



# **Introducing ScanAlert**

**Building the Trust that  
Builds Your Online Business**

**October 2005**



**LEADERSHIP**

## The world's largest web site security certification service

- Over 65,000 HACKER SAFE® sites in 30 countries
- Customers include B2C and B2B retailers, non-profits, financial institutions, colleges and universities, defense contractors, and city and county governments
- ScanAlert manages “Visa” branded PCI security scanning services for over 100,000 merchants and 700 banks in 22 countries
- More than 100 resellers worldwide
- Global service and support available in English, Japanese, Chinese, Portuguese, Dutch and Spanish



# CREDENTIALS

The only scan vendor partnered directly with Visa



- Daily vulnerability scanning technology recognized to meet the SANS/FBI security test and accredited by all credit card companies (Visa, MasterCard, AMEX, Discover and JCB)
- Audits compliant with all security recommendations of the Department of Homeland Security's National Infrastructure Protection Center (NIPC)



# THIRD-PARTY CERTIFICATION

**Meets Government/Industry Standards**



**1905**

**Meets Government/Industry Standards**

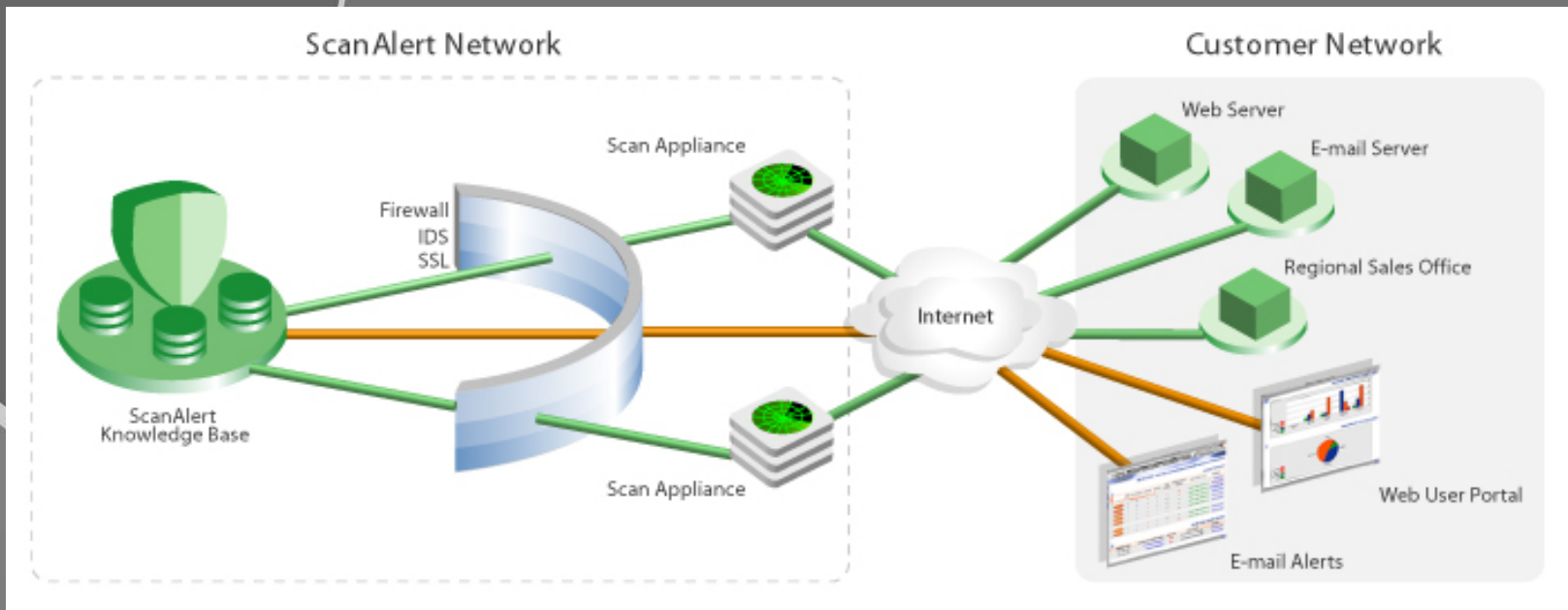


**2005**

“Real-time” Dynamic Security Certification:

ScanAlert's daily security auditing technology allows the HACKER SAFE mark to appear only when a web site's current security status meets the highest published government and financial industry standards

# Scanning Technology Overview



- **Vulnerability Knowledge Base** – updated every 15 min
- **Web Portal and Alert System** – extensive management features
- **Scan Appliances** – located in multiple networks worldwide
- **Security** – SAS-70 data centers with biometric access & 7/24 onsite security
- **CISP Level 1** – only scan vendor certified CISP Level 1 by Visa

## Why ScanAlert was Chosen to Protect Marines.com

### Features not found in other technologies:

- Control depth of web crawler - specify links per page and depth per link
- Specify entry URLs not linked to other pages
- Follow links embedded in Flash
- Accurately test for all types of SQL Injection vulnerabilities
- Handle hostname headers and other aspects of HTTP1.1 protocol
- Automatically login to various types of password protected pages
- Avoid false positives due to unexpected error page content
- Rate limits HTTP requests
- Caches all requests and results to avoid duplicate requests
- Tests multiple web sites on the same server without duplication
- Conducts web application only tests
- No dangerous tests that could crash services

# THE DAILY AUDIT PROCESS

## 1 – Dynamic Port Discovery

65k ports – FW and IDS aware

## 2 - Network Services Pen Test

dynamic – generic & specific tests

## 3 - Web Application Scan

XSS, SQLx, code exposure, etc

## 4 – Alerting

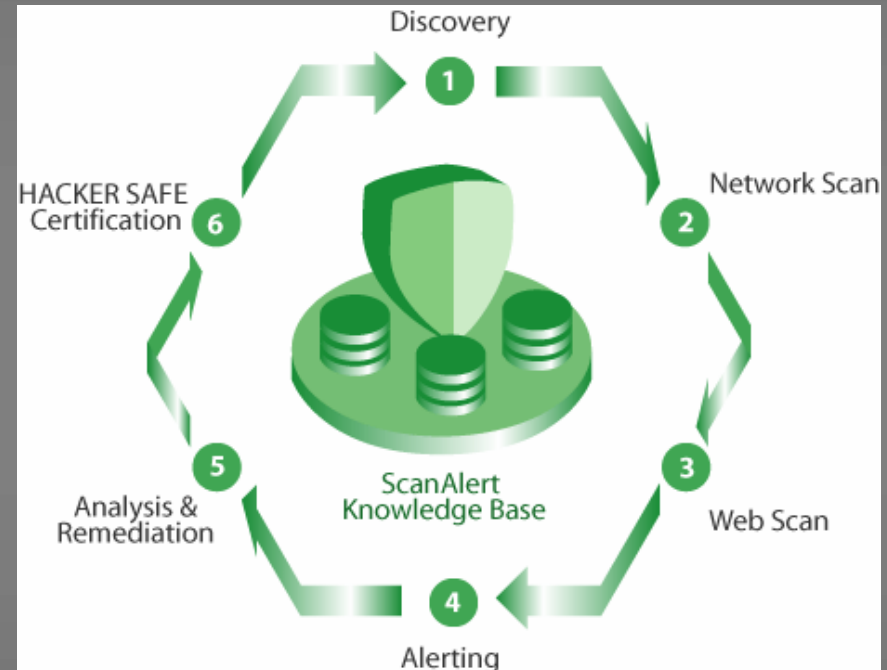
7/24 security emails

## 5 - Analysis and Remediation

vulnerability management portal

## 6 - HACKER SAFE Certification

image served through Akamai



**low bandwidth  
non-disruptive  
non-invasive**



# How Visitors Behave On HACKER SAFE Sites

A/B test sample: >15MM unique visitors (as of Oct. 15, 2005)

Number of sites: 250+ (selling to all demographic groups)

Product types: Wide range of B2C/B2B goods incl. apparel, baby products, cameras, cosmetics, electronics, flowers, furniture, office supplies, optical devices, and recreational goods

Conversion rate increase range: 3% to 33% **Avg. 14.2%**  
**National Brands – 5%-9.5 %**

Results vary proportionally to buyer demographic and price

## Survey Summary (Top 25 Online Retailer)

(30 days)

Total Visitors During Survey: 1,702,575

Total Sales Included in Survey Results: 20,567

Total Sales Seeing Certification: 10,564

Total Sales Not Seeing Certification: 10,003

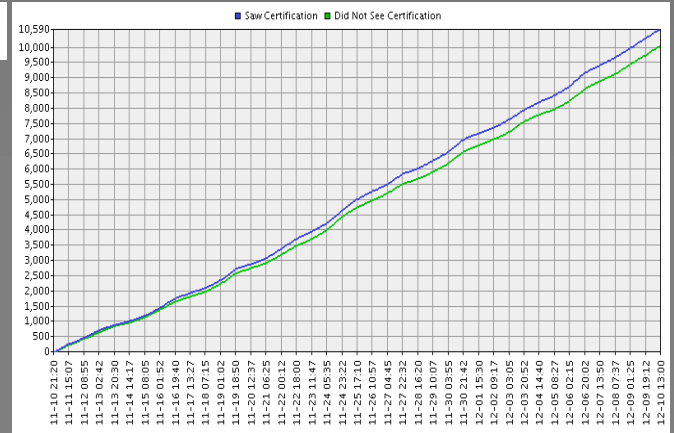
Sales Increase Attributed To Certification: 561 (5.61%)

Avg Delay from First Visit to Sale: 2 days 13:56

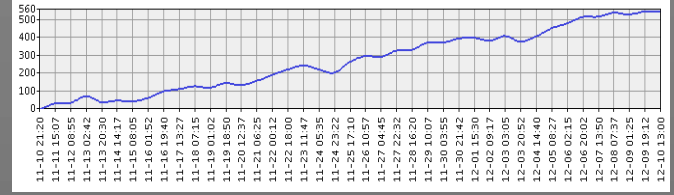
Max Delay from First Visit to Sale: 23 days 16:27

Activity Charts

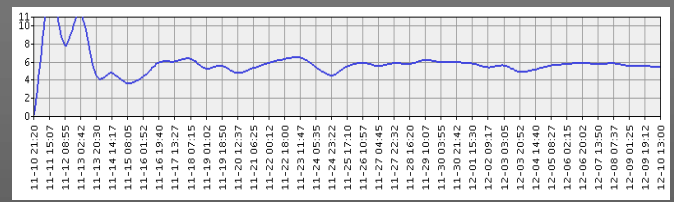
Total Sales



Sales Increase



Percent Increase



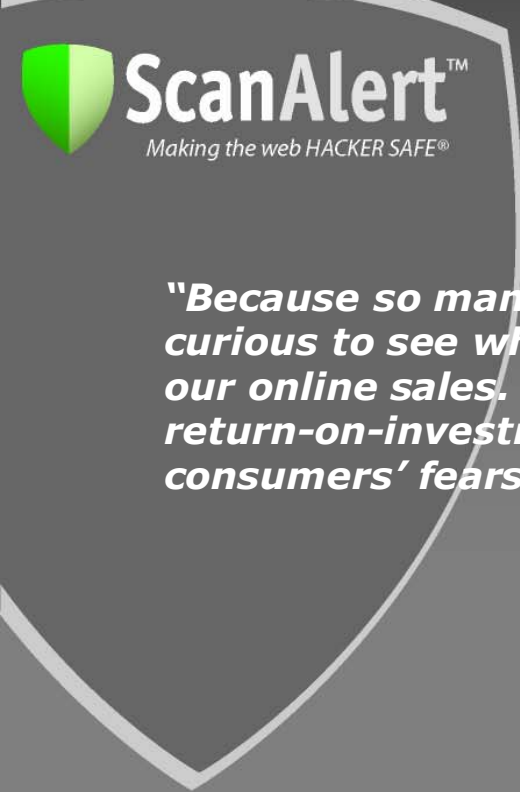
# Yankee Candle's Experience

The screenshot shows the Yankee Candle website interface. At the top, the logo 'YANKEE CANDLE' is on the left, and 'Log In | Register' is on the right. A shopping cart icon shows 'Items: 0' and 'Subtotal: \$0.00' with links for 'View Cart' and 'Checkout'. Below the logo is a navigation bar with links: HOME, Catalog Quick Shop, Online Catalog, Store Locator, Order Tracking, and Customer Service. On the left side, there is a 'Product Search' box with a 'GO' button and a 'Shop by Fragrance' dropdown menu. Below the search box is a 'CLEARANCE OUTLET' section with a 'WHAT'S NEW' link and a list of categories: Candles, Candle Holders & Accessories, Custom Candle Favors, Home Fragrance, Seasonal, Home Décor, Weddings, Gift Baskets & Gift Giving, and Web Exclusives. At the bottom of this section is a link to 'Plan a Visit to South Deerfield, MA'. The main content area features a banner for the 'HALLOWEEN COLLECTION 2005' with images of candles and figurines. The banner text reads: 'ALL NEW. ALL FUN. HALLOWEEN COLLECTION 2005.' Below this, two orange boxes highlight 'ALL NEW BOO-TIFUL HALLOWEEN SWIRL™' and 'ALL NEW GREAT NEW YANKEE® FRAGRANCES'. To the right of these boxes is a quote: 'Witches, ghosts and goblins playfully haunt the growing shadows of the night as the fun of Halloween comes home with magical accents and candlelight.' Below the banner is an email sign-up form with the text 'To receive news on sales and special offers, enter email address:' and a 'SUBMIT' button. At the bottom of the page, there are links for 'About Us', 'Terms & Conditions', 'Privacy & Security', 'Catalog Request', 'Careers', 'Fundraising', and 'Corporate Accounts'. A copyright notice reads '©Copyright 2005. The Yankee Candle Company, Inc. All Rights Reserved.' At the very bottom, there is a 'HACKER SAFE' logo with the text 'TESTED DAILY 25-AUG'.

**12.8% higher conversion with HACKER SAFE**

*"We were skeptical about whether HACKER SAFE certification could boost conversions for an established brand like Yankee Candle, but the A/B test results quickly convinced us. HACKER SAFE certification generated measurable positive results in our conversion rate and has proven to be a very worthwhile investment for our online business."*

Michael Phillips  
Internet Strategist  
Yankee Candle



## Customer Testimonials

*"Because so many of our sales are to repeat customers, we were very curious to see whether HACKER SAFE certification would have any effect on our online sales. HACKER SAFE certification has generated an excellent return-on-investment for us and proven to be an effective way to address consumers' fears about the security of shopping online."*

Mark DiMarzio  
Internet and Catalog Business Unit Manager



*"HACKER SAFE certification of 4wd.com led to a 7% improvement in our conversion rate in 2004, which was worth about \$200,000."*

Henk Van Dongen  
VP of Corporate Marketing



# Some HACKER SAFE Retailers



YANKEE  
CANDLE®

Cabela's®

Callaway  
GOLF

LINENS-N-THINGS

See's  
CANDIES



U-HAUL

abc distributing



HELZBERG  
DIAMONDS

No nonsense®

CUDDLEDOWN  
MANUFACTURING FINE HOME FASHIONS SINCE 1973



Domestications®



RITZCAMERA

FINGERHUT

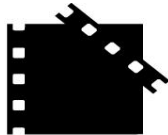
EST. 1830  
WOOLRICH®  
The Original Outdoor Clothing Company®

OXOXO

NETGEAR

frederick's  
OF HOLLYWOOD

smith+noble®



BLAIR®.com

PENSKE

Hammacher  
Schlemmer

American  
Blinds, Wallpaper & More

NEW LINE  
CINEMA  
A TimeWarner Compan

Haband!  
.com



TigerDirect

Overton's

DICK'S  
SPORTING GOODS

Summit  
RACING EQUIPMENT



# HACKER SAFE: Key Benefits and Features

## Highly effective, proactive security:

- Proven increase in conversion rates – Proven ROI
- Nothing to install, deployment requires little resource allocation
- Daily vulnerability audits – non-disruptive & non-invasive
- Compliance with legislative acts and credit card security mandates
- Advanced Web application vulnerability discovery
- Detailed vulnerability reporting and patch information
- Provides continuous coverage updated every 15 minutes
- Unlimited technical support – CISSP certified staff



## Moving Forward

*"So here's the question, if you're running an ecommerce site, you have vulnerability detection software, don't you? I'm sure you do. So how much revenue is the security software making for you? I have to confess I like what ScanAlert is doing. It's such a neat business model and for the ecommerce businesses that need vulnerability detection software, it has to be a no-brainer."*

Robin Bloor  
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IT-Director.com

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