



 **WHD.singapore**

**September 23rd, 2016**

Marriott Tang Plaza Hotel

**webnic**  
accelerate your business

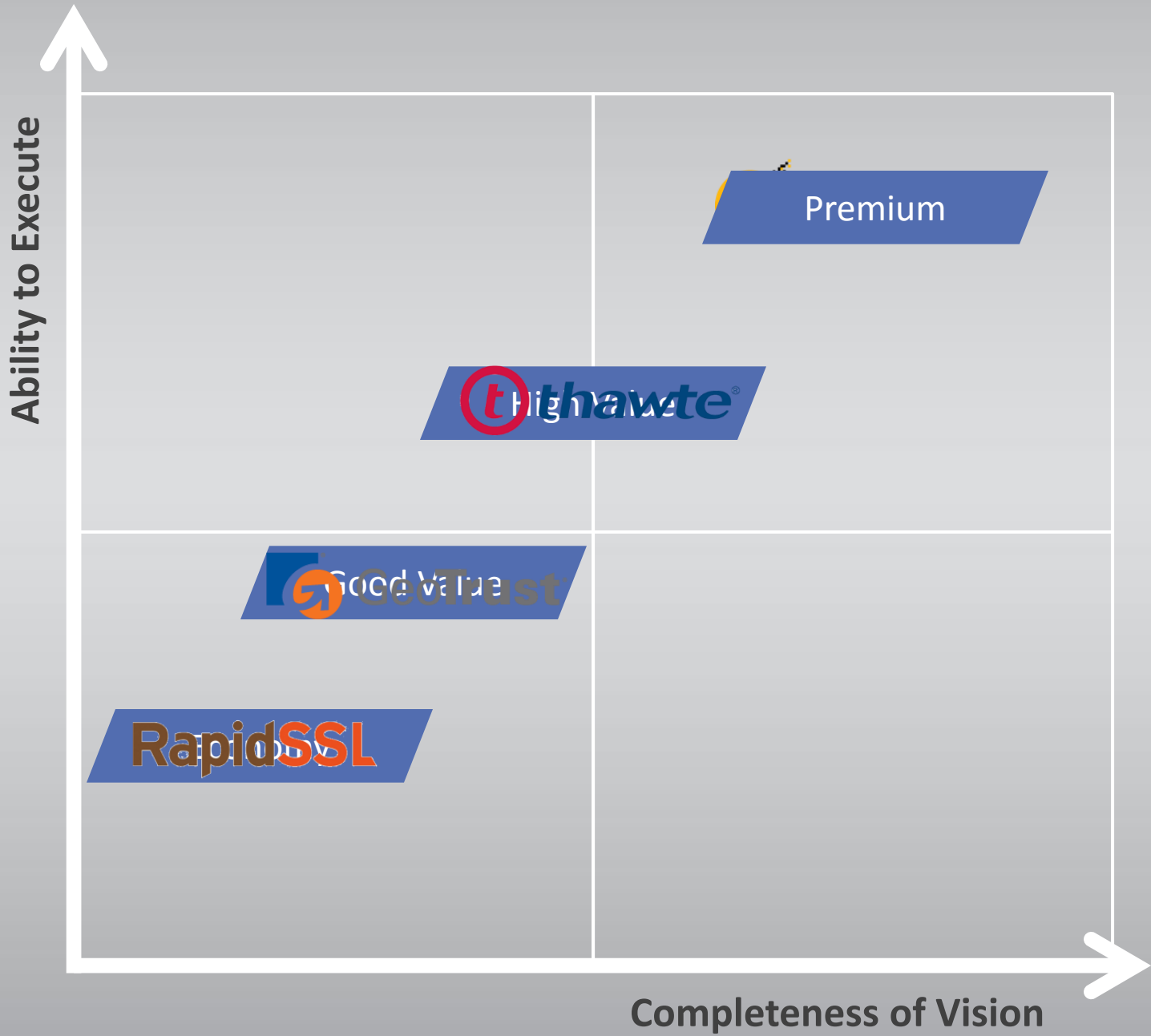
# SSL

## From Trust to Profit

**Presenter**

*YiFa Tan, Account Manager, WebNIC*

**webnic**  
accelerate your business



**Symantec**



**Thawte**



**GeoTrust**



**RapidSSL**



# Economy Buyers



## RapidSSL

**Fast, easy, no frills**

- Very small business
- Only need basic security
- Very price conscious
- Not brand loyal

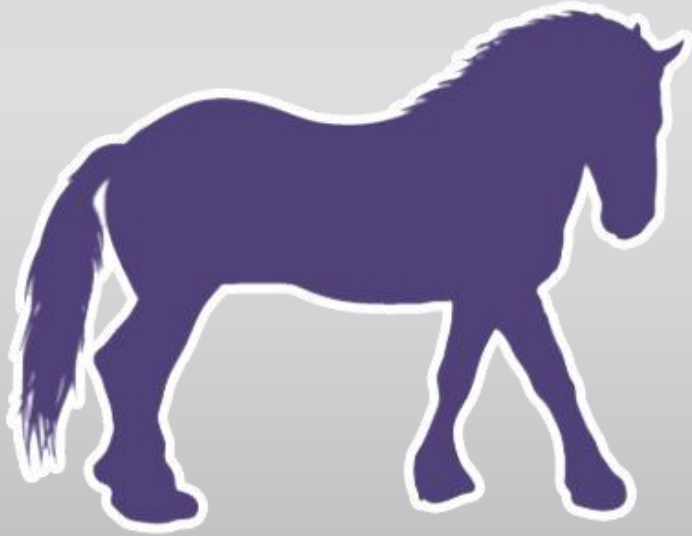
# Basic Value Buyers



**Credibility at a low cost, trusted product, inexpensive & fast, features for growing business**

- Small business
- Care about capabilities and price
- View SSL as a widget
- Price more important than brand

# High Value Buyers



**Trusted brand, strong technology  
DNA, excellent support, strong  
business presence**

- Small to mid-size business
- Tech savvy
- Want advanced capabilities
- Price-concerned but loyal



# Premium Buyers



**Complete solution with premium /  
advance capabilities, Most  
recognizable brand in online trust**

- Mid-sized to large business
- Brand conscious
- Want the best, most advanced capabilities
- Loyal
- Use SSL as a tool to inspire trust
- Need world class service





# Authentication Guidelines (DV)

Product Name	Thawte SSL123	GeoTrust QuickSSL Premium	RapidSSL
U.S. Government Denied Lists	●	●	●
Organization Authentication			
Domain Authentication	●	●	●
Organization Unit Review	●	●	●
Verification of Operational Existence			
Verification of Business Address			
Confirmation of 3 <sup>rd</sup> Party Telephone Number			
EV Contact Employment & Authority Confirmation			
Verification of Contact			
Acknowledgement Agreement			

# Authentication Guidelines (OV)

Product Name	Symantec Secure Site	Symantec Secure Site Pro	Symantec Secure Site Wildcard	GeoTrust True BusinessID	GeoTrust True BusinessID Wildcard	Thawte SSL Web Server	Thawte Wildcard SSL
U.S. Government Denied Lists	●	●	●	●	●	●	●
Organization Authentication	●	●	●	●	●	●	●
Domain Authentication	●	●	●	●	●	●	●
Organization Unit Review	●	●	●	●	●	●	●
Verification of Operational Existence							
Verification of Business Address							
Confirmation of 3 <sup>rd</sup> Party Telephone Number	●	●	●	●	●	●	●
EV Contact Employment & Authority Confirmation							
Verification of Contact	●	●	●	●	●	●	●
Acknowledgement Agreement							

# Authentication Guidelines (EV)

Product Name	Symantec Secure Site with EV	Symantec Secure Site Pro with EV	GeoTrust True Business ID with EV	Thawte SSL Web Server with EV
U.S. Government Denied Lists	●	●	●	●
Organization Authentication	●	●	●	●
Domain Authentication	●	●	●	●
Organization Unit Review	●	●	●	●
Verification of Operational Existence	●	●	●	●
Verification of Business Address	●	●	●	●
Confirmation of 3 <sup>rd</sup> Party Telephone Number	●	●	●	●
EV Contact Employment & Authority Confirmation	●	●	●	●
Verification of Contact	●	●	●	●
Acknowledgement Agreement	●	●	●	●

# Authentication Guidelines (OV)

Product Name	Code Signing		Safe Site
	Symantec Code Signing	Thawte Code Signing	Symantec Safe Site
U.S. Government Denied Lists	●	●	●
Organization Authentication	●	●	●
Domain Authentication	●		
Organization Unit Review	●	●	●
Verification of Operational Existence			
Verification of Business Address	●		
Confirmation of 3 <sup>rd</sup> Party Telephone Number	●	●	●
EV Contact Employment & Authority Confirmation			
Verification of Contact	●	●	●
Acknowledgement Agreement			