

- Simplified product range – with EV SSL readily available
- Competitive pricing
- Superior feature offerings
  - Recognised by all popular browsers and mobile devices
  - Guaranteed strongest encryption strength (SGC free of charge)
  - Extended server licences promo – 3 licences included with each certificate
  - Extensive warranties – underwritten by insurance
  - Free SSL Installation Healthcheck
- Dedicated account management and technical support services

### In Summary

By developing a new payment system, Actinic can now provide a secure, easy, one stop shop ecommerce solution to customers, to enable them to operate a compliant website to trade online. With the use of Extended Validation SSL Certificate technology, Actinic has shown its customer base firm commitment to security and to the prevention of increasing threats that e-commerce is faced with today. Actinic can easily and visibly prove its websites are authentic and educate customers with regards to individual security protection. By developing Actinic Payments and adopting GlobalSign's EV SSL, Actinic is providing customers with the latest superior ecommerce systems and secure networks for online trading and further improving Actinic's status, competitive edge and brand image - all essential features in ensuring Actinic retains its market leader position in today's e-commerce enabler market.

### Learn More

For more information about Actinic Software's products and services visit [www.actinic.co.uk](http://www.actinic.co.uk)

For further information about GlobalSign and EV SSL Certificates please contact [sales@globalsign.com](mailto:sales@globalsign.com)