

Leading Election Provider Ensures Voter Confidence With Thawte SSL Certificates

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Based in Australia, CorpVote Pty Ltd is an independent ballot and election process provider. Since 1997, the company has offered a complete range of voting management services for the successful delivery of secret ballots and election processes for both public and private enterprises. Customers include the Queensland Government, AXA Insurance, and Virgin Australia.

Challenge

CorpVote provides tools, resources, and processes to plan and conduct successful votes and elections. The proprietary CorpVote Ballot Engine™ technology allows CorpVote to offer an integrated process that includes electronic nominations, Postal Voting, Online Voting, Telephone Voting, Attendance Voting and SMS voting and Multichannel Voting. Customers use CorpVote's services to run varied types of voting, including Board Elections, Enterprise Agreement votes, and Committee Member and Office Bearer elections.

Staging and processing these confidential ballots is a sensitive activity. CorpVote knows that its reputation as a trustworthy provider rests on having the strictest security provisions. Customers and voters need to feel certain from the outset that ballots are both kept confidential and are properly recorded. Any incidence of phishing, malware, or other unauthorized entry into the system could seriously damage CorpVote's reputation. Secure data encryption is key to providing that assurance of security to customers.

"For businesses such as ours, reputation is central to organizations trusting us with their voting and election processes," says Tim Jones, director of CorpVote. "We need to associate with a strong solution provider whose reputation is known and trusted by the market in general."

Solution

Without hesitation, CorpVote opted for Thawte Extended Validation (EV) SSL certificates. "The security and trust of every voting transaction processed through the CorpVote Ballot Engine™ system is a priority in our business," says Jones. "Among all the security infrastructure CorpVote implements around the voting process, SSL certification is on the front line."

SOLUTION SUMMARY

Industry:

- Election and ballot processes

Key Challenges:

- Ensure security of online ballot process
- Instill confidence in voters through visible indication of security

Solution:

- [Thawte's SSL certificates with Extended Validation \(EV\)](#)
- Subject Alternative Name (SAN) functionality

Results:

- Provided secure data encryption and authentication to the highest standard
- Visible security compliance reassures customers and voters



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—Tim Jones, Director, CorpVote Pty Ltd

CorpVote also chose to add subject alternative names (SAN) functionality to the EV SSL certificate. This provides a cost-effective and flexible way for CorpVote to cover up to 25 domains or hostnames within a single certificate.

With a background in data security and online application development, Jones has no doubt that Thawte SSL certification with EV is the best option for CorpVote. "If you run a trust-based business, then your security infrastructure and perception strategy should include EV SSL certificates," he says. "It is fundamental to both, and there's great value in using a trusted brand."

Once CorpVote decided on Thawte SSL certificates with EV, they found the installation process to be very straightforward. Jones also appreciates the high quality support and quick response from the global 24/5 support team at Thawte.

Results

In addition to the immediate security benefits, implementing EV SSL certificates helps CorpVote instill confidence in customers and voters alike. The green browser bar allows users to see at a

glance that the web site has met the industry's highest standards for authentication. Voters are assured that each ballot is sent over a secured connection backed by a trusted certificate authority.

Reputation is extremely important for CorpVote. "With EV, people know that we are who we say we are. It ensures voters can trust their vote will be transmitted securely and that they are dealing with the genuine CorpVote system," explains Jones.

Future

CorpVote plans to expand, offering more services to more customers. That will require an increased number of servers and a larger network. The company intends to stick with Thawte. "We have no plans to move away from Thawte," says Jones, "They have provided great support."

More Information

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Protect your business and translate trust to your customers with high-assurance digital certificates from Thawte, the world's first international specialist in online security. Backed by a 17-year track record of stability and reliability, a proven infrastructure, and world-class customer support, Thawte is the international partner of choice for businesses worldwide.