

SSL Sales Guide & Fact Sheet

SSL certificates ensure that your website can be accessed in a secure way protecting your privacy. For standard communication to and from the Internet, security is usually not provided. If there is exchange of sensitive data between your website and its visitors, it is advised to use SSL on your website. With an SSL certificate or Wildcard certificate you can assure your customers and website visitors that the data exchange is secure and not available to others.

Why do I need SSL?

- Protect your customers and their sensitive information
- Increase trust and confidence, increase transactions and avoid losing customers
- Stand out from your competition

SSL encryption strength	
128-bit	RapidSSL and Comodo SSL Certificates are equipped to enable 128-bit Encryption
256-bit	RapidSSL and Comodo SSL Certificates are equipped to enable 256-bit Encryption

SSL authentication	
Domain Validation	Validates the domain is properly registered and the purchase of the certificate was authorized by the domain registrant.
Organizational Validation	Ensures the domain is properly registered, the purchase of the certificate was authorized by the domain registrant and that the owner of that domain is a legally accountable person or business.

SSL Brands	
Comodo Wild Card Certificates best choice if customers,	<ul style="list-style-type: none"> ▪ Operate in a competitive environment where customer loyalty and brand protection is vital to your success. ▪ Depend on a mid level of financial or e-commerce transactions for the success of your business. ▪ You want to have a powerful SSL solution with solid authentication, encryption on multiple sub domains and brand recognition.
RapidSSL best choice if customers,	<ul style="list-style-type: none"> ▪ High levels of authentication are not a priority. Instead, encrypting basic transactions is your focus. ▪ Need to protect internal information. ▪ Need your SSL certificate issued in minutes and wish to skip the paperwork associated with fully authenticated certificates.