



**SecureTrust™** | **VALITOR**  
a Trustwave® division

## CASE STUDY

# Valitor strengthens merchant relationships with SecureTrust services

Protecting customer data is paramount for any business. But while PCI standards are built to help merchants secure their credit card transactions, the compliance process can be overwhelming for many small business owners.

Valitor, an acquirer serving 55,000 merchants across Europe, Iceland, the UK and Ireland, partners with SecureTrust to give its customers peace of mind in an evolving threat landscape. SecureTrust's PCI experts offer 24/7/365 support for Valitor's merchants, offering step-by-step

guidance and answering all their questions about the PCI compliance process. This support takes the pressure off Valitor's teams and gives them more time to focus on other customer needs.

"PCI is not always the easiest thing to wrap your head around," says Sam Holloway, Head of UK Support for Valitor. "So having a partner who provides all the customer service for us is really key. It's just made that process a lot simpler and smoother."

Valitor has partnered with SecureTrust for the last three years, with the goal of making compliance easier for its merchants—especially as compliance and data regulations get more complex. With so many steps to complete, and the degree of technical acumen required, many merchants previously struggled with the compliance process. Valitor faced challenges with customer completion rates, certification expiration and merchant onboarding.

“SecureTrust has enabled Valitor to pull automated reporting on all these factors, so we are able to review and identify our customers having issues and assist them with the completion or renewal of their compliance.”

— Sigurjón Ernir Kárasón, Product Manager, Valitor

SecureTrust's online portal simplifies the compliance process by cutting out the jargon and offering merchants step-by-step guidance. An intuitive wizard asks merchants simple questions and outlines straightforward tasks that will help them resolve any issues that need to be addressed. This helps merchants eliminate the guesswork, delays, and fines related to non-compliance—and lets them get back to running their business.

“Merchants find it very easy to access the portal,” says Holloway. “So that has been a major uplift for us.”

The strategic nature of its partnership with SecureTrust has also helped Valitor find new ways to strengthen its customer relationships. The teams meet regularly to discuss changes in Valitor's business, shifts in the security landscape, and any additional needs Valitor's merchants might have.

“SecureTrust has ensured there is an open dialogue and that needs, or queries never go unnoticed. This has strengthened Valitor as a business throughout the relationship.”

— Sigurjón Ernir Kárasón, Product Manager, Valitor

For example, the two companies have collaborated closely on marketing strategies to get merchants thinking more frequently about PCI compliance. By actively communicating with merchants, uncovering issues, and improving the compliance experience, SecureTrust helps Valitor provide more comprehensive customer support.

“It's really a benefit to know we have that level of support from the partnership,” says Holloway. “Everything's not always going to fall down to Valitor.”

Together, Valitor and SecureTrust have improved the merchant experience, which has led to an increase in PCI compliance completion rates. In addition to making Valitor's merchants happier—and giving them time back in their day— this also helps ensure the safety of their customers' private data.

A data breach can be devastating for small merchants, who have often spent years building their customer relationships. In addition to the fines and penalties involved, they may see reputational damage that takes years to recover from. By streamlining merchant onboarding and PCI compliance, SecureTrust helps Valitor's merchants secure the success they've worked so hard to achieve.

“Having that support and such a user-friendly system provided by SecureTrust has enabled us to support the continuous growth of our customers. And that also positions Valitor for future success.”

— Sam Holloway, Head of UK Support, Valitor

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