



Confidence in a connected world.  Symantec.

CUSTOMER SUCCESS

Group Lotus plc

Trusted, Straightforward Website Security for a Legendary Automotive Company

What did James Dean, James Bond, and Steve McQueen all have in common? They were all fans of the innovative, featherweight, eye-catching Lotus sports cars. Dean, Bond and McQueen wouldn't have been aware of Symantec Website Security solutions—but Group Lotus certainly is. The British company that sets the industry benchmark for ride and handling in performance cars and is regarded as one of the world leaders in automotive engineering consultancy, has standardized on this best-in-class solution for website security to underpin the company's online transactions and communications. Features like 256-bit encryption, Extended Validation (EV), and the Norton Secured Seal inspire trust, confidence, and assurance in the Lotus brand.

Just add lightness

The Lotus founder Colin Chapman had a very simple philosophy when it came to ensuring his performance cars were agile and uncompromising. "To add speed, add lightness," he would argue. Today's Elise, Exige, and Evora performance cars carry on these traditions with verve, creating new legends behind the wheel.

Lotus Cars thrives on the Internet. Automotive production relies on Intranet portals and the seamless sharing of data—either when sales team and engineers are in the office or travelling. A new website enables customers to browse the cars, configure their preferred design, and search for pre-owned vehicles. Lotus Engineering, the world class and high tech global engineering consultancy meanwhile relies on the Web to work with both Lotus Cars and other automotive companies on everything from powertrain and chassis design, to driving dynamics, and electronic integration. Plus there is a new addition: the Lotus Originals Store, where customers can purchase a broad selection of Lotus-branded merchandise.

Symantec Website Security Solutions are at the heart of this Internet strategy. "Symantec is the gold standard in website security and the ideal choice to assure both our employees and customers that they are safe to search, to browse, and to buy," explains Pascal Doisy, director of IT, at Lotus. "The company's integrated portfolio of Symantec SSL certificates support our different needs—

ORGANIZATION PROFILE

Website: www.lotuscars.com

Industry: Manufacturing

Headquarters: Hethel, U.K.

SYMANTEC SOLUTIONS

Website Security Solutions

Why Symantec?

- Best-in-class solution for website security
- Highly rated by analysts like Gartner and Forrester
- Continuous product R&D, addressing new standards and protocols

from the securing of our Intranets right up to the highest level of security for our eCommerce transactions.”

Trust and confidence delivered quickly and easily

Like the cars themselves, the Symantec SSL certificates are simple yet technologically prodigious. They were easy to purchase and live in less than one week. Secure Site Pro SSL Certificates, are used to support internal Microsoft Outlook Web Access. Up to 256-bit encryption, full business authentication, protect the automotive business from attack. These Secure Site Pro SSL Certificates also give staff the confidence that their email communications is secure when logging on remotely, and enable the teams to work seamlessly—whether it is communicating with a dealer in Dubai, engineering the latest engine innovation, or simply dealing with day-to-day business processes.

The Lotus Originals Store uses the Secure Site Pro with EV SSL Certificates. The most trusted and secure choice for website protection, this solution includes, the green address bar, the Norton Secured Seal, and the most powerful SSL encryption commercially available today. “When customers see the green bar and the Norton Secured Seal, they immediately know they are looking at the real Lotus Originals Store—not some inferior or nefarious imitator,” says Doisy.

The Symantec relationship reaches far beyond website security. Lotus also relies on Symantec Backup Exec to backup and recover some two terabytes of data to tape. VMware virtual data and physical server data are all securely protected—ensuring peace of mind that in any eventuality, the data is safe.

Doisy is also very positive about the quality of after-sales support he has received from Symantec. He comments, “Dynamic, responsive, and intelligent—much like our cars, I guess,” he says.

SOLUTIONS AT A GLANCE

Key Challenges

- Protect online eCommerce interactions
- Secure Outlook web browsing
- Inspire trust and confidence among all Web users

Symantec Product

- Secure Site Pro SSL Certificates
- Symantec Secure Site Pro with EV SSL Certificates
- Symantec Backup Exec™

Technology Environment

- Users: 600
- Applications: Microsoft Office

BUSINESS VALUE AND TECHNICAL BENEFITS

- Increase trust and confidence in the Lotus brand
- Ensured secure, trusted email browser communications
- Deployed in less than one week—and very easy to use
- Supports flexibility of operation: from Intranet users needing diversity of access to highest security eCommerce transactions
- Included up to 256-bit encryption, EV, authentication, green bar, and Norton Secured Seal

“When customers see the green bar and the Norton Secured Seal, they immediately know they are looking at the proper Lotus Originals Store—not some inferior imitator.”

Pascal Doisy
Director of IT
Group Lotus plc

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