

> SMB SNAPSHOT ASIAPAY LIMITED



Founded in 2000, AsiaPay is a premier electronic payment solution provider for banks and merchants. AsiaPay is also a leading certified international 3-D Secure vendor in Asia for Visa, MasterCard, American Express, and JCB in Asia.

Headquartered in Hong Kong, AsiaPay offers its advanced e-commerce platform, comprehensive payment solution and quality merchant service to merchants, with ten offices across Asia including Singapore, Malaysia, Thailand, Philippines, Mainland China, Vietnam, and India.

PayDollar.com, an integrated web-based payment service platform of AsiaPay that allows merchants to securely process hundreds of thousands of payment transactions per day for merchants across six Asian countries.

THE CHALLENGE

AsiaPay recognizes that online fraud is a foremost concern for customers and merchants around the globe, and that fortifying consumer confidence is critical to its clients' reputations. "Our clients need to offer their customers a high level of trust to make them feel safe when making purchases," says Alvin Chan, Senior Sales and Marketing Manager of AsiaPay Limited. "Secure transactions are of utmost importance to everyone involved."

When AsiaPay launched PayDollar.com in Hong Kong, the company relied on an SSL vendor that was familiar to the Chinese market. But when the company began expanding PayDollar.com to new countries in 2006, AsiaPay began looking for an SSL certificate vendor that could enhance the credibility of PayDollar.com on an international scale. "As our business grew into more markets, we recognized the importance of choosing an SSL certificate trusted by customers everywhere," says Chan. "We needed to align ourselves with a brand that had already paved the way in terms of global recognition."

THE SOLUTION

AsiaPay conducted thorough research of several major SSL certificate providers, concluding that Symantec was the most trusted security provider worldwide. "We're constantly trying to equip our merchants with the best security tools possible," says Chan. "We chose Symantec because it gives them the clout they require to gain customers' trust, wherever their customers might reside."

AsiaPay opted for the VeriSign Extended Validation (EV) SSL Certificate on PayDollar.com. Since 2009, customers who visit the site have seen the bright green color on the address bar during any transaction, reassuring them that their financial information is secure.

THE BENEFITS

The switch from its previous SSL certificate vendor to the VeriSign Secured Seal was seamless. Chan says that the success of the transition holds true to this day, as AsiaPay has never contacted Symantec's customer service for any SSL certificate issues. "From the beginning, the switch to Symantec caused zero hassles," says Chan. "We don't need to worry about it. It just works."

When Symantec made the change from the VeriSign seal to the Norton Secured Seal, AsiaPay wanted to determine the impact of the switch on consumer behavior. The company completed its unbiased A/B testing in April 2012, finding a notable 5% increase in conversion rates. Chan believes that more visitors are willing to submit their personal details because of Norton's association with antivirus software. "Norton has a strong association with security software across the globe," says Chan. "That obviously strengthens consumers' confidence in the safety of their information."

Chan thinks that the Norton Secured Seal also enhances AsiaPay's credibility among potential clients. "As an online payment processing vendor, it's important for us to use a top-notch website security provider to distinguish ourselves from competitors," says Chan. "As we expand to more markets, we plan to continue using the Norton Secured Seal to nurture consumer confidence and give ourselves a competitive edge."

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—Alvin Chan

Senior Sales and Marketing Manager
AsiaPay Limited

THE ORGANIZATION

WEBSITE: www.paydollar.com

INDUSTRY: Online Payment Gateway Solutions and Services

EMPLOYEES: 90

LOCATION: Hong Kong

THE SOLUTION

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

WHY SYMANTEC?

- Industry-leading security provider recognized by customers around the world
- Trusted Website Security Solutions vendor provides confidence for prospective and existing customers

