

**C·O·M·O·D·O**  
Creating Trust Online™



What can The Dragon do for you ?

Building Trust with Customers Builds Business.  
Identity and Trust Assurance Technologies.

It's How eCommerce Gets Done.



**Trust is the currency of the internet.**

Without it, communication, commerce or collaboration cannot take place. How do we know? Because 21% of internet visitors won't shop online at all! And many more shop on only a few, very large sites.

Yet establishing trust with customers is critical because it allows you to engage with your customers more often and more profitably.

So how do you establish trust without huge branding and advertising investments?

With the next generation of technology tools called Identity and Trust Assurance solutions. These technologies give you unprecedented results in converting web visitors into customers.

**Identity & Trust Assurance technologies is  
how you can compete and win.  
Trust is why customers will be confident spending with you.**

You need to...	Consumer issues...	Technology Solution	Product Solution	Product Benefits
<b>Secure your commerce transactions</b>	Will my confidential information be stolen during our transaction? Are you a "real" business?	SSL Certificate	InstantSSL High Assurance Certificates	<ul style="list-style-type: none"> <li>Trust is established with SSL certificates that verifies business legitimacy.</li> <li>Verifies encrypted secure sessions</li> <li>Automatic registration in IdAuthority</li> </ul>
<b>Secure infrastructure (Server, Network, PC)</b>	Will this transaction leave my PC vulnerable to hacker attacks?	Vulnerability Scanning Service	Hacker Guardian	<ul style="list-style-type: none"> <li>Improve conversion rates by displaying unspoofable HackerProof trust credential.</li> <li>Daily vulnerability scanning services</li> <li>Only TrustLogo to be verified for authentication with VerificationEngine.</li> </ul>
<b>Authenticate Business Legitimacy</b>	How can I trust that this is a legitimate business? What do these site seals mean?	Unspoofable Trustlogos	Corner of TrustLogo	<ul style="list-style-type: none"> <li>Establish trust through point-to-verify technology that makes all your trust credentials visible to customers.</li> <li>Standardizes trust credential access</li> <li>Unspoofable so only authenticated companies can get full benefit of Corner of TrustLogo</li> <li>Replaces "old" site seals</li> </ul>
<b>Communicate legitimacy &amp; authenticity on site</b>	How do I know your credentials are authentic and not copied?	Web Authentication	Content Verification Certificates	<ul style="list-style-type: none"> <li>Consumers can authenticate web content like your logo or account log in box</li> <li>Breakthrough technology in a standard x509 certificate</li> </ul>



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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

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Harness the Power of The Dragon

