



## How Extended Validation SSL Can Help Increase Online Transactions and Improve Customer Confidence

### The Problem of Phishing and Online Fraud

Phishing scams and online fraud have created an environment of fear and doubt among online consumers. Phishing is a form of “man-in-the-middle” attack that uses emails and websites that appear legitimate to trick visitors into sharing personal information. These types of attacks were developed by hackers to circumvent SSL’s end-to-end capabilities. The phishing threat continues to grow, and up to 35,000 new phishing sites are detected every month<sup>1</sup>. Even if you are not a target, phishing casts its net far and wide and it has a detrimental effect on consumer confidence. To re-establish consumer trust, website owners needed an easy, reliable way to show consumers that their transactions were secure and that their website was legitimate. To meet the challenge, security and Internet browser vendors combined forces, through the CA Browser Forum, to establish the Extended Validation (EV) standard for SSL certificates.

### The Solution: EV SSL

When consumers visit a website secured with an EV SSL certificate, the browser address bar turns green (in highsecurity browsers) and a special field appears with the name of the legitimate website owner along with the name of the security provider that issued the EV SSL certificate. EV SSL provides an extra layer of protection for consumers and website operators by requiring third-party Certificate Authorities (CA) to follow a strict issuance and management process, as defined by the CA/Browser Forum, for certificate approval and delivery.

### A Premium SSL Service

The SSL Store is the largest SSL provider in the world and a top partner of some of the most recognized names in the industry including Symantec, GeoTrust, Thawte, RapidSSL, Certum, and Comodo. Join forces with them today to learn how our company can profit from SSL.

### The Value of EV SSL Certificates

EV SSL has become a “must have” for businesses that want to maximize their online growth potential.

EV SSL certificates help websites:

- ✓ Reduce abandoned shopping carts
- ✓ Improve conversion rates
- ✓ Comply with regulatory standards

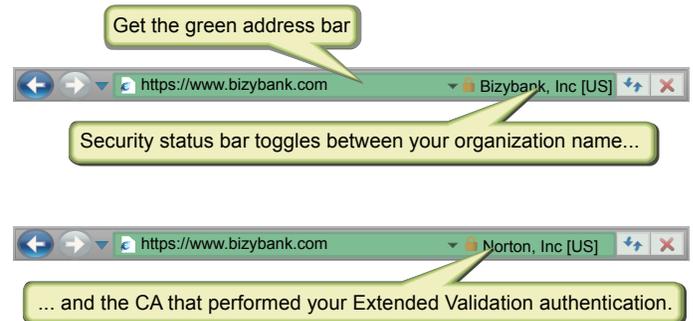


Figure 1. Extended Validation and the Green Browser Bar Can Increase Consumer Confidence

Best of all, EV SSL Certificates help give online customers confidence that their information will be safe and secure. The more confidence a customer has, the more likely they are to convert a sale, which makes EV SSL Certificates one of the few security products that offer a true ROI.

### Boost Your Revenues with EV SSL Today

To start marketing and selling these premium SSL solutions to your customers, simply sign up for a reseller account with The SSL Store. You’ll get instant access to the most recognized brands in the world at deeply discounted rates.

<sup>1</sup> Anti-Phishing Working Group (Q1 2010)