Sports Simulations: Protecting Player Data and Demonstrating Legitimacy

With the rise of online football simulation games, protecting player data and demonstrating the site's legitimacy has become crucial. SportSims.net, launched in 2006, offers football simulation games to sports fans around the globe. The site's SimEngine allows users to build, manage, and coach teams based on players from across the National Football League. Interactive features include creating and joining leagues, trading players, and acquiring rookie talent in a real-time simulated draft. Additionally, SportSims.net provides Super Bowl predictions to major outlets like USA Today. Over the past 23 years, the company's SimEngine has achieved an impressive 16-7 record for winning predictions.

**Challenge: Protect Player Data and Demonstrate that Site is Legitimate**

Even though SportSims.net experiences a surge in players during Super Bowl season, the site must secure the site and protect user information year-round. Users can sign up and play for free, but the site also offers a Salary League where users can buy points to bid for free agents and build their teams. To protect user data, the company sought a credible SSL provider.

**Solution: Reliable, Hassle-Free Security from a Leading SSL Provider**

GeoTrust® True BusinessID certificates were chosen based on recommendations from the site's developer and hosting provider. Olson notes, "GeoTrust gives us reliable, cost-effective SSL protection backed by a provider that's well-known for web site security."

Olson also appreciates the ease of managing SSL certificates with GeoTrust. "With GeoTrust, renewing and managing our SSL security is simple. That means we can focus on delivering great games instead of worrying about the safety of our site."
Results: Building Confidence with a Solid Defense Against Phishing

By using SSL certificates from GeoTrust, SportSims.net has been able to reassure users that their sensitive personal and financial data is protected, boosting confidence in its web site and helping users feel comfortable enough to make online purchases. According to Olson, this level of trust is critical, especially given the threat of phishing. “There are a lot of fake gaming sites set up just to steal players’ information,” he says. “With GeoTrust SSL, we can show users that we’re a real company that cares about their online safety. It helps set us apart from our competition and puts us a step ahead of a lot of gaming sites on the web.”

Future: Expanding the Site by Tackling More Game Development

Looking forward, Olson and his team at SportSims.net plan on expanding the site by developing new games and increasing the company’s marketing efforts. As the site grows, Olson will continue to rely on GeoTrust for SSL security. “We’re going to add more simulations and features that will make game play even better than it is now,” he says. “The site is definitely going to expand, and we know that sticking with GeoTrust will be a win for us and our users.”

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:

- Increased confidence in web site, helping users feel comfortable enough to make online purchases
- Reassured users that company is an established, legitimate business
- Differentiated gaming site from competitors by using SSL security from a credible provider

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--Steve Olson, Founder and President, SportSims.net