



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.

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

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

About Comodo

Comodo provides the highest level of security at competitive prices. As the second largest provider of business-validated certificates, Comodo ensures that millions of transactions are safely performed everyday. We are always looking for new ways to enhance online trust and security. Comodo is bringing online trust, security, and compliance solutions to a new higher standard.

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