



## CASE STUDY

# Virgin Atlantic Implements Highest Assurance SSL /TLS Technology

## Global airline increases trust and confidence in online services with Extended Validation (EV) SSL

More and more organizations with an online presence have realized the need to fully secure their websites, online transactions, web mail and other next generation online services using the strongest and most trusted level of SSL available in today's market and EV SSL enables them to do exactly this.

GlobalSign has seen a dramatic global uptake in the number of organizations within numerous industries adopting EV SSL, resulting in building higher levels of trust and confidence among website visitors, as well as increasing website sales conversions. Virgin Atlantic is the latest major brand to adopt EV SSL, setting the security standard across the travel and leisure industry.

### EV SSL brings verified brand identity front and center on websites

EV SSL differs greatly from other types of SSL because, along with the standard padlock and https, it prominently displays the website operator's verified organization name directly in the address bar. This provides visitors with visual reassurance that the site they are on is who they claim to be and that their personal information is secure, and gives companies a means of visibly showing they are a trusted and authentic organisation operating a legitimate website.

These extra visual indicators provide a clear business differentiator for online companies taking preventative action against today's relentless phishing attacks. The adoption of EV SSL by Virgin Atlantic clearly shows its customers their strong ongoing commitment to online safety and security.

**"Virgin Atlantic made the decision to migrate their existing standard level SSL Certificates to the latest Extended Validation SSL to provide the highest level of identity trust available to their online customers, GlobalSign were able to deliver the platform and EV SSL products that meet our operational and security requirements and have helped make the switch to EV SSL Certificate straightforward."**

Alex New, IT Architect  
Virgin Atlantic

### About GlobalSign

GlobalSign is the leading provider of trusted identity and security solutions enabling businesses, large enterprises, cloud service providers and IoT innovators around the world to secure online communications, manage millions of verified digital identities and automate authentication and encryption. Its high-scale Public Key Infrastructure (PKI) and identity solutions support the billions of services, devices, people and things comprising the Internet of Everything (IoT).

## AT A GLANCE

Using technology that provides the best defense against phishing, as well as higher levels of trust to website visitors, is essential for an international brand like Virgin Atlantic.

Its customers benefit immediately from the 'glowing green' enhanced protection EV SSL Certificates provide and Virgin Atlantic is setting the online security standard within its industry.

## COMPANY PROFILE

Founded in 1984, Virgin Atlantic has become one of the world's leading airlines serving the world's major cities. Now based at London's Gatwick and Heathrow airports and Manchester airport, it operates long haul services to thirty destinations world-wide as far apart as Las Vegas and Shanghai. The airline has pioneered a range of innovations setting new standards of service, which its competitors have subsequently sought to follow. Despite Virgin Atlantic's growth the service still remains customer driven with an emphasis on value for money, quality, fun and innovation.

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