

## Cloud-Based File Transfer Service Increases Sales by 10% with GeoTrust SSL Certificates

TitanFile is a cloud-based file transfer and tracking service that allows users to send confidential documents, video, and other types of files securely over the Internet. Based in Halifax, Nova Scotia, the company also provides recipient identity verification features and intelligent intrusion detection. Founded in 2010 and launched in early 2011, TitanFile has won several awards for innovation, including a Cloudy Award for Best Cloud Newcomer and the Nova Scotia Co-operative Council's Best Big Idea award.

### **Challenge: Safeguard Confidential Files and Boost Appeal to Professionals**

When Milan Vrekic founded TitanFile with his colleague, Tony Abou-Assaleh, they knew the new company would face stiff competition. "There are lots of ways to send files across the Internet, from email to dozens of file transfer sites on the web," Vrekic says, "but TitanFile is not your average file sharing service."

Instead of joining the long list of services with almost identical offerings, Vrekic and his team put their focus squarely on security and decided to target a unique market: professionals in fields where privacy is critical. "We looked at the landscape and saw a need for people working in healthcare, financial services, government, and the legal sector to send and track confidential documents," says Vrekic. "We knew that a cloud-based solution that was easy to use yet highly secure would have a wide appeal."

Given the company's emphasis on security, finding a reliable SSL provider with a strong, credible reputation was a top priority for Vrekic. "Our business rests on our ability to protect our customers' confidential information, so we knew that selecting the right SSL security was going to be key to our success," he says.

### **Solution: Credible SSL Security Highly Recommended by Experts**

Initially, TitanFile used SSL certificates from a different vendor, but Vrekic soon discovered that they caused compatibility problems with BlackBerry mobile devices. After a thorough search, the TitanFile team decided to switch to GeoTrust. "We made a list of every SSL provider and compared them side by side. We also got the opinions of several outside consultants," says Vrekic. "The fact that GeoTrust offers excellent brand recognition and quick installation made it seem like a great fit for us, something that our security advisors agreed with. They overwhelmingly recommended GeoTrust, so there was no doubt about who we should switch to."

Vrekic also valued the high-quality, personalized customer service that the GeoTrust team delivers. "We wanted to upgrade our SSL certificate, so we called GeoTrust and an actual person answered the phone and helped us," he says. "Not only that, but GeoTrust credited the balance of our old certificate within 24 hours and gave us tips for installing the new one. It's clear that GeoTrust values its relationship with its customers, which is exactly what we were looking for in an SSL provider."

#### **Solution Summary:**

There are numerous options for transferring files across the internet, but TitanFile wanted to set itself apart by underscoring the company's commitment to security. To accomplish this goal, the TitanFile team selected GeoTrust as its SSL provider. With GeoTrust SSL security, TitanFile has been able to boost its appeal to security-conscious professionals in sensitive fields such as law, finance, and healthcare, helping the company realize a 10 percent increase in sales.

#### **Industry:**

- Secure file transfer and tracking

#### **Key Challenges:**

- Protect confidential document transfers and secure user access to files
- Help new company appeal to customers in legal, healthcare, and government sectors
- Enable company to stand out from numerous file sharing tools and services

#### **Solution:**

- GeoTrust® True BusinessID

## Results: Gaining a Competitive Edge and a 10% Increase in Sales

Since switching to GeoTrust SSL certificates, TitanFile has been able to increase confidence in its services, a fact that has had a direct impact on the company's bottom line. "We've done surveys that have shown our customers trust our site more after installing GeoTrust SSL security," says Vrekic. "Thanks to that confidence boost, we've seen our sales go up almost 10 percent.<sup>1</sup> We clearly made the right move when we decided to switch to GeoTrust."

As Vrekic explains, GeoTrust has also helped TitanFile demonstrate its strong commitment to security, something that has helped set the company apart from its numerous competitors. "Many of our customers work at government agencies, law firms, and other environments with strict security requirements," he says. "With GeoTrust SSL security, we're able to meet compliance standards and make TitanFile a viable option for those customers. That gives us a big advantage over other file transfer services."

## Future: Securing Continued Growth with GeoTrust SSL Security

Looking forward, TitanFile plans to continue improving its product and expanding its customer base. As the company grows, it will continue to rely on GeoTrust for its SSL security. "GeoTrust has helped us strengthen our proprietary security solutions and create a well-rounded secure file transfer system," says Vrekic. "We are very happy with our relationship with GeoTrust and are excited to see continued growth."

## About GeoTrust

The internet's one million most-visited domains rely on GeoTrust SSL more than any other certificate authority.\* GeoTrust is the largest low-cost SSL brand solely focused on security. With GeoTrust, you get inexpensive SSL without sacrificing convenience, choice or reliability. We're a trusted security partner with a proven track record for reliability, quality and convenience.

### Results:

- Boosted sales by 10%
- Eliminated security compatibility issues experienced by BlackBerry mobile device users
- Experienced significant increase in user confidence measured in customer surveys
- Helped customers in sensitive industries meet strict compliance standards

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—Milan Vrekic,  
Co-Founder,  
TitanFile

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<sup>1</sup> Results based on customer measurements comparing sales metrics before and after the implementation of GeoTrust SSL for a period of approximately 60 days. Other factors, such as online advertising campaigns, may have influenced results. Symantec does not guarantee that other web sites will experience the same or similar results.

\*August 18, 2011: Netcraft Alexa index shows more of the top one million most visited web domains use GeoTrust.