

VeriSign Reseller SSL Certificates

In the global competition for Web services, providers compete on price and service options. If you offer Web hosting, design, or application development services, you can create more value and capture more business by offering premium-brand Secure Sockets Layer (SSL) Certificates.

+ VeriSign SSL Certificates are the perfect up-sell opportunity for:

- + Web Hosting Companies
- + Internet Service Providers
- + Registrars
- + Application Service Providers
- + System Integrators
- + Value-Added Resellers

VeriSign® Reseller SSL Certificates give your customers the encryption and authentication they need to protect their online transactions and retain their own customers.

+ Authentication and Trust

Your customers may not realise it, but they may be losing business because potential buyers do not trust their sites. 54% of online shoppers have abandoned an online purchase because they did not get a sense of security when it came time to provide payment information¹. 72% of these shoppers report that they would have completed the transaction had a recognised trust mark, such as the VeriSign Secured™ Seal, been present.

Every VeriSign SSL Certificate includes the VeriSign Secured™ Seal, the most trusted mark on the Internet. When online shoppers see the VeriSign Secured™ Seal, they are more likely to complete their transactions and trust the site. And by clicking on the VeriSign Secured™ Seal, they can view the authentication information provided to VeriSign.

VeriSign is a highly trusted provider; VeriSign operates intelligent infrastructure services that enable and protect billions of interactions every day across the world's voice and data networks.

+ Encryption Level Matters

Web site users also look for proof that their information will reach the intended recipient without being intercepted or decrypted. SSL Certificates bind an identity to a pair of electronic keys that can be used to encrypt and sign digital information. But not all encryption is equal. Only SSL Certificates with Server Gated Cryptography (SGC) technology enable every site visitor to enjoy the strongest SSL encryption available to them.

When an SSL handshake occurs between a client and server, a level of encryption is determined by the client browser, the client operating system, the server configuration, and the SSL Certificate. Many millions of Internet users worldwide still use browsers that will not step up to strong encryption unless there is an SGC-enabled certificate on the server². Strong encryption, at 128 bits, can calculate 2⁸⁸ times as many combinations as 40-bit encryption. That's over a trillion times a trillion times stronger. VeriSign is the leading SSL provider, enabling 128- or 256-bit encryption to over 99.999 percent of Web site visitors.

+ SSL Certificates

When you resell VeriSign SSL Certificates, you offer your customers peace of mind to conduct authenticated, encrypted transactions online. VeriSign offers three different certificate products for resale.



Where it all comes together.™

VeriSign® Secure Site

The VeriSign® Secure Site SSL Certificate is a high value, premium brand SSL Certificate. Secure Site fully authenticated SSL Certificates enable encryption at 256-bit, 128-bit, 56-bit, or 40-bit levels depending on the client's browser and the Web server configuration. It includes the VeriSign Secured™ Seal and a \$100,000 NetSure® warranty.

VeriSign® Secure Site Pro

The VeriSign® Secure Site Pro (SGC-enabled) SSL Certificate enables every site visitor to enjoy the strongest SSL encryption available to them. This true 128-bit SSL Certificate includes the VeriSign Secured™ Seal and a \$250,000 NetSure® warranty. For companies with their reputation at stake, an SGC-enabled SSL Certificate with a premium brand provides the best protection.

+ Become an SSL Partner

VeriSign application-programming interfaces (APIs) make it easy to integrate SSL registration into your sales process for a seamless customer-enrollment experience. Our customer service and technical support plans include 24/7 access by phone, email, and online assistance with dedicated support lines for high-volume customers. As a reseller partner, you have access to our marketing research tools and best practice resources developed to maximise your sales.

When you sell or renew Web services for a customer, you have the opportunity to educate them about security risks and help them select an appropriate SSL Certificate. With VeriSign Reseller SSL Certificates you can make the most of your SSL Certificate offering by up-selling customers to a premium brand.

VeriSign will be launching new high value SSL offerings into the UK in 2006/7. This will enable all partners to benefit from a new revenue stream that is complimentary to your existing business.

As the market leader globally in the SSL sector VeriSign has the presence and the status to propose a service no-one else can offer.

+ Learn More

Visit www.verisign.co.uk for more information. Or contact VeriSign on 0800 032 2101 or +44 (0) 208 6000 740, or email sales@verisign.co.uk.

KEY BENEFITS

- + High Margins**
Association with the most ubiquitous brand and highest ASP in the Market
- + Launch of Extended Verification SSL**
Cutting edge of the SSL Revolution
- + Certificates to cover every requirement in price and function**
- + Dedicated Sales and Support**
- + Association with market leader and industry leading best of breed technology**
- + Brand Recognition**
VeriSign Secured™ Seal is the Number 1 mark of trust on the internet
- + Streamlined Service**
Automated provisioning using VeriSign API
- + Add value to your existing portfolio of products**
- + Full training and marketing support offered to all partners**



¹ Source: TNS market research, August 2006

² Source: "Building Blocks of Transparent Web Security: Server-Gated Cryptography", Yankee Group, 2005

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