

WHO ARE YOUR CUSTOMERS AND WHAT DO THEY NEED?

Profile of target markets:

- SMB, Mid-Market and Enterprise businesses
- Worldwide Banking, Financial, Insurance and e-commerce
- Integrity and customer safety are top priorities
- Investment in security best practices without compromise

Needs:

- Establishment of immediate online credibility, trust, and confidence
- Protect confidential information, like financial and personal data
- Increase site traffic and click-throughs from search engines
- Create a higher level of customer-to-purchase conversion







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For more information, please contact:
866-893-6565 (Option 6) or
channel-partners@symantec.com

THE ANSWER? SYMANTEC WEBSITE SECURITY SOLUTIONS

Symantec Website Security Solutions secures sites and helps to defend against attacks. Our solutions **Secure Site** and **Secure Site Pro** come with free value added services that offer protection to customers and their site visitors beyond SSL. And our Extended Validation (EV) option adds an extra level of authentication and recognizable visual cues within the browser. The following is our unique feature set for these products:

Features	EXTENDED VALIDATION		ORGANIZATION VALIDATION	
	Secure Site Pro with EV	Secure Site with EV	Secure Site Pro	Secure Site
Encryption Strength	128-bit minimum to 256-bit	40-bit minimum to 256-bit	128-bit minimum to 256-bit	40-bit minimum to 256-bit
Green Address Bar	✓	✓		
Extended Validation	✓	✓		
Full Organization Authentication	✓	✓	✓	✓
Vulnerability Assessment	✓	✓	✓	
NetSure® Extended Warranty	\$1,500,000	\$1,500,000	\$1,250,000	\$1,000,000
Norton™ Secured Seal				
Seal-in-Search™	✓	✓	✓	✓
Daily Website Anti-malware Scan	✓	✓	✓	✓
Free 24/7 Customer Support	✓	✓	✓	✓
SAN Support (up to 24 licenses)	✓	✓	✓	✓

*Secure Site Pro has an additional SGC component that negotiates the higher-level encryption for older browsers that do not support 256-bit

ORGANIZATION VALIDATION OR EXTENDED VALIDATION: WHAT'S THE DIFFERENCE?


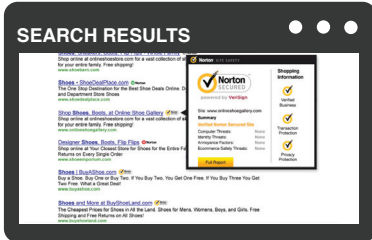
Symantec's Organization Validated (OV) SSL certificates feature our powerful SSL solutions, **Secure Site** and **Secure Site Pro**. But for companies that wish to achieve the highest level of consumer confidence and trust, Extended Validation (EV) applies the strictest level of authentication, along with visible browser cues, to **Secure Site** and **Secure Site Pro** products.

Extended Validation (EV)	<ul style="list-style-type: none"> • Stringent, industry standardized authentication of organization • Business-beneficial green address bar in browser • Issued in 7-10 days**
Organization Validation (OV)	<ul style="list-style-type: none"> • Authentication of organization • Proof of applicant's right to request domain certificate • Organization details in certificate information • Blue address bar in browser* • Issued in 1-2 days**

* Applies to Firefox only, not applicable to Internet Explorer or other browsers

**Certificate issuance times may vary by country

WHY SYMANTEC WEBSITE SECURITY SOLUTIONS WITH SSL? A DEEPER LOOK.

Feature	Description	Benefits	Support
Industry Leading SSL Certificates	<ul style="list-style-type: none"> The most complete portfolio of feature-rich SSL certificates and products All Symantec SSL Certificates enable up to 256-bit encryption and are based on 2048-bit roots 	<ul style="list-style-type: none"> Protect against Web attacks and data theft Build trust, legitimacy and consumer confidence—from search to browse to buy Easy to keep SSL certificates current with annual renewal 	<ul style="list-style-type: none"> Symantec SSL Certificates with Server-Gated Cryptography (SGC) enable the strongest encryption available to the most site visitors, 128-bit minimum to 256-bit encryption for over 99.9% of Internet users.
Daily Website Anti-malware Scan	<ul style="list-style-type: none"> Standard in all of our Symantec certificates Helps protect sites against hackers and hard to detect malicious software via daily scans of a Website code Scans at the hostname of the SSL certificate, including JavaScript and iFrames 	<ul style="list-style-type: none"> Reduces the risk of being blacklisted by Google or other search engines Prevents rogue access to servers and installation of malicious code that could cripple Websites Prevents the spread of viruses Protects sensitive data like credit card and other personal information Issues eMail alerts and instructions if site is infected with malicious software 	<ul style="list-style-type: none"> Distribution of malware via web sites almost doubled and over 286 million unique variants of malware were identified in 2010. <p>-Symantec Internet Security Threat Report 2010 - Symantec.com</p>
Vulnerability Assessment NEW	<ul style="list-style-type: none"> Quickly identifies and takes action against critical weaknesses that are commonly exploited by hackers Identifies potentially thousands of critical and informational vulnerabilities Complements existing protection for a more powerful solution 	<ul style="list-style-type: none"> Automatic weekly scan for vulnerabilities on public-facing Web pages, Web-based applications, server software and network ports Receive an actionable report that identifies both critical vulnerabilities that should be investigated immediately and informational items that pose a lower risk Re-scan Website to help confirm vulnerabilities have been fixed 	<ul style="list-style-type: none"> Symantec reported more vulnerabilities (6,253) in 2010, the most of any year recorded by Symantec. <p>-Symantec Internet Security Threat Report 2010 - Symantec.com</p>
Extended Validation	<ul style="list-style-type: none"> Only SSL certificates with Extended Validation trigger high-security Web browsers to display your organization's name in a green address bar. 	<ul style="list-style-type: none"> An easy and reliable way to verify site identity and security Protects against phishing threats, which continue to grow—up to 35,000 new sites detected each month Enables greater confidence, which leads to more business \$1.5M Netsure Warranty 	<ul style="list-style-type: none"> Symantec helped lead the development of Extended Validation and as of January 2012 has issued more EV SSL Certificates* than any other Certificate Authority. As of January 2012 two-thirds of websites using Extended Validation SSL choose the Symantec brands,* including some of the biggest names in e-commerce and banking. *Includes Symantec subsidiaries, affiliates, and resellers.
Seal-in-Search™	<ul style="list-style-type: none"> Symantec™ Seal-in-Search™, a feature of Symantec Website Security Solution with SSL and the Norton™ Secured Seal, puts the Norton™ Secured Seal next to your link to show that your Web site is trusted by Symantec. 	<ul style="list-style-type: none"> Create customer confidence and influence sales Complement SEO investment by making your search results more actionable by differentiating them with the Norton™ Secured Seal 	
SAN Support (up to 24 licenses)	<ul style="list-style-type: none"> Subject Alternative Name (SAN) functionality offers a cost-effective, versatile option to provide SSL-secured communications for servers using multiple domain names and hostnames—within a single SSL certificate. 	<ul style="list-style-type: none"> Recognized by Microsoft for compliance with Unified Communications (UC) usage for Microsoft Exchange and Communications Server Lowers administrative & deployment costs by securing up to 25 separate domains or host names with a single certificate Eases certificate installation and management via single-certificate support of any combination of domain names Fulfills administration needs of feature-rich environments (e.g., client-server and server-server communications) 	<ul style="list-style-type: none"> Symantec secures more than one million Web servers worldwide.* <p>*Includes Symantec subsidiaries, affiliates, and resellers.</p>

SYMANTEC WEBSITE SECURITY SOLUTIONS — A POWERFUL CHOICE

Browser Support	<ul style="list-style-type: none"> We provide comprehensive browser support, including mobile browsers
Most Trusted	<ul style="list-style-type: none"> The Norton™ Secured Seal is displayed over half a billion times per day on websites in 170 countries and in search results on enabled browsers as well as partner shopping sites and product review web pages In tests, 94% of respondents are likely to continue an online purchase when they view the Norton™ Secured Seal during the checkout process, more than other seals or no seal displayed (based on a U.S. Online Consumer Research Study, March 2011)
Security Is Our Business	<ul style="list-style-type: none"> Symantec, the leading source of trust online, protects 100% of the Fortune 500