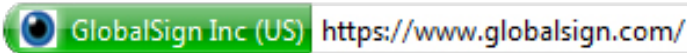# GlobalSign EV SSL Certificates Secure Leading World Wide Brands

Major brands choose Extended Validation SSL to increase trust and confidence in online services

GlobalSign Inc (US) https://www.globalsign.com/

SOLUTION SUMMARY

More and more organizations with an online presence have realized the need to fully secure their websites, online transactions, web mail and other next generation online services using the strongest and most trusted level of SSL available in today's market and EV SSL enables them to do exactly this. GlobalSign has seen a dramatic global uptake in the number of organizations within numerous industries switching to EV SSL, resulting in building higher levels of trust and confidence among website visitors as well as increasing website sales conversions.

ABOUT SSL CERTIFICATES

An SSL Certificate is used for server authentication, data encryption and message integrity checks. SSL Certifcates enable Internet communications to be transmitted in encrypted form, protecting the contents from unauthorized readers. SSL Certificates are an essential service for all websites conducting ecommerce transactions or capturing any form of customer data.

FOR MORE INFORMATION

www.globalsign.com

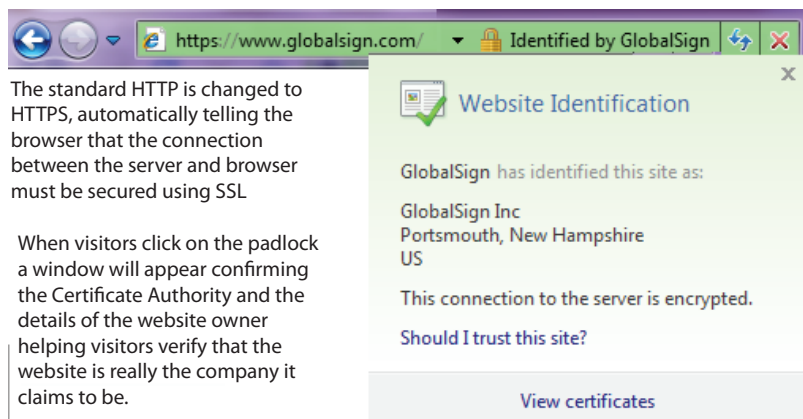GlobalSign, Inc (www.globalsign.com), one of the longest established Certification Authorities (CA) and specialists in SSL Certificate security, has today announced that the range of companies choosing to adopt its Extended Validation (EV) SSL technology has expanded across numerous business sectors and continents within the last year. Increasing numbers of organizations with an online presence have realized the need to fully secure their websites, online transactions, web mail and other next generation online services using the strongest and most trusted level of SSL available in today's market and EV SSL enables them to do exactly this, increasing customer trust and confidence leading to increased website visitor to consumer conversion rates.

Increasing number of organizations switch to EV SSL

During 2009 GlobalSign saw a dramatic uptake in the number of organizations large and small, switching to EV SSL. Companies including The City Bank Limited in Bangladesh, Zurich in China, METRO in Singapore, Virgin in the UK and Taylor University and BCS Engineering in the US, are some of the latest brands to benefit from GlobalSign Extended Validation (EV) SSL technology. EV SSL shows consumers that these organizations are firm in their commitment to online security and results in building higher levels of trust and confidence, which is a clear business differentiator during times of increasing competitiveness within today's online markets.

Understanding Security on the web

EV SSL, perhaps the most significant advancement in how consumers view and understand security on the web, was more traditionally associated with the financial services sector; however, now companies across industries including health, governmental and educational have now adopted the EV solution to comply with the various security and confidentiality regulations specific to their industry.

The standard HTTP is changed to HTTPS, automatically telling the browser that the connection between the server and browser must be secured using SSL

When visitors click on the padlock a window will appear confirming the Certificate Authority and the details of the website owner helping visitors verify that the website is really the company it claims to be.

Activating the Green Address Bar in the current generation of browsers such as IE7 & 8, Firefox, Opera, Google Chrome and Safari and clearly displaying advanced security and identity information, provides a clear visual assurance to consumers that the organization operating the website is legitimate. In a time of heightened phishing attacks, online fraud and identity theft, the adoption of EV SSL has become more widespread and sought after than ever before, as all types of organizations operating on the world wide web see the need to elevate their site image, protect their brand from copy cat websites and protect their customers' accounts from phishing attacks whilst also increasing their web sales.

Providing the strongest SSL security

WebTrust compliant for eight consecutive years and also recently awarded with the new WebTrust for EV accreditation, GlobalSign is highly focused on providing organizations with the strongest SSL security in the market. By offering a simplified, competitively priced, feature packed range of SSL, with free inclusion of Server Gated Cryptography (strong security), and promotional 3 for 1 server licensing, GlobalSign makes the strongest levels of SSL accessible to all online retailers, from small and medium enterprises to larger household brands. Organizations with existing non-EV SSL Certificates can easily upgrade to GlobalSign's EV SSL and benefit from multi-year savings and promotional pricing.

About EV SSL Certificates

The criteria for issuing EV Certificates (the EV Certificate Guidelines) are produced by the CA/Browser Forum, an organisation whose members include leading Certification Authorities and browser vendors, as well as representatives from the legal and audit sectors.

Why should you use Extended Validation SSL?

- Protect your customers' accounts from phishing attacks - any web site that gives their customers accounts is a potential phishing target
- Protect your brand from copy cat web sites - ensure customers know the site claiming to be you really is you
- Elevate your site image - position your brand against the big brands, thousands of which have already adopted EV SSL

About GlobalSign

Established in 1996 and as a WebTrust accredited public certificate authority, GlobalSign offers publicly trusted SSL Certificates, EV SSL, Managed SSL Services, S/MIME email security and Code Signing for use on all platforms including mobile devices. Its Trusted Root solution uses the widely embedded GlobalSign Root CA certificates to provide immediate PKI trust for Microsoft Certificate Services and internal PKI, eliminating the costs of using untrusted Root Certificates. Its partnership with Adobe to provide Certified Document Services (CDS) enables secure digitally signed PDF documents, certified transcripts and e-invoices. These core Digital Certificate solutions allow its thousands of authenticated customers to conduct secure online transactions, data transfer, distribution of tamper-proof code, and protection of online identities for secure email and access control. The company has a history of innovation within the online security industry and has offices in the US, UK, Belgium, Japan, and China.

For more information about GlobalSign's range of SSL solutions, please contact us.

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QUOTE

" As a world wide player in the SSL market, with a strong presence in the UK, EU, US and Asia, GlobalSign are delighted to see an ever growing number of websites upgrading to EV SSL across numerous business sectors," said Paul Tourret, Managing Director, GlobalSign. "EV SSL Certificates are issued by publicly trusted Certification Authorities under much stricter guidelines than standard SSL. Companies adopting this standard of security are clearly illustrating their commitment to their website visitors and we are happy to be able to help such companies lead the way in protecting their brands online and their customers. "

Paul Tourret, GlobalSign

GLOBALSIGN SSL FEATURES

All GlobalSign SSL Certificates include the following advanced features making them one of the most highly trusted SSL Certificates available in today's market. Also GlobalSign include many features free of charge which other SSL providers charge for.

- 2048 bit and future proof
- SCG security for minimum 128 bit to 256 bit encryption
- Universal compatibility with all browsers, mobile phones and devices
- Wildcard SSL & Unified Communications SSL for multiple domains
- Secures both www.domain.com and domain.com
- AutoCSR
- Secure Site Seal
- 3 for the price of 1 server licenses
- Unlimited reissues
- Multi-year savings - save 20% per yr
- Warranty with underwritten liability
- GlobalSign Certificate Center account
- Installation healthcheck