

# C·O·M·O·D·O

Creating Trust Online™



What can The Dragon do for you ?

See. Verify. Trust.

New Technology for Web Authentication

It's new. It's unique. It's necessary.  
It's long-term revenue for you.



## Why SVT technology is big news for your business

Phishing is not something that happens on the Grand Banks. It's happening, as you well know, everywhere on the web. And it's keeping many consumers from investing with merchants who are perfectly legitimate.

That's why you, as a provider of Internet Identity and Trust Assurance products for websites, can take advantage of this next great opportunity.

### With SVT, for the first time, your customers can:

- Prove they are indeed a legitimate site, one to be trusted and invested with
- Ensure their 3rd party endorsements like BBB online can be verified by consumers
- Provide reassurance to consumers that is highly differentiated and proven to improve customer conversion rates.

### See. Verify. Trust.

>> **New technology for unspoofable logos and site credentials through Content Verification Certificates (CVC) available only from Comodo.**

**Virtually eliminates phishing or man-in-the-middle attacks**

## Your merchant customers need this now.

**Studies show that sales increase on average 14% when consumers feel confident they are on a legitimate site and not a phishing site.**

SVT technology provides irrefutable proof of your customer's web content legitimacy - thereby establishing trust. SVT is delivered through Content Verification Certificates (CVC) that gives your customers a winning edge.

### How Content Verification Certificates (CVC) work.

Merchants can choose which content on their site they want to protect such as:

- **Unspoofable credit cards logo** proves to consumers that these merchants are authorized to carry these credit cards and that the merchant is not a fake or fraud site
- **Unspoofable third party endorsement logos** that merchants pay for, e.g. BBB. These hard earned credentials can for the first time, be authenticated as legitimate and not copied illegitimately from another site
- **Website logo** ensuring the consumers are on a legitimate site
- **Customer log-in box** or account sign in. This critical safety net ensures that consumers put in their highly confidential information only to vetted,.

Once content has been selected, then Comodo goes to work. First, using proprietary verification processes, Comodo authenticates the legitimacy of the business requesting the CVC. Next, Comodo authenticates that the content to be protected is valid, e.g. Comodo verifies that the merchants is authorized to take Visa or MasterCard. Once the company and the content has been fully vetted for



authenticity, your customer receives their Content Verification Certificate (CVC). While the technology is new, your customers can purchase and manage these CVC certificates using same processes your customers now use for SSL certificates.

Once CVC is enabled on a web site, consumers use VerificationEngine (a reader consumers download for free) to authenticate web content.

To verify the site, consumers mouse over the content to be verified and a highly visible green outline round the monitor will be displayed for verified content. This green outline proves to the consumer that the site has been verified by Comodo.



**Unverified**



**Verified**

Once your e-merchant customer displays the VerificationEngine green outline, consumer trust goes up and so will the e-merchants' sales.

## Comodo CVC Key Features and Benefits

- Uniquely developed and supported by Comodo, a leading Certificate Authority, with patented new solutions in Identity and Trust Assurance
- Easy to sell because CVCs are issued similarly to SSL certificates
- This is a proven conversion booster because protected logos and content are unspoofable
- Award-winning customer service
- Virtually the only antispooofing and antiphishing protection available
- Customers gain trust by seeing real-time verification of a merchant's security credentials

## Why signing up as a Comodo CVC reseller is the best way to take advantage of this new revenue opportunity

- Priced to enable you to sell this technology at a price that is highly attractive to your customers
- Since our SVT technology and CVC certificates are the new new thing and no one else has them you'll be seen as the reseller IN THE KNOW
- Each site presents multiple CVC opportunities increasing revenue per transaction by 60% or more!
- As a leading innovator in Identity and Trust Assurance, Comodo's solution was developed to provide the lowest cost to your customers and the best margins for you
- Our easy-to-use management portal allows you to sell CVC so you can generate more revenue today!



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## About Comodo

Comodo is a leading global provider of Identity and Trust Assurance services on the Internet, with over 200,000 customers worldwide. Headquartered in Jersey City, NJ with global offices in the UK, Ukraine, Norway and India, the company offers businesses and consumers the intelligent security, authentication and assurance services necessary to ensure trust in online transactions.

As a leading Certification Authority, Comodo helps enterprises address digital ecommerce and infrastructure needs with reliable, third generation solutions that include integrated Web hosting management solutions, infrastructure services, digital e-commerce services, digital certification, identity assurance, customer privacy and vulnerability management solutions.

Comodo's credentials in this space include a number of key and highly differentiating factors:

- Comodo is one of the largest certifications authorities – with a global presence
- Technology portfolio of patented Identity and Trust Assurance solutions with state-of-the-art research capabilities powered by Comodo's Digital Trust Lab exploring leading edge authentication technologies and identifying emerging vulnerabilities
- Award winning customer service

### Comodo's competitive advantage

Partnering with Comodo gives you new revenue opportunities because your customers need Identity and Trust Solutions to succeed. Comodo's blended, integrated approach allows you to optimize the revenue from each customer because these solutions are essential to help your customers establish trust.

### The Best Suite of Branded or Private Branding solutions on the market today!

When you partner with Comodo to offer Identity and Trust Assurance solutions, you are leveraging a space that is a top priority for emerchants. You can resell the largest array of Identity and Trust Assurance solutions with the latest trust technologies - increasing your revenues with your customers. And, unlike many other providers, Comodo backs its solutions with its award winning customer support.

The result? More solutions you can sell them that are proven to generate revenue for them – and for you.

Now you can join Comodo in making the Internet a trusted Internet again with solutions such as:

- High Assurance SSL Certificates - Proving a registered, legitimate business secures private information during transactions
- HackerGuardian TrustLogo - Proving a site secures private information through vulnerability scanning services and TrustLogo
- Content Verification Certificates – Proving the legitimacy of web content by displaying a highly visible green border virtually eliminating phishing and pharming trust threats
- TrustFax – One of the best-featured online faxing services on the market today – with recurring revenue for you

## **Comodo**

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Harness the Power of The Dragon

