

## Financial Opportunities of Reselling GlobalSign SSL Certificates

### Introduction

GlobalSign has been working with SSL resellers for a number of years to develop the most advanced SSL Certificate product portfolio, whilst offering comprehensive sales and marketing resources to assist partners that sell them. With a simplified product range (with the option of utilizing Domain Validation, Organization Validation and Extended Validation), the free inclusion of Server Gated Cryptography (SGC) (to “step up” weak 40 bit browsers to sever connections to strong 128 bit), and GlobalSign’s pioneering options based approach (including Wildcard, Subject Alternative Names and Public IP Address premium options), GlobalSign SSL Certificates are as feature packed as VeriSign SSL, but at GeoTrust SSL prices.

The GlobalSign Reseller Program is designed for ISP’s, Web Hosts, Integrators, Domain Registrars and VARs who wish to integrate SSL Certificates into their own product range, maximizing the SSL reseller opportunity. For example there are many hosting companies that find they are already hosting hundreds of SSL Certificates from numerous CA’s and are recognizing the potential for revenue gains by increasing their average customer values through providing SSL Certificates as an authorized reseller. Hosting companies who offer SSL Certificates in their hosting packages or as a value add option gain the immediate benefits of increased revenues and a more complete and “sticky” product portfolio.

There are numerous additional benefits to be gained by joining GlobalSign’s Reseller Program over other SSL reseller schemes. The partner account is quick and hassle free to set up, GlobalSign’s Certificate Center (used to conveniently purchase and manage certificates) is simple and easy to operate, whilst the reseller system itself includes the ability to purchase certificates on a pay as you go (PAYG) basis or in bulk through making deposits, with the ability to manage sub-resellers. Partners are assigned a dedicated account

### Generate a new revenue stream / augment existing

SSL Certificates are now a key aspect of online security and are a requirement for any organization that has an online presence (to protect customers against phishing attacks, credit card fraud and identity theft, whilst protecting the organisation’s brand and reputation against fraudulent websites). So why not take advantage of this opportunity and encourage clients to buy directly, rather than from a third party? Offer SSL as part of existing packages or as an additional value-add option to instantly generate a new source of revenue.

- Offer the same quality SSL Certificate as GlobalSign and generate revenue
- No commitment required with PAYG pricing (from £75 per certificate)
- Receive margins of approx £50 per certificate with PAYG pricing
- Increase margin potential by purchasing SSL in bulk

### Help maximize revenue received from each customer

There is no such thing as maximized revenue, there are always methods of generating more! Joining GlobalSign’s Reseller Program is just one way to encourage customers to spend more with you.

- Offer SSL Certificates and prevent clients from purchasing elsewhere (from a third party or a direct SSL provider)
- Offer a ‘one stop shop’ service with SSL readily available
- Benefit from repeat revenue opportunities as SSL certificates are renewed

### Offer a competitive hosting product with value-add options

Being successful in a highly competitive market is extremely difficult, so why not differentiate from competitors by offering SSL Certificates? SSL can be offered as part of an existing package, producing a more complete and “sticky” product portfolio, or as a no commit, value add option. GlobalSign’s SSL is a superior product in the market place. As well as expanding the organizations’ product portfolio, the organization will be able to offer the most secure and advanced SSL products available.

### SSL Certificate Features:

- Instantly issued, traditionally vetted and Extended Validation SSL
- Trusted by all browsers, applications and mobile devices
- 128 bit minimum SSL strength (free SGC security in every certificate)
- 256 bit SSL strength enabled for high security browsers & servers
- Custom Options – add Wildcard SSL, SANs (Subject Alternative Names), Intranet names / hostnames, IP addresses
- Secures both www and non-www with single certificate
- 3 Server Licenses
- Clickable Site Seal with full web site profile for added trust and confidence
- \$10-\$250k warranty
- Free installation Health check
- Worry free 7 day refund

### Stop missing out on lost revenue!

With any typical hosting company, between approximately 2% and 10% of the domains hosted should use SSL. If the customers are not buying from the hosting company they will be buying elsewhere (either directly from an SSL provider or through a third party reseller).

- Issue 1000 SSL Certificates based on hosting 10,000 domain
- Generate £50,000 additional revenue with GlobalSign PAYG option
- Increase margin/revenue with non expiry bulk payment options

If you currently host a number of domains and know approximately the percentage of SSL certificates you are selling, please use our online Revenue Calculator to calculate your SSL revenue potential. (<http://www.globalsign.co.uk/partners/reseller/ssl-revenue-calculator.htm>).

## Take advantage of the biggest market for SSL in Europe

The UK SSL Market is the largest in Europe and growing rapidly at 33% each year due fewer trading barriers, reduced costs, technological advancement and increased security threats. Predicted to double within the next three years an estimated 100,000 SSL certificates will be issued.

Watch your revenue grow. Based on issuing 1000 SSL per annum at this point in time, you could potentially be issuing thousands per annum within the next ten years\*.

### Revenue potential over 10 years

	No. Certs. Issued	Revenue* £
Year 0	1000	50,000
Year 1	1330	66,500
Year 2	1769	88,450
Year 5	4162	208,100
Year 10	17319	865,950

\* Revenue based on PAYG scheme and expectations of market growth to remain at 33%.

### Minimal associated costs

With all new ventures the return on investment must outweigh the associated costs. With GlobalSign's Reseller Program there are very few, if any costs involved, with many benefits to take advantage of.

- No commitment required with PAYG scheme
- Choose preferred billing options (by invoice or credit card)
- Buy in bulk and receive greater discounts
- Free sales and technical training
- Dedicated Account Manager and Technical Support Team

### So why choose GlobalSign over other SSL providers?

GlobalSign, the fastest growing SSL provider in the world. (Netcraft SSL survey Aug 07- Jan 08) offers an all round superior range of SSL products at extremely competitive prices. With over 10 years experience GlobalSign can offer resellers one of the easiest SSL partner solutions currently available in the SSL market.

## GlobalSign's Unique Selling Points

### Corporate Background

- WebTrust accredited Certificate Authority
- Credible 10 year corporate history and backing as part of the GMO Internet Inc group of companies
- Innovation - a long history of listening to the customer and building solutions based on customer requirements
- Worldwide offices with localized account management and technical support

### SSL Features, Benefits and Options

- Simplified product range – with EV SSL readily available
- Competitive pricing
- Superior feature offerings
  - Recognised by all popular browsers and mobile devices
  - Guaranteed strongest encryption strength (SGC free of charge)
  - Extended server licenses promo – 3 server licenses included with each certificate
  - Extensive warranties – underwritten by insurance
  - Free SSL Installation Healthcheck
  - GlobalSign's dynamic Site Seal free with each certificate purchased

Become a GlobalSign Partner and receive a free SSL Certificate for your website and an easy to install Partner Site Seal. Campaign resources, sales training and marketing support are readily available to help you successfully sell GlobalSign SSL Certificates to your customers.

With fantastic margins and increased revenue potential, this is a simple, but sophisticated reseller program enabling you to generate new revenue streams, expand your product portfolio and provide the best SSL there is available. The program has an extremely fast return on investment with the option of no commitment. It also involves minimal time, effort and resources.

**Become a GlobalSign partner today!**

To join now, or for further information regarding becoming a GlobalSign SSL Partner visit our website: <http://www.globalsign.co.uk> or email [sales@globalsign.com](mailto:sales@globalsign.com). We look forward to discussing the partnership opportunities with you.

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A Leader in Online Security & Authentication Solutions for over 10 years