CASE STUDY

VERISIGN® TRUST™ SEAL AND CODE SIGNING CERTIFICATES LIFT SOFTWARE VENDOR CONVERSIONS BY 2,500%

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Shade Software Solutions is a development and consulting company that specializes in data management and financial systems integration. A Microsoft® Gold Certified Partner, Shade Software offers several programs—including Shade DX, Yascu, and Yascu Mirror—designed to be small in size yet powerful and easy to use. Founded in 2006, the company is headquartered in Lake Worth, Florida.

CHALLENGE: BUILD CONFIDENCE IN NEW SOFTWARE TOOL AND WEB SITE

For Lasell Anderson, founder and CEO of Shade Software Solutions, making sure that his company's software runs smoothly is critical to client satisfaction. That's why his team developed a simple screen capture and presentation tool that could be used with the company's financial software. "We needed a fast, easy way to document tasks on the client side and internally, so we decided to go ahead and develop our own program to handle it," Anderson says.

After creating the software in 2008, Anderson quickly realized that it could be a successful release on its own. He named the program Yascu and officially launched it in 2009. "Yascu is different than the software we're used to developing, but we wanted to try and spread our wings beyond financial services and grow into other types of software and service areas," he says.

Yascu is a small program—about 100 kilobytes—and doesn't require installation, facts that make it easy to use, but may also raise questions about the software's safety. "Because Yascu is so tiny, some people may have a hard time believing it really works, or might even think that it's malware," Anderson says. "Even worse, anyone could grab Yascu and host it on their site, making it even harder for us to prove that the program comes from a legitimate software developer."

To address these concerns, Anderson began looking for solutions that the company could use to protect the Yascu software while reassuring visitors that the program's dedicated web site, Yascu.com, was authentic and safe to use.

SOLUTION: WELL-KNOWN SECURITY TO GIVE CUSTOMERS THE CONFIDENCE TO BUY

At the start of his search, Anderson considered several solutions to help ensure the integrity of the Yascu software, but he chose VeriSign® Code Signing Certificates based on their reputation for strong security. "There was a chance that Yascu could get hacked as it spread around the Internet, so we knew that using code signing certificates was absolutely critical," he says. "I was already familiar with VeriSign and knew that it was widely recognized. Not only that, but VeriSign has a strong partnership with Microsoft, so it seemed like the best fit for us."

A few weeks later, when Shade Software launched Yascu.com and started selling a pro version of the program online, Anderson wanted to prove that the site was

SUMMARY

Industry:
- Independent software vendor

Business Profile:
- Established business with new product and web site

Key Challenges:
- Build trust in software program potentially vulnerable to hackers
- Inspire confidence in web site dedicated to new product
- Demonstrate company legitimacy to potential customers

Solution:
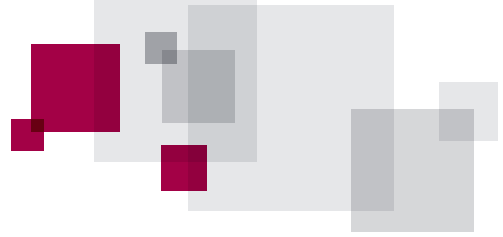- VeriSign® Trust Seal
- VeriSign® Code Signing Certificates

Results:
- Increased conversion rate by 2,500% in two months
- Experienced an average boost in web traffic of almost 70%
- Garnered key contacts with potential business partners

SHADE SOFTWARE SOLUTIONS

genuine and build trust with visitors. To accomplish this, he turned to VeriSign® Trust™ Seal. "We realized that people were coming to Yascu.com from other download sites looking for a legitimate version of the program," he says. "We explored a few options, but the VeriSign seal stood out as the most well-known. With a seal from VeriSign, we could easily show that we were the actual developers and that it was safe to buy from us."

RESULTS: A DRAMATIC BOOST IN CONVERSIONS AND MORE CREDIBILITY WITH PARTNERS

After protecting the Yascu software with VeriSign Code Signing Certificates and displaying the VeriSign Trust Seal on Yascu.com, Shade Software has experienced a variety of benefits, including a dramatic increase in conversions. "Over a period of two months, we saw our conversion rate increase by 2,500 percent, and web traffic at Yascu.com went up by an average of nearly 70 percent," says Anderson.[1] "With more traffic and more conversions, we've seen a big increase in downloads and more sales. The combination of the VeriSign seal and code signing certificates has had a tremendous impact on our business."

According to Anderson, the credibility that VeriSign solutions provide has also helped Shade Software garner a number of new business contacts. "After seeing the VeriSign seal on Yascu.com, there's been a lot of interest in our company and business partners are much more willing to engage with us," he says. "There are a lot of threats on the Internet. Anyone can put an application online and claim that it's safe, but by using VeriSign products, we can reassure partners and customers alike that we're safe to do business with."

FUTURE: EXPANDING THE USE OF VERISIGN SOLUTIONS TO BUILD EVEN MORE TRUST

Going forward, Shade Software will create additional Yascu companion programs while continuing to develop financial services and other types of software. Anderson plans to expand the company's use of VeriSign solutions to protect Shade Software's future releases and web sites. "With VeriSign products, we've been able to increase trust in our company across the board," he says. "We definitely want to build on that success, so VeriSign products will be an important part of our business for a long time to come."

Visit us at www.VeriSign.com for more information.

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—Lasell Anderson, Founder and CEO, Shade Software Solutions