

PSW GROUP

The USP Maker for the hosting industry

Welcome to my presentation

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Trust on over
10 years
experience

- Germany's leading provider for internet security
- Over 13.000 customers
- Services:
 - Seals of quality
 - Encryption
 - Authentication
 - Certification
 - Signature solutions



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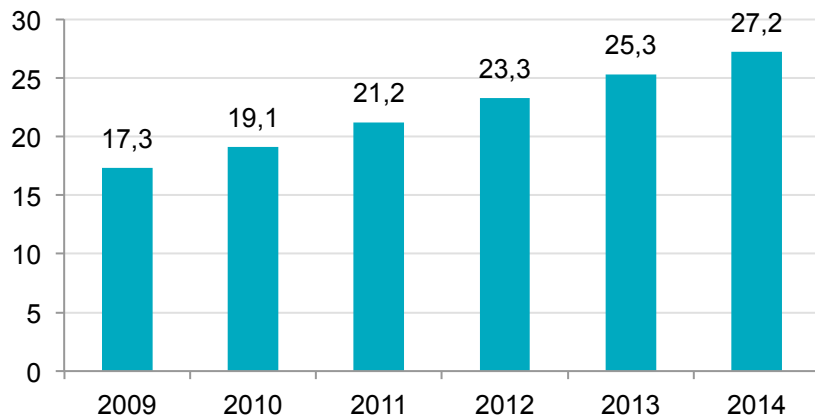
- Eleven years' expertise in SSL encryption methods
- Academic lecturer at University of Applied Sciences Fulda
- Activities:
 - Product management
 - Quality management
 - Technical consultancy
 - Customer relationship management



E-Commerce is booming

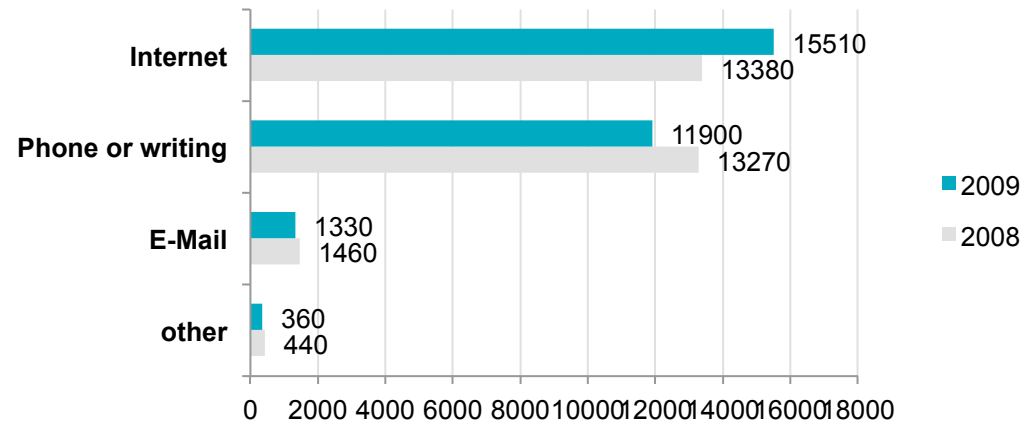
Take the advantage

Forecast of sales in the German e-commerce



Source: Forrester Research, Western European Online Retail Forecast, 2009 – 2014, details in billion, 2010.

Sales by mail order channels



Source: Internet World Business, 4/10, sales in million €, 2010.

- Turnover in online commerce in 2010: over 19 billion €

- Purchasing goods via the internet has become commonplace

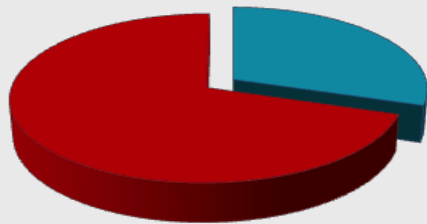


Security requirements are growing

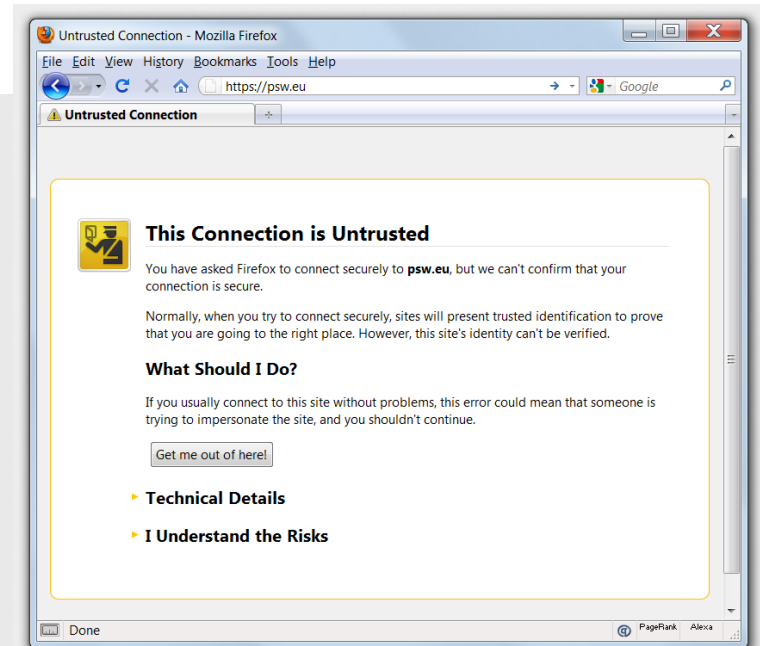
Provide confidence to your customers

- 70% have aborted because the shop did not appear secure

Shop **without** security certificate



■ Customers
■ Lost Customers

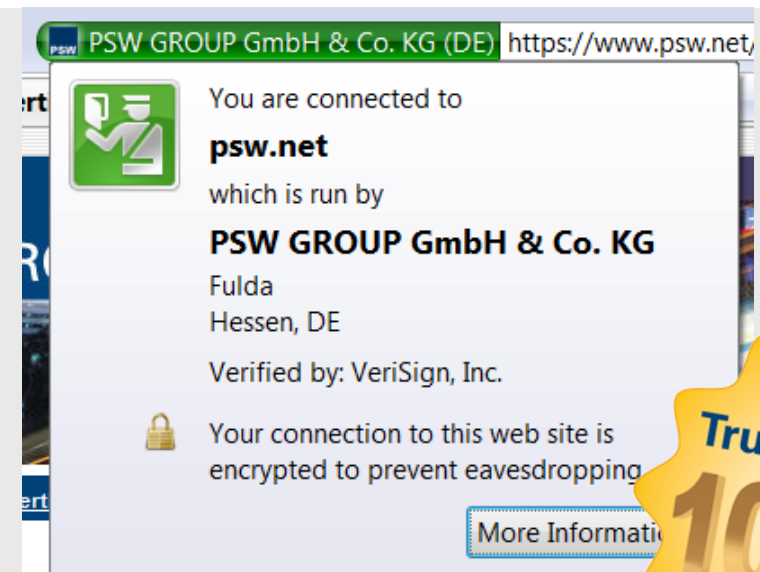


- 53% would have continued if the website had displayed a security certificate or seal of quality

Shop **with** security certificate



■ Customers
■ Lost Customers



How to gain PROFIT!

Reselling value added services from PSW

- Specialist third-party supplier
- Integration into own hosting products
- Large profit margin
- No need for investment in own infrastructure
- Low administration costs – thanks to API interfaces



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Reseller Products

Get your USP and secure the internet now!

- SSL Certificates / EV Certificates
- Comodo HackerProof
- VeriSign Trust Seal
- HackerGuardian
- VIP Mobile
- DNSSEC
- Secure CDN



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- Up to 256-bit encryption
- Available versions:
 1. Domain Validation
 2. Identity Validation
 3. Extended Validation (EV) – highest possible standard



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SSL Certificates

Extended Validation (EV) – highest standard

- Strict authentication of the corporate identity
- Green browser address bar – immediate customer confidence



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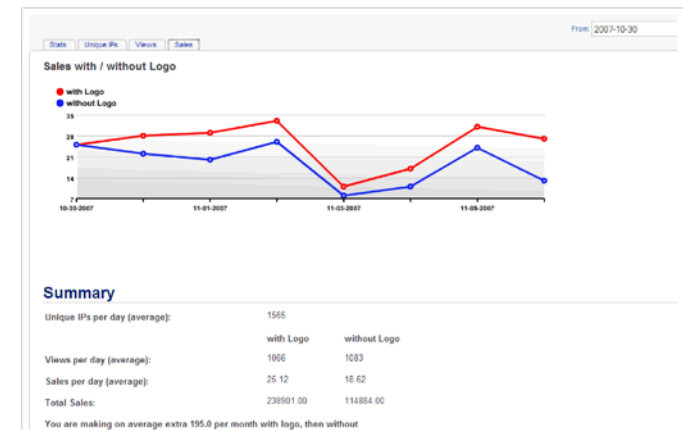
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Guarantee and indicate the security and trustworthiness of a website:

- Simulated attacks and malware scans in a 24 h cycle
- PCI scanning
- HackerProof seal
- Online-only tool
- Reporting functionalities



Sales with HackerProof Logo



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VeriSign Trust Seal

Increase traffic, sales & loyalty

- Authentication
- Daily malware scan
- Trust Seal
- Seal-in-search
- Reporting
- Protection against search engine blacklisting
- 250 million impressions a day
- Transparency for customers
- Fast and simple integration



- Weak point scanning
- Full payment card industry (PCI) compliant
- Recommendations how security gaps can be plugged
- Credit card trust logo



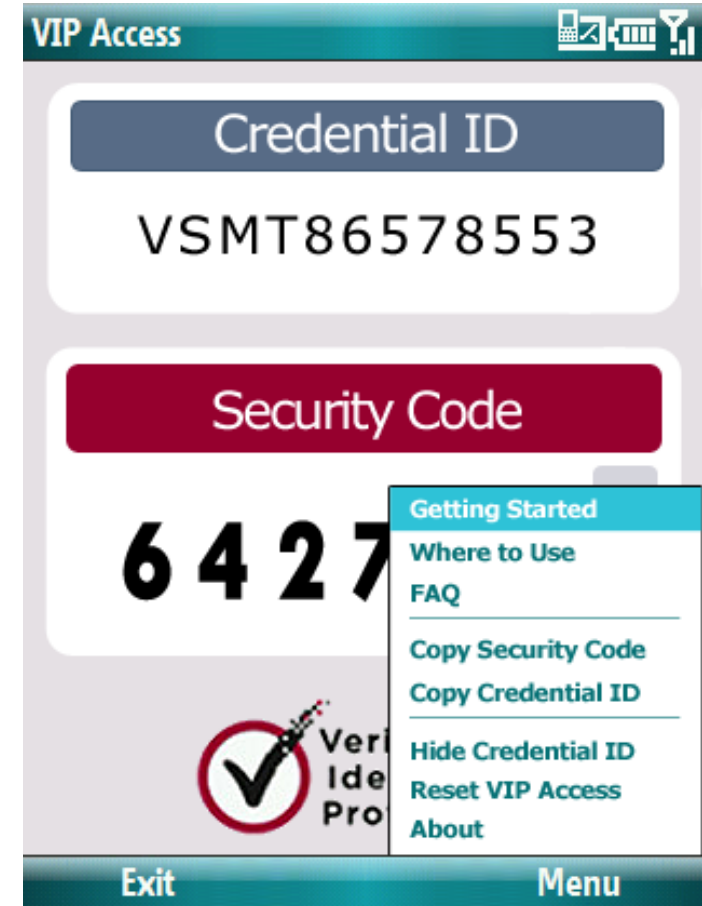
PCI SSC FOUNDERS



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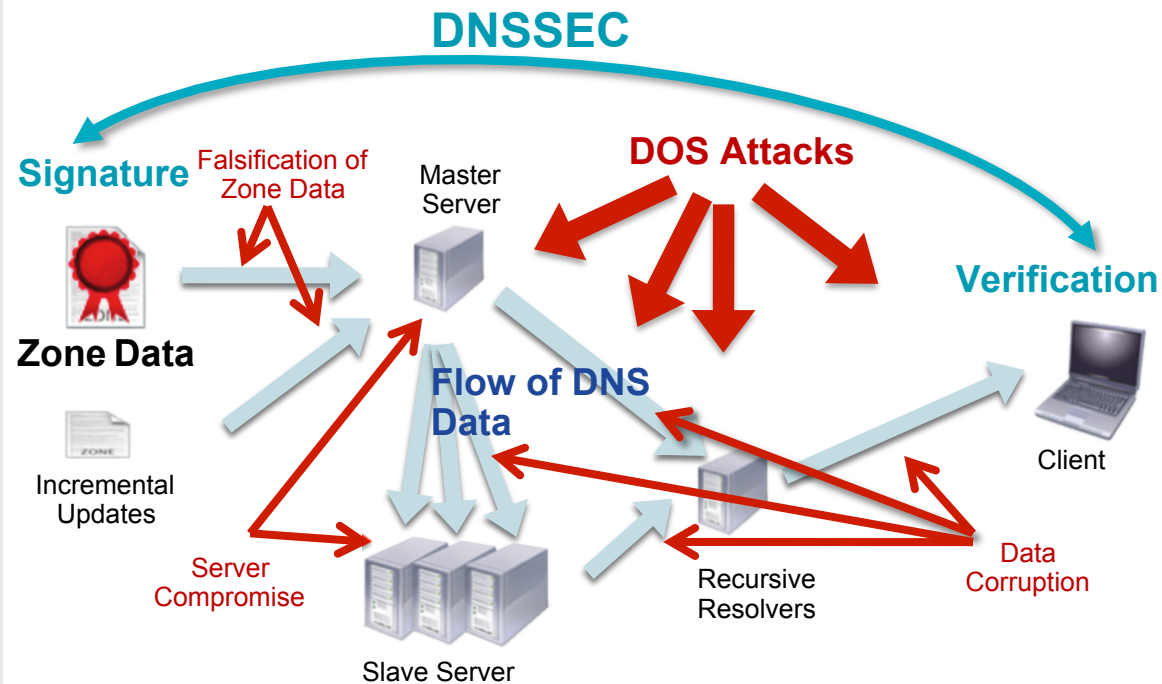
- Two-factor authentication
- Mobile telephone becomes a token



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- DNSSEC guarantees authenticity and integrity of the data in DNS
- DNS response + digital signature = DNSSEC



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- Delivery from points of presence (POPs) in immediate proximity to the most important Internet nodes worldwide
- Security functions:
 - Using HTTPS
 - Token authentication



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- Advantages for our customers
 - One step ahead
 - Instant access to all major PSW products
 - Top margins for merchants
 - 24 hours / 7 days a week / 365 days
 - Support in major languages:
German, English, Spanish and Polish



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hosting industry**

Act now, don't wait!

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