

# SSL

Ensure trust with our premium service

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# SSL

Our new automated SSL service will ensure that your lead times for the issuing of SSL Certificates will match the best standards on the market. Find out more here on what it entails.

## Why offer SSL?

SSL is a security protocol used by the vast majority of web browsers throughout the world to help users protect their data during transfer. With e-commerce, security is imperative if your customers wish to ensure consumer confidence. Studies show that 85% of consumers are concerned that they may be a victim of identity theft with 65% of online shoppers having abandoned an online purchase due to security concerns.

An SSL certificate adds trust & consumer confidence to your customer's website, and can ultimately lead to increased sales from their website. Research has shown that 97% of consumers are likely to share their credit card information on certified sites as opposed to 63% on non-certified ones.

## Ascio SSL Service

With Ascio's SSL service you will be able to offer a wide variety of SSL certificates via both the Ascio Web Service and Ascio Partner Portal. The service will be completely automated from the certificate authority all the way down to the customer, ensuring that your lead times for the issuing of SSL Certificates will match the best standards on the market. By offering SSL through Ascio, your customer can:

- Protect user data during transfer.
- Digitally bind a cryptographic key to organization's details.
- Secure credit card transactions, data transfers, logon credentials, and more.
- Provide authentication of the business and/or domain.

## The benefits

With Ascio's SSL service we ensure that you benefit from:

- Automatic order processing that meets the fastest standards on the market.
- Some of the strongest encryption possible (up to 256-bit).
- A wide variety of options. Your customers can pick and choose between some of the top SSL brands, as well as multiple certificate types.
- Configurable expiry reminders, ensuring they keep their site protected at all times.
- A seamless process for reissue of SSL certificates.
- Use of our Discovery tool, enabling the bulk search of domains & sub-domains for SSL certificates.

## How do I get started? - The process

If you are interested in offering our SSL services to your customers then let us know. By signing-up with us today, your customers can be ordering SSL certificates through you in just a few simple steps:

1. Connect automatically through our API, or alternatively through our web-based Partner Portal ordering system.
2. Once set-up, your customers can order directly from your site by entering the CSR, admin details, and technical contact details.
3. The order will be submitted automatically to the certificate authority, and then, depending on the type of certificate, a verification process will be conducted with the technical contact in the Whois.
4. Once finalised, an SSL certificate will be issued by the Certificate Authority.

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# Certificate Solutions

SSL solutions come in many shapes and sizes, so here is an overview of the main types of certificates that you can register with Ascio.

## Extended Validation (EV)

These certificates require thorough validation, in exchange for the highest level of customer assurance. Proven to provide ROI by activating all browser indicators including the famous green bar to boost conversion. EV is a must for any ecommerce, financial, or government website and highly recommended for anyone wanting to maximise their trust and assurance online.

## Organisation Validated (OV)

These mid-level certificates provide full business authentication. Recommended for SMBs to assure their customers they're a verified company and safe to do business with.

## Domain Validated (DV)

The quickest & easiest SSL solution ideal for low-traffic websites that don't have an ecommerce platform or depend on customer trust. These certificates just need to verify domain ownership before issuance.

## Multi-Domain

Perfect for covering multiple domains with just one certificate. Multi-Domain certificates are available with DV, OV, or EV Validation.

## Wildcard

These certificates cover one domain (i.e. `www.domain.com`) and an unlimited amount of subdomains (i.e. `email.domain.com`, `test.domain.com`). They can be DV or OV.

# The Brands

Interested in running SSL certificates through Ascio, then see here what brands are available through us.



- Purchased VeriSign's SSL business in 2010 to become the largest CA in the world.
- They also own GeoTrust, Thawte, and RapidSSL.
- Symantec and their portfolio of brands account for about 35% of all SSL certificates worldwide.
- Symantec certificates are recognised as the most premium in the industry.

## RapidSSL

- Velocity brand that offers simple and affordable DV options.
- Only 2 products: RapidSSL and RapidSSL Wildcard certificate.
- Popular due to price: nice entry level certificate.



- American Certificate Authority (CA) with powerful order management software.
- Very popular "mid-level" brand in the United States.
- Offer DV, OV, EV, MD, and WC options.



- First CA to offer SSL certificates to countries outside the United States.
- Their customers are very brand-loyal.
- More recognized internationally than GeoTrust.



- Second largest CA with a 32% market share and growing.
- Still more focused on affordable pricing than being a premium option.
- Offer distinct product lines all under the Comodo brand.



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# Discovery Tool

The Ascio SSL Discovery tool is our easy to use service that allows you to bulk search domains & sub-domains for SSL certificates.

## Where can I access the tool?

The SSL Discovery tool will be made available via the Ascio Partner Portal, our unique interface for managing domain portfolios. The tool will be made accessible for all partners that run their SSL services through Ascio. Once in the Portal, you can reach it in two simple steps. First click on the the SSL tab and then select SSL Discovery tool. From there you can do as many searches as you wish.

## How does it work?

The tool is extremely easy to use. With our search function you can simply type in or paste the domains or sub-domains (100 at a time) that you would like to search for. You will also be asked to enter an e-mail address, from which all results will be sent to. When you click discover, our system will build the report and send you a consolidated report within seconds.

## What is it?

Our advanced discovery technology enables you to view if a domain has a certificate, who the certificate authority is, as well as when it expires. With unlimited search capability, choose to explore your own customers portfolio of domains, or alternatively domains registered outwith your company. It is the perfect tool for Ascio partners looking for



## How do I sign-up for it?

Interested in using this part of our SSL service? Then you can sign-up as a reseller at [www.ascio.com/ssl](http://www.ascio.com/ssl). Already an Ascio partner? Then contact your account manager who will be able to tell you more.

## What does the report contain?

Our SSL report will be sent in CSV format and will contain a consolidated list of all domains and sub-domains searched for. Within the report we will provide you with extensive details on which domains have certificates, who the certificate authority is, as well as when they are due to expire.

## What domains can I search for?

With the SSL Discovery tool you can search for any domain you wish. There are no limits. Furthermore, we allow you to choose what sub-domains to look for. These searches can be custom defined, or combined with our own exhaustive default list of over 600 sub-domains that can potentially carry an SSL certificate (i.e. apps.mycompany.com, cert.mycompany.com).

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## About Ascio

Ascio is a leading expert in domain name management, and offers the full scope of domain names to its clients; be it gTLDs, new gTLDs, or ccTLDs. Founded in 1999 and ICANN accredited ever since, Ascio currently has more than two million domains under management and employs over 350 people in offices throughout the world. Ascio is responsible for the provision of Domain Portfolio Management services to more than 450 partners. These primarily include telecommunication and web hosting companies, internet service providers, and intellectual property law firms.

Ascio is a separate division of Netnames Group Ltd., one of the world's largest corporate brand protection specialists

