

The good news is that the Internet has put new worlds at our fingertips.

The bad news is that we often don't quite know exactly whom we're dealing with in this new world.

How do we know if the company or person we are doing business with is legitimate?

How do we know if a site is pretending to be another company?

**We don't.**

**Unless a business uses Comodo Identity and Trust Assurance solutions.**

Comodo's range of solutions gives business the ability to create online trust through proprietary technologies that help e-businesses convert more customers, retain more customers and increase customer lifetime value.

From providing certificates that put the trusted padlock on websites to patented technologies that lets Internet users verify legitimate web content from faked content, Comodo empowers businesses and consumers to authenticate each other and protect their digital identities.

## Why you and every business need Comodo

Comodo, one of the world's largest Certification Authorities, has third generation solutions that are setting the standard for Identity and Trust Assurance to ensure both consumers and business' true e-identity and e-business authenticity.

Consumers look to Comodo to feel safe that only authorized people, not fraudsters, are contacting them. Businesses rely on Comodo to differentiate themselves by providing reliable solutions that.

### What Comodo offers you: **Creating Trust Online**

All of us know that fraud is pervasive on the Internet and difficult to combat.

Fraudsters successfully use the Internet and malware programs to sidestep many of the so-called security issues. Solutions like Address Verification and Payer Identification programs do not address the growing sophistication of fraud out there because they tend to be reactive and focused on hardware.

But Comodo focuses its technology to provide the next generation of standards in the protection, preservation.

### How do we do it?

Comodo provides a growing range of Identity and Trust Assurance encryption, verification and authentication services and security applications for business users, as well as for consumers. Our solutions work across all platforms, including Linux. In addition, we offer the only free online website identity assurance database (IdAuthority) – maintained by a worldwide dedicated team of engineers at our Digital Trust Lab. Users can research any online business through Comodo.

### The Result

**We ensure confidentiality, authenticity, integrity and availability in online communications and transactions.**

## The Internet is varied. So are our solutions.

### Identity and Trust Assurance for your Infrastructure

Comodo has solutions that work across all your hardware and platforms. These reside on your servers and provide identity assurance to all your applications and services. They also ensure your infrastructure is protected against viruses, hackers and other business vulnerabilities due to online fraud:

- Vulnerability scanning solutions affording your customers extra protection from hackers and malware threats
- Firewall and security solutions to prevent intrusions.

### Identity and Trust Assurance tools for the Desktop

Comodo also has a range of end-user solutions that ensure continual safety against fraud.

A set of integrated tools to enable secure collaborations and desktop productivity:

- Trustfax – secure online faxing
- Anti-SPAM, Anti-Virus and Personal
- Firewall solutions

### Identity and Trust Assurance in Business

Comodo protects consumers and businesses alike from fraud by providing:

- The highest standards in issuing digital certificates for web safety and authentication
- SSL certificates – “we put the padlock on websites” to ensure that the online session is encrypted and to verify the entity who owns the website
- Content Verification Certificates (CVC) to authenticate the legitimacy of web content using Comodo’s Verification Engine
- Email certificates to ensure emails are authentic and from the sender’s address
- Free IdAuthority Credentials – registration in Comodo’s database which provides consumer access regarding the authenticity of over 23 million entities
- Threat Analysis tools
- Vulnerability analysis tools

## FAST FACTS YOU NEED TO KNOW ABOUT ONLINE FRAUD

COSTS RELATED TO ONLINE CONSUMER FRAUD

RESOLUTION ARE INCREASING AT AN ANNUAL RATE OF 10%

DAMAGED BRAND REPUTATIONS FROM ONLINE ATTACKS CAN RESULT IN INCREASES IN CONSUMER CHURN

21% OF CONSUMERS REFUSE TO CONDUCT BUSINESS ONLINE DUE TO FEAR OF ONLINE FRAUD

THE MEDIAN DOLLAR VALUE OF A FRAUDULENT TRANSACTION IS 50% HIGHER THAN THAT OF A VALID TRANSACTION

CONSUMER DOLLARS LOST TO ONLINE FRAUD IN 2009 \$564M, DOUBLE THE FIGURES OF 2008 (ACCORDING TO THE FBI IN A STUDY RELEASED 2010)

# Comodo Identity and Trust Assurance Solutions

## Internet Fax Services

Sends and receives faxes online. Toll-free number and secure storage included.

## SSL Certificates

Assurance for online transactions.

## Content Verification Certificates (CVC)

Authenticates the legitimacy of web content by displaying a highly visible green border on verified content (via a reader called VerificationEngine) virtually eliminating phishing and pharming trust threats.

## Managed Enterprise Security

Delivers full control of your PKI requirements through an Enterprise PKI Management Interface.

## Hacker Guardian

Vulnerability scanning solutions affording your customers extra protection from hackers and malware threats.

## Trustix™

A portfolio of critical business infrastructure solutions, providing back office and front-office solutions.

## Secure Messaging

Ensuring email remains secure, confidential and integral.

## Hardware Security

OEM ASIC-based access control encryption, digital signature, USB hub, smart card, keyboard controller solutions.

## Smart Card Security Software

Software solutions to provide security measures against power analysis attacks.

## Branded Security Solutions

Comodo's established Certification Authority infrastructure offers branded security solutions to customers through our Powered Partner programs.

## [Comodo Antispam](#)

Intuitive, easy-to-use, desktop spam-blocker which prevents most phishing emails reaching your inbox.

## Comodo Personal Firewall

Delivers out-of-the-box protection against hackers, Trojans, scripts and other unknown threats.

## Comodo Meet

Online meeting room.

## About Comodo

- Headquartered in Jersey City with global offices in UK, Norway and India
- Exclusive provider of digital security services to top level domain name registrants
- More than 150,000 customers in more than 100 countries, securing 500,000+ businesses and individuals
- 4500 strong global partner network
- Operates one of the world's largest, fastestgrowing Certification Authority infrastructures with the highest standards as evidenced by our KPMG annual audits
- World-renowned Digital Trust Lab Research and Development Center
- Contributing member of the Trusted Computing Group

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