

Secure Checkout

## True BusinessID™

### Web Server Certificate & Site Identity Solution



Example True Site Smart Seal - your True Site displays your company name

#### Why Choose True BusinessID?

**Unique Security Solution**  
Combines fully vetted SSL certificate and True Site site seal in one convenient package

**Instant credibility**  
Internationally recognised SSL brand

**Leading compatibility**  
Recognised by 99% of browsers and servers. GeoTrust owns its own trusted roots which are present in all popular browsers

**Maximum Security**  
True 128 bit SSL encryption

**Easy Installation**  
Single root install makes installation quick and easy

**More affordable**  
Cost effective SSL solutions for businesses of all sizes

**Industry leader**  
GeoTrust is the 2nd largest Certification Authority in the world

**Industry accredited**  
GeoTrust is a highly respected AICPA WebTrust compliant Certification Authority

**Proven Value**  
GeoTrust has over 60,000 customers in more than 140 countries

#### Comprehensive solutions for a secure e-enterprise.

If you're looking for end-to-end coverage for all your Internet security needs, True BusinessID from GeoTrust is the answer. This bundled package of a highly trusted **SSL Certificate** and a **True Site** smart seal delivers unsurpassed browser and server recognition, airtight access protection, fraud prevention and added visual confidence — all at one affordable low price.

True BusinessID is the first 2nd generation web trust solution that combines state-of-the-art 128-bit SSL encryption and web site identity verification in a single easy-to-use package. That means a new level of online security and confidence for both you and your customers, and a corresponding increase in business activity and revenue generated by your web site.

#### Grow your business with patented "Smart Seal" technology.

Here's how it works: Our patented "Smart Seal" technology resides on your web pages, automatically identifying your site as genuine, authentic, and validated by an independent third party. When a customer clicks on the True Site "Smart Seal", the server automatically performs a domain look-up to verify they're visiting a legitimate site. The result? Greater customer confidence, more e-commerce activity — and a significant increase in online revenue.

#### Single domain or Wildcard technology available.

If you're looking to secure multiple websites with one server certificate, True BusinessID Wildcard is the easy, affordable solution. True BusinessID Wildcard SSL Certificate can secure multiple fully qualified domains that share the same base domain name if they share one physical server. True BusinessID Wildcard can save you time and money in acquiring and managing multiple server certificates. True BusinessID Wildcard delivers unsurpassed browser and server recognition as well as airtight access protection and fraud prevention.

We'll even notify you of renewal requirements in advance so you can be sure that your True BusinessID is always operating at optimal levels — seamless protection for your online business, and important 24x7 assurance for your customers.

#### Innovating Information Security.

GeoTrust, the leading provider of next generation information security services, delivers secure e-commerce transactions, identity verification and authentication solutions to the global web community. GeoTrust ensures a new level of e-business security — your first step toward leveraging the full business potential of the Internet. GeoTrust is a highly respected and long-time established AICPA WebTrust compliant Certification Authority with internationally recognised security brands. GeoTrust is also the 2<sup>nd</sup> largest Certification Authority in the world, serving over 60,000 customers in 140 countries.

#### Getting started is fast and easy.

To secure your web site and to start providing visual confidence to your customers, go to [www.geotrusteurope.com](http://www.geotrusteurope.com)

#### Contact GeoTrust Europe

+44 1622 764789 [support@geotrusteurope.com](mailto:support@geotrusteurope.com)

The GeoTrust Europe sales and support team are available from 9am to 2am UK time

CERTIFICATION AUTHORITIES



ERNST & YOUNG



INNOVATING INFORMATION SECURITY