

> SMB SNAPSHOT ERIE FEDERAL CREDIT UNION



The Erie Federal Credit Union (Erie FCU) is a full-service financial institution that serves the communities of Erie and Crawford counties in Pennsylvania. Erie FCU operates seven branches serving over 40,000 members.

THE CHALLENGE

Erie FCU has built its reputation as a trusted financial partner by fulfilling its mission to deliver a wide range of financial services safely and responsibly. Given Erie FCU's commitment to protecting its membership, the credit union's Chief Operations Officer Brian Waugaman knew that securing the credit union's EZ Money Manager online banking site was a top priority. "It's taken years to gain the trust of our membership by offering secure, user-friendly financial solutions, and we didn't want to jeopardize that," he says. "We had to find a way to protect our EZ Money Manager site and let our members know it was safe to bank on the Web."

THE SOLUTION

Waugaman and his team knew they needed robust website security with Extended Validation (EV) SSL, a solution that triggers a green address bar in most web browsers. "We wanted to offer both strong security and a powerful visual representation that would instantly communicate to our members that their confidential financial information was safe," says Waugaman.

The green EV SSL address bar is a powerful reminder to members that Erie FCU takes security seriously. Waugaman believes that the transition to Norton Secured Seal will also communicate their commitment to website security. "Our members know the Norton brand and when they see the Norton Secured Seal, they know that Erie FCU continues to utilize the industry's best and most recognized security providers in securing its remote channels."

THE BENEFITS

With the help of Symantec EV SSL Certificates on its EZ Money Manager web site, Erie FCU has successfully instilled trust in its online banking tools, helping the new site surpass the credit union's initial expectations for member usage. In fact, the number of active members increased by 208% from September 2007 to March 2012.¹ "Since we launched the EZ Money Manager site, enrollments have increased and more of our members now use the site to bank on the Web," says Waugaman. "The numbers far exceeded our predictions, and we're confident that Symantec EV SSL Certificates helped get us there."

Waugaman says the Norton brand will convey the same message of commitment to security. "The Norton name is synonymous with security, so the transition from the VeriSign Seal to the Norton Secured Seal is seamless."

THE ORGANIZATION

WEBSITE:
<https://ezmoneymanager.eriefcu.org>

INDUSTRY: Banking and financial services

EMPLOYEES: 105

LOCATION: Erie, Pennsylvania

THE SOLUTION

- Symantec Extended Validation (EV) SSL Certificates
- Norton™ Secured Seal

WHY SYMANTEC?

- Respected and well-known name in SSL and website security
- Green EV SSL address bar provides instant indicator that member data is safe
- Helps ensure credit union stays ahead of evolving online threats

"Since we launched the EZ Money Manager site, enrollments have increased dramatically and more of our members now use the site to bank on the Web. Those numbers far exceed our predictions, and we're confident that Symantec EV SSL Certificates and the Norton Secured Seal helped get us there."

—Brian Waugaman

Chief Operations Officer, Erie Federal Credit Union



1. Customer data based on derived average usage of members over a 35-day period from September 2007 through March 2012.