

Timeless Wrought Iron

Since 2006, Timeless Wrought Iron connects customers with blacksmiths and furniture manufacturers across the country, allowing them to purchase unique, artisan-crafted iron furniture and home décor on the Web. The company grew out of owner Ryan Hansen's passion for design and helping customers cultivate their decorative style. A family-owned business, Timeless Wrought Iron offers a high-quality online experience that matches the individual attention customers receive from brick-and-mortar stores.



TIMELESS
WROUGHT
IRON

THE ORGANIZATION

Website: www.timelesswroughtiron.com

Industry: E-commerce

Employees: 4

Location: Cleveland, WI

THE SOLUTION

- Symantec Secure Site Pro
SSL/TLS Certificates
- Norton Secured Seal

WHY SYMANTEC?

- Security for customers making high-priced purchases online
- Norton brand is well-recognized and builds confidence with site visitors
- Symantec helped Timeless Wrought Iron boost customer trust



“Symantec helps us clearly communicate trust and security with visitors who are also potential customers. We want to help customers feel confident that their information is safely guarded with Symantec.”

Ryan Hansen
Owner
Timeless Wrought Iron

THE CHALLENGE

Buying furniture can be a major decision that carries a large price tag as well as much consideration time. For Ryan Hansen, ensuring customers feel at ease while making large purchases online is critical to the success of his business. “Customers don’t get to sit down and touch the furniture when shopping online, so we have to give them an experience through our company site,” he says. “We want to reassure them they are getting what they paid for, so instilling trust in our site is what makes our business possible.”

With plans to grow, add new products, and expand into new markets, Hansen knew he needed to show visitors to his company's site that their sensitive data—such as payment card information—was protected by a well-known, trusted name in security.

THE SOLUTION

To give customers the confidence they needed to make purchases at the Timeless Wrought Iron web site, Hansen selected Symantec Secure Site SSL/TLS Certificates. "Symantec brings trust, an association with quality, and brand recognition," he says. "Compared to other options, Symantec is one of the most recognizable and reputable site security, so I knew it was an ideal choice for Timeless Wrought Iron."

Hansen worked with the Symantec team to ensure his company met Symantec's rigorous validation process and posted the Norton Secured Seal on his company's web site to help boost trust with customers. "Symantec thoroughly verified all our business information and worked diligently to quickly get the Symantec certification up and running."

THE BENEFITS

While Timeless Wrought Iron's primary goal was to boost customer trust with customers shopping on their site secured by Symantec, the company also augmented their confidence by partnering with Symantec. Finally, proactive protection and higher levels of visibility and control were a reality for the company.

"We love the Symantec daily malware scanning reports that let us know that our site is secure. It's reassuring knowing that if an incident happens we would be alerted right away so we could fix it," he says.

Timeless Wrought Iron continues to expand—adding more manufacturers, increasing its customer base, and expanding into international markets—the trust in the company's web site is more important than ever before.

"Companies are approaching us with higher-end furniture and asking us to advise them on how to sell products," says Hansen. "Symantec SSL /TLS Certificates and the Norton Secured Seal will continue to play a big part in helping us be successful."

For more information:

Contact your local Symantec sales representative or business partner or visit go.symantec.com/ssl.

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