

# Snapperfish Embeds SSL Security in a Snap

quick and simple solution for embedding Security Builder SSL toolkit into flagship product provides a competitive edge

*"Snapperfish selected Security Builder® SSL over others because it made the most economical sense when we accounted for time-to-market costs.*

*It also took a lot of risk out of the equation since Certicom has a proven solution."*

*– Will Lau, Company Director of Snapperfish Limited Corporation*

The Snapperfish Limited Corporation, with development headquarters in Auckland, New Zealand, was founded in 2002 with a vision to revolutionize and simplify the way people work with email on wireless handhelds. Armed with this vision, the company built SnapperMail™, the leading email client for the Palm OS platform.

SnapperMail is the first Palm OS email client to directly download and open attachments in a format compatible with desktop

computers (native format). It sets new standards with its FingerNav™ interface specifically designed for smartphones and its ability to download messages without any size limits.

"SnapperMail is all about creating a mobile mail client that is truly useful to mobile professionals; one that lets us access our mission critical messages complete with document attachments in a simple to use manner," says Will Lau, Company Director of Snapperfish. "The rave reviews and the commercial success SnapperMail has enjoyed tells us we've succeeded."

## THE CHALLENGE: wireless security

As groundbreaking as SnapperMail was, Lau was quick to realize that enterprise customers needed secure access to their corporate mail servers using the widely adopted Secure Socket Layer (SSL) protocol – the common standard for desktop mail clients and a natural fit for a mobile platform. Furthermore, there was a growing trend for ISPs to require mail access to be conducted over SSL.

For Lau, embedding security was no longer optional – it was a necessity. The only question that remained was how to do it?

Snapperfish needed an SSL solution that worked on Palm Powered devices with backward compatibility to the earlier OS versions, was quick to implement, had a small footprint and provided minimal impact on performance. Not to mention, Lau wanted the solution to be standards-based and support certificates.

Faced with this new product development challenge, Lau needed to make a decision. Should he spend Snapperfish's precious R&D resources to build security in-house, use open-source code and risk costly development delays that could ultimately result in a poor security implementation and poor device performance or look for a partner to supply the necessary security components?

### REQUIREMENTS

- support all Palm OS smartphones on the market (OS 3.5 and upwards)
- easy integration for accelerated time-to-market
- small footprint with minimal impact on device performance
- complete, standards-based security and certificate support



## THE SOLUTION: Security Builder SSL Developer Toolkit

After two months of research, Lau came to the conclusion that his company would gain the most by embedding security directly into their product using Security Builder SSL.

The Certicom solution met all of Snapperfish's requirements from standards to integration to performance. The simple APIs allowed Snapperfish developers to rapidly implement SSL functionality into their email client running on PDAs and smartphones and provided the backward compatibility to the earlier Palm OS versions – a major selling point for Snapperfish.

Using a proven solution also allowed the company to reduce the amount of risk associated with integrating security into their product. This allowed Lau to focus on the competitive advantage of his product.

Certicom's solution also provided a faster time-to-market with plug-and-play integration that substantially shortened Snapperfish's development schedule. This meant the company could accelerate their aggressive development roadmap and strengthen their strategic technology

placement in the market, while maintaining their market and technology lead and satisfying customer needs; something that is extremely important in the fast-paced, burgeoning wireless technology market.

The Snapperfish engineer assigned to the task had Security Builder SSL running in beta within a week and a half. Lau recalls the time fondly, knowing he had made the right decision going with Certicom.

"I was pretty thrilled to send the world's first desktop format attachment over a secure SSL connection from a Palm OS smartphone within two weeks of starting the project," says Lau.

With the advent of SnapperMail, mobile professionals can now access attachments in their rich native format, eliminating the need for a proxy server which frees users from an ongoing service fee. With the help of Security Builder SSL, SnapperMail has now extended this experience to enterprise users requiring secure SSL access to their mail services.

### KEY BENEFITS

- **complete, proven, standards-based security**
- **rapid deployment for faster time-to-market**
- **minimal impact on performance**
- **small footprint**

## THE RESULTS: Total Wireless Security

Lau knows he made the right decision going with Certicom Developer Toolkits because of its small footprint and flexibility. A proven standards-based solution, Security Builder SSL also eliminated the risk factor in embedding security, something open source or build-it-yourself solutions would not have been able to provide.

Lau was also able to respond to the security needs of his customers in a timely manner, giving his company a competitive advantage with the addition of embedded security in his product. Something his competitors could not claim.

### RESULTS

- **eliminate the risk factor in adding security**
- **respond to security needs of customers – quickly**
- **competitive advantage**

"All in all, embedding security was the right way to go," says Lau. "And Certicom had the best solution on the market."

### About Certicom

Certicom is a leading provider of wireless security solutions, enabling developers, governments and enterprises to add strong security to their devices, networks and applications. Designed for constrained devices, Certicom's patented technologies are unsurpassed in delivering the strongest cryptography with the smallest impact on performance and usability.

### About Snapperfish

Snapperfish develops award-winning messaging software for smartphones and wireless PDAs. The company has forged many user interface innovations and is notable for pioneering desktop compatible attachment handling on Palm OS smartphones. Its wireless e-mail application is widely regarded as the technological and market leader. To find out more, visit [www.snappermail.com](http://www.snappermail.com).

