Secure B-to-B E-Commerce in the Bathroom & Sanitary Equipment Sector Thanks To VASCO's Strong Authentication

VASCO: a global reach beyond banking
VASCO Data Security is the global market leader in strong authentication.
With VASCO's DIGIPASS® and VACMAN® product ranges, companies can protect their networks against uninvited guests and offer their customers and staff, secure remote access to the corporate network, convenient password management and digital signature protected transactions.
VASCO's products are used in over 50 vertical sectors, including b-to-b e-commerce.

Offering banking level security in a b-to-b e-commerce environment
A Belgian vendor of sanitary equipment offers self employed installers the possibility to order material and to pay online.
The company faced important challenges at the start of the project:

1. Security: as a leader in its market, the company wanted to offer its customers the same level of online security that is used by financial institutions;

2. Brand recognition: the application had to be the online extension of the company's corporate identity, with the same look and feel as the stylishly decorated brick and mortar branches;

3. Ease of use: Installers of bathrooms are not necessarily computer geeks. The system had to be easy to use and to maintain.

4. Cost: an online shop helps companies to reduce costs. Therefore, the online system has to be cost effective in many ways, including hidden costs such as support calls, lapsed time to get a system up and running and many more.

VASCO's DIGIPASS® 800, VACMAN® Controller + Smart Card offer user friendly, flexible and cost effective solution

After ample investigation, the company opted for a smart card based solution, including VASCO's award winning DIGIPASS® 800 and VACMAN® Controller strong authentication products.

In a first phase, a branded smart card, with the vendor's logo, was developed and distributed among the installers. The card allowed the customers to get physical access to the vendor's branches. They could also use it to pay their invoices directly to the vendor, without having to go via any third party (financial institution, credit card company).

In a second phase, installers were given the opportunity to place orders online. By realizing this intention, the vendor of sanitary and bathroom equipment transformed into a b-to-b e-commerce company. A big step for the sector, but a tiny step for VASCO's DIGIPASS® 800 and VACMAN® Controller.

Installing VACMAN® Controller is a relatively easy task. In the current case, it only took days to get VACMAN® Controller up and running.

> **VACMAN® Controller is VASCO's authentication backbone. Installed at the server side, the software product coordinates all DIGIPASS® client authentication products. VACMAN® Controller seamlessly supports over 40 soft- and hardware DIGIPASS® authentication tools.**

After the installation of VACMAN® Controller, the vendor massively shipped DIGIPASS® 800 to its customers. The DIGIPASS® authentication secrets were already placed on the smart cards of the end users, which meant that they were fully operational from the moment that they received their VASCO authentication device.
With DIGIPASS® 800, the self employed installers are protected against online risks such as phishing, pharming, Trojan Horses and Man-in-the-Middle attacks.

DIGIPASS® 800 is a secure, intelligent, universal platform that extends strong authentication and digital signature capabilities to all market-leading smart cards, enabling existing smart card environments to give safe and flexible access to banking applications. As a hand-held and platform-independent device, DIGIPASS® 800 functions as a fully portable "security portal" that eliminates the need for a smart card reader and software for any smart card holder.

DIGIPASS® 800

Currently, over 5,000 self employed installers of bathroom and sanitary equipment use VASCO's DIGIPASS® 800 to place and validate orders online, to collect and check loyalty points and to pay invoices.

To log-in to the vendor's system, the customers use the one-time password functionality of DIGIPASS® 800. The validation of orders is secured by VASCO's renowned e-signature functionality.

Thanks to the flexibility of VACMAN® Controller, the vendor or sanitary equipment has added other members of the DIGIPASS® family to its infrastructure, including DIGIPASS® Soft for PDA.

CONCLUSION:

Trusting on VASCO and its products was a logical step to online success for this company. Reasons:

- VASCO has gathered a massive amount of experience and know-how through its market leading position in strong user authentication; with over 500 customers in the financial sector and more than 3,000 corporations.

- VASCO's products are used by more than 25 million people around the globe.

- One of VASCO's strengths is the ability to allow customers to use DIGIPASS® strong authentication as a marketing tool, including corporate logos, colors, collaterals.

- VASCO is responsible for the vast majority of large authentication roll-outs across the globe.

VASCO is the logical partner for any b-to-b e-commerce vendor that wants to offer its customers a secure, flexible and easy to use tool for doing business and for strengthening its brand.

About VASCO

VASCO designs, develops, markets and supports patented **DIGIPASS®** user authentication products for the financial world, remote access, e-business and e-commerce. With tens of millions of **DIGIPASS®** products sold, VASCO has established itself as a world-leader for strong User Authentication for e-Banking and for Network Access for blue-chip corporations and governments worldwide.

www.vasco.com

Belgium (Brussels)	**The Netherlands ('s-Hertogenbosch)**	**USA (Boston)**
phone: +32.2.609.97.00	phone: +31 73 691 88 88	phone: +1 508.366.3400
email: info_europe@vasco.com	email: info_europe@vasco.com	email: info_usa@vasco.com

Australia (Sydney)	**Singapore (Singapore)**	**China (Shanghai)**
phone: +61 2 8920 9666	phone: +65 6323 0906	phone: +86 21 6443 2697
email: info_australia@vasco.com	email: info_asia@vasco.com	email: info_asia@vasco.com