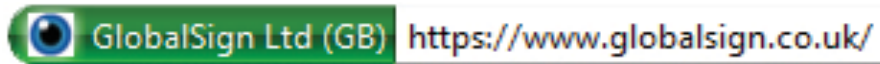


## GlobalSign EV SSL Certificates Secure Leading World Wide Brands

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



### SOLUTION SUMMARY

More and more organisations with an online presence have realised 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 organisations within numerous industries adopting 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 Certificates enable Internet communications to be transmitted in encrypted form, protecting the contents from unauthorised readers. SSL Certificates are an essential service for all websites conducting ecommerce transactions or capturing any form of customer data.

### MORE INFORMATION

[www.globalsign.eu](http://www.globalsign.eu)  
[www.globalsign.co.uk](http://www.globalsign.co.uk)

GlobalSign Ltd ([www.globalsign.co.uk](http://www.globalsign.co.uk)), 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 organisations with an online presence have realised 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 organisations switch to EV SSL

During 2009 GlobalSign saw a dramatic uptake in the number of organisations large and small alike, 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 just some of the latest brands to benefit from GlobalSign's Extended Validation (EV) SSL technology. EV SSL shows consumers that these organisations 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. Companies across industries including health, government and education 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, authentically 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 organisation 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 organisations 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.

## COMPANY QUOTE

“As a world wide player in the SSL market, with 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. 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 and their customers online.”

Paul Tourett, Managing Director,  
GlobalSign Ltd

## 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 additionally for.

- 2048 bit and future proof
- SGC 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
- AutoCRS
- Secure Site Seal
- Unlimited reissues
- Multi-year savings of 20% per year
- Warranty with underwritten liability
- GlobalSign Certificate Center Account
- Installation healthcheck

## 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 organisations 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. Organisations 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.

Email: [sales@globalsign.com](mailto:sales@globalsign.com)  
Tel: BE +32 1 68 99 19 00 / UK +44 1622 766 766  
Web: [www.globalsign.eu](http://www.globalsign.eu) / [www.globalsign.co.uk](http://www.globalsign.co.uk)