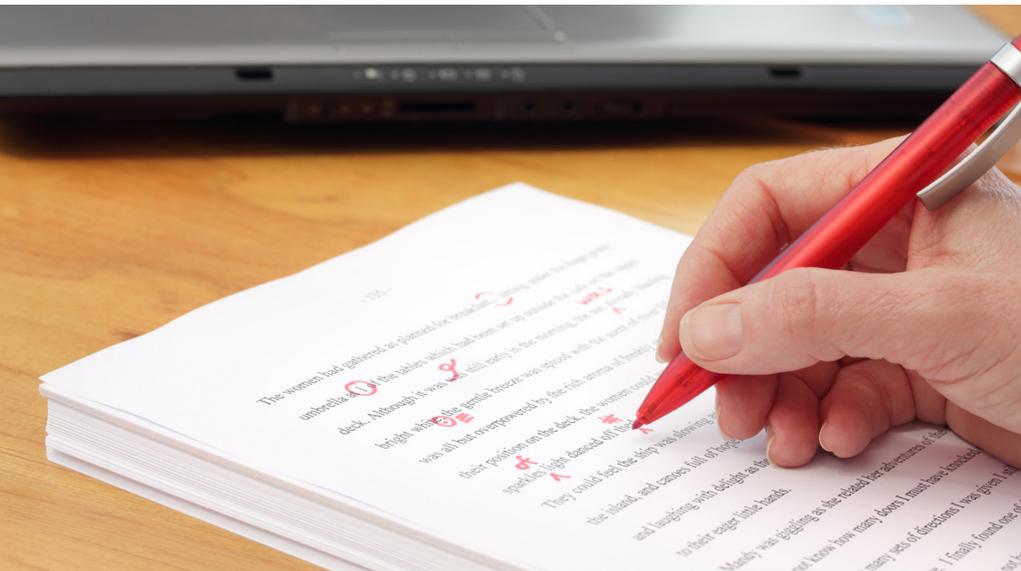# Papercheck

Papercheck is a San Francisco-based company that offers document editing and proofreading services via its web site, www.papercheck.com. The organization's global network of editing and proofreading professionals delivers top quality services at reasonable prices and with fast turnaround times.

> **When we first implemented Symantec Secure Site SSL/TLS with EV on the site, we experienced an 87 percent higher registration rate, which is tremendous. Symantec and the Norton Secured Seal helps assure customers that we've partnered with leaders in security and that we're serious about protecting data.**

Darren Shafae
Founder
Papercheck

THE CHALLENGE

Building trust with customers is the very foundation of Darren Shafae's business. However, when he founded Papercheck in 2003, he faced an obstacle. "People back then were still wary about making transactions online. We wanted customers to use our great editing services but not have to worry about their credit card information," he explains. "As a new company, we needed to get past that hurdle."

THE ORGANIZATION

Website: www.papercheck.com

Industry: E-commerce

Employees: 35

Location: San Francisco, CA

THE SOLUTION

- Norton™ Secured Seal
- Symantec Secure Site SSL/TLS Certificates with EV

WHY SYMANTEC?

- Well-known SSL security provider instills trust in web site
- Extended Validation (EV) SSL Certificates build customer confidence and boost site registrations
- Norton Secured Seal maintains strong conversion rates

Although business was growing, many customers were still reluctant to fill out a registration form—a key first step towards a high percentage of service orders—given their concerns about sharing credit card information and other personal data on the Papercheck site. Shafae knew he needed to provide a clear sign that customer transactions were safe.

THE SOLUTION

To give customers the confidence they need to make purchases on Papercheck's web site, Shafae selected Symantec Secure Site SSL/TLS Certificates with EV (Extended Validation). On why the company picked Symantec, Shafae explains, "Symantec is at the forefront of encryption and security, so it's important to spend money to assure customers you're encrypting their sensitive information and authenticating the site's ownership."

To increase confidence even more, Shafae selected and placed the Norton Secured Seal on the Papercheck site. "The process was seamless and easy with online tools, and ways to check if the seal was installed and displayed properly," Shafae says about the implementation process.

"Our customers are familiar with the Symantec and Norton brand so feel comfortable transacting on our site when they see the Norton seal. And it gives us credibility that we're investing in enterprise-grade security with Symantec," he adds.

THE BENEFITS

After implementing Symantec Secure Site SSL/TLS with EV on Papercheck.com, Shafae saw a dramatic 87 percent increase in registrations. "We never thought we'd see that big a lift," he says. "We were blown away by the impact of EV, and we've continued to see a strong registration rate. It's turned out to be an incredible investment." Now that Papercheck.com features Symantec EV SSL and the Norton Secured Seal, Shafae looks forward to achieving even greater success.

For more information:

Contact your local Symantec sales representative or business partner or visit go.symantec.com/ssl.

For product information, call:

- **United States:** +1 866 893 6565 or +1 520 477 3111
- **Canada and Latin America:** +1 520 477 3111
- **United Kingdom:** 0800 032 2101 or +44 (0) 203 788 7741
- **EMEA:** +353 1 793 9053 or +41 (0) 26 429 7929
- **Hong Kong:** +852 3011 4683
- **Singapore:** +65 6622 1638
- **Australia and rest of APJ:** +61 3 9674 5500

Symantec World Headquarters

350 Ellis St.
Mountain View, CA 94043 USA

About Symantec

Symantec Corporation (NASDAQ: SYMC), the world's leading cyber security company, helps organizations, governments and people secure their most important data wherever it lives. Organizations across the world look to Symantec for strategic, integrated solutions to defend against sophisticated attacks across endpoints, cloud and infrastructure. Likewise, a global community of more than 50 million people and families rely on Symantec's Norton and LifeLock product suites to protect their digital lives at home and across their devices. Symantec operates one of the world's largest civilian cyber intelligence networks, allowing it to see and protect against the most advanced threats. For additional information, please visit www.symantec.com or connect with us on Facebook, Twitter, and LinkedIn.