

Using **QualitySSL** to boost  
**Customer Confidence** in your web services

## A Guide To Using SSL

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## Why you need **security** for your website

The Internet has created many new global business opportunities for enterprises conducting online commerce. However, the many security risks associated with conducting e-commerce have resulted in security becoming a major factor for online success or failure.

Over the past 7 years, consumer magazines, industry bodies and security providers have educated the market on the basics of online security. The majority of consumers now expect security to be integrated into any online service they use, as a result they expect any details they provide via the Internet to remain confidential and integral. For many customers, the only time they will ever consider buying your products or services online is when they are satisfied with that their details are secure.

This guide explains how you can utilize QualitySSL to activate the core security technology available on your existing webserver. You will also learn how QualitySSL allows you to protect your customer's transactions and provide visitors with proof of your digital identity – essential factors in gaining confidence in your services and identity.

Using QualitySSL Certificates to secure your online transactions tells your customers you take their security seriously. They will visibly see that their online transaction will be secure, confidential and integral and give them the confidence that you have removed the risk associated with trading over the Internet.

### **Using Security helps you realize the benefits of online commerce:**

- Cost effectiveness of online operations and delivery
- Open global markets – gain customers from all over the world
- New and exciting ways of marketing directly to your customers
- Offer new data products and services via the Web

Only if you have visibly secured your site with SSL security technology will your customers have confidence in your online operations. Read on to learn how SSL helps you achieve the confidence essential to successful e-commerce.

## What is **SSL**?

Secure Sockets Layer, SSL, is the standard security technology for creating an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and the browser remains private and integral. SSL is an industry standard and is used by millions of websites in the protection of their online transactions with their customers. In order to be able to generate an SSL link, a web server requires an SSL Certificate.

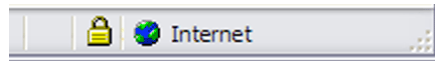
When you choose to activate SSL on your webserver you will be prompted to complete a number of questions about the identity of your website (e.g. your website's URL) and your company (e.g. your company's name and location). Your webserver then creates two cryptographic keys – a Private Key and a Public Key. Your Private Key is so called for a reason – it must remain private and secure. The Public Key does not need to be secret and is placed into a Certificate Signing Request (CSR) – a data file also containing your details. During the SSL Certificate order process, you will be requested to submit the CSR to QualitySSL, the Certification Authority, who will validate your details and issue an SSL Certificate containing your details and allowing you to use SSL.

Your webserver will match your issued SSL Certificate to your Private Key. Your webserver will then be able to establish an encrypted link between the website and your customer's web browser.

For detailed application and installation instructions please refer to our website at [http://www.qualityssl.com/en/products/faq/order\\_guide.html](http://www.qualityssl.com/en/products/faq/order_guide.html)

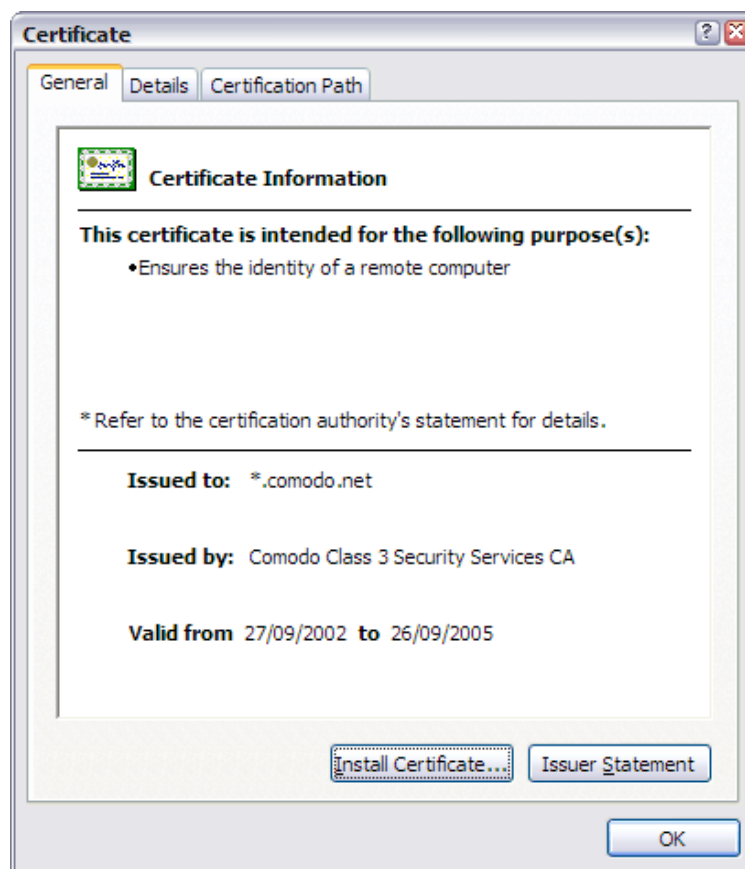
## Displaying the **SSL secure padlock**

The complexities of the SSL protocol remain invisible to your customers. Instead their browsers provide them with a key indicator to let them know they are currently protected by an SSL encrypted session – the Padlock:



*As seen by users of Internet Explorer*

Clicking on the Padlock displays your SSL Certificate and your details:



*As seen by users of Internet Explorer*

All SSL Certificates are issued to either companies or legally accountable individuals. Typically an SSL Certificate will contain your domain name, your company name, your address, your city, your state and your country. It will also contain the expiry date of the Certificate and details of the Certification Authority responsible for the issuance of the Certificate.

When a browser connects to a secure site it will retrieve the site's SSL Certificate and check that it has not expired, it has been issued by a Certification Authority the browser trusts, and that it is being used by the website for which it has been issued. If it fails on any one of these checks the browser will display a warning to the end user.

*“SSL is the de facto web transaction security technology. Webservers have been built to support it; web browsers have been built to use it. Secure your customers transactions transparently without your customers having to do a thing!”*

## **Why should you use a QualitySSL Certificate?**

QualitySSL Certificates are the most cost-effective high quality fully validated and supported 128 bit SSL Certificates you can buy today, making QualitySSL one of the fastest growing SSL Providers in the world!

We value our customers and therefore you can expect both email and telephone support for any issues you may face or questions you may have during any stage of applying for, installing or using your QualitySSL Certificate. We also offer a 30 day money back guarantee and 30 days free replacement & revocation of your QualitySSL Certificate for your total peace of mind. You can also feel safe in the knowledge that we will validate your application in accordance with the latest digital signature legislation pertaining to Qualified Certificates. This validation is done effectively and quickly, ensuring you need not to wait longer than 2-3 working days.

QualitySSL boasts industry leading browser ubiquity – comparable to Verisign and Thawte, however without the high costs associated with other SSL Providers. QualitySSL Certificates are compatible with over 99% of browsers – including Internet Explorer 5.00 and above, Netscape 4.5 and above, AOL 6 and above and Opera 5.00 and above.

### **QualitySSL benefits summary:**

QualitySSL Certificates are the most cost effective SSL Certificates you can buy which include:

- Full validation process to ensure end user trust
- Backed by warranties ranging from \$50 to \$10,000
- Enabling 128 bit industry standard SSL encryption
- Over 99% browser ubiquity for maximum compatibility
- QualitySSL Site Seal to give confidence and peace of mind to your customers
- Expert Customer Care, to help you implementing SSL quick & easy
- 30 day money back guarantee
- 30 day free replacement & revocation service

QualitySSL Certificates provide you with the key to successfully using SSL on your webserver.

## Testing your webserver before you buy – Try a **QualitySSL Trial Certificate for FREE**

*“Only QualitySSL offers free fully functional, validated and supported 30 day trial Certificates, giving you the unique opportunity to fully test the Certificate and your webserver configuration before going live.”*

QualitySSL Trial Certificates provide full SSL functionality for 30 days and are fully supported by our expert technical support staff. Unlike test Certificates from other CAs, QualitySSL Trial Certificates are issued using the same Trusted Root CA that issues our end-entity SSL Certificates and provides 99% browser ubiquity, and NOT by a different test CA. This unique service helps you fully test your system prior to your live roll out.

QualitySSL Trial Certificates are ideal for anyone requiring proof of ease of installation, confirmation of high quality technical support and also confirmation of compatibility with the majority of the browsers that exist today. QualitySSL Trial Certificates are also ideal for practicing with Certificates and learning about SSL implementation before committing to installing a Certificate on your live system.

Get your free 30 day QualitySSL Trial Certificate visit  
[http://www.qualityssl.com/en/products/qualityssl\\_trial.html](http://www.qualityssl.com/en/products/qualityssl_trial.html)

## High quality cost-effective **SSL Security** for your webserver...

The Internet is a revolutionary medium for you to improve your sales and online services for customers. QualitySSL is the perfect solution to securing your webserver with SSL quickly, easily and cost-effectively.

## **Contact us** to discuss your individual security requirements

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