



## SUCCESS STORY



# Anaconda Sports

## Defending an Online E-Commerce Presence against Fraud

### SOLUTION SUMMARY

*Industry*  
Retail

#### *Challenge*

Find a cost-effective solution to reduce fraudulent transactions, eliminate manual entry of online orders, and achieve significant operational efficiencies with customer service

#### *Solution*

VeriSign Fraud Protection Services to help securely and efficiently sell millions online in sports equipment and apparel

#### *Results*

- Saved more than \$10,000 within three weeks of going live
- Increased overall productivity, efficiency, and accuracy of online transactions

No matter the sport, defensive strategy should not be overlooked. And when you provide the bats, helmets, pucks, and other necessary gear for major equipment distributors, it is critical to ensure that you have a comprehensive strategy in place for defending against fraud, especially if you have a prominent online presence. Fraud is a growing concern for online merchants, but the sporting goods industry is a particular magnet for fraudulent activity, because international perpetrators try to buy up U.S. equipment to resell abroad. That is why Anaconda Sports, which supplies sports equipment to wholesalers, mass merchandisers, and the general public, chose to protect its site using VeriSign® Fraud Protection Services.

#### + Taking the Game Online

Anaconda Sports, Inc., was originally founded in 1902 as Kaye Sports, and it is now one of the largest independent sporting-goods dealers in the country. The company produces and distributes general sports equipment, gear, and uniforms bearing custom logos and autographed memorabilia.

When Anaconda Sports first took the business online, order processing was highly labor-intensive. Orders were printed from the Web site and verified daily by a staff member. Customer service personnel had to individually research as many as 30 bad credit-card numbers per day. Because the process involved a certain amount of manual labor, addressing errors was a standard part of the process. A significant number of credit-card sales proved to be fraudulent, which hit the company hard; with online credit-card sales, the merchant, not the bank, is liable for fraudulent transactions.



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- Immediate availability of credit-card information through comprehensive reporting features
- Increased customer satisfaction

*"Few solutions prove their results so quickly. Given the amount of fraud we've had before, VeriSign Fraud Protection Services has paid for itself over and over."*

Robert Meyer  
Director of Internet Services,  
Anaconda Sports, Inc.

### + VeriSign® Fraud Protection Services

Robert Meyer, director of Internet services for Anaconda Sports, Inc., implemented VeriSign Fraud Protection Services in May of 2003, and says that these services provided "everything he expected, and more." VeriSign Fraud Protection Services offer a comprehensive strategy for combating fraud. All online payments pass through a series of VeriSign fraud filters, including those for bad credit card, bad email address, and bad IP address. VeriSign continuously updates these filters to provide the most up-to-date coverage based on the most current security intelligence. Also, VeriSign Fraud Protection Services allow merchants to easily monitor payment activity via a Web interface.

"Since going live with VeriSign," says Meyer, "We've saved significant time and, most importantly, more than \$10,000 in just three weeks. In the first couple of days of going live we stopped a fraudulent order and saved about \$700." Anaconda Sports processes an average of over 2,000 transactions per month.

Before implementing VeriSign Fraud Protection Services, Anaconda Sports lost roughly \$3,000 to \$5,000 per month in bad debt when fraudulent customers did not pay and could not be found. During busy months, such losses could be as high as \$20,000. But since installing VeriSign services, Anaconda Sports did not lose a single dollar to bad debt. Though VeriSign Fraud Protection Services filter out bad transactions, merchants are able to alter the way in which the services are applied. "We used to be poorly protected," says Meyer, "But now we have not only armor but also the ability to control the level of protection. It's a great feeling."

Meyer was also impressed by the reporting aspects of the VeriSign services. Using the Web, Meyer was able to get highly detailed information on each transaction, including the reason that each suspicious transaction was rejected. In addition, the payment-processing procedures built into the services greatly reduced the time it took to handle administrative errors. In the case of a typo in a credit-card number, the system passes the number back to the purchaser, who can make the correction without involving the merchant. Better yet, if a customer contacts the company with a question about an order, Anaconda Sports can help the customer without having to call the credit-card company.

Meyer also appreciated VeriSign's customer service. "It's unbelievable how responsive VeriSign is for a company of its size. Email questions are answered that day, and I never wait on hold." With fraud on the rise, many online retailers are taking advantage of solutions such as VeriSign Fraud Protection Services.

**Visit us at [www.Verisign.com](http://www.Verisign.com) for more information.**

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