# AFFIRMTRUST™

# AffirmTrust™ DV TLS/SSL Certificates

## Lock, Stock and Profit

AffirmTrust Domain Validated (DV) TLS/SSL certificates provide the latest encryption technology so customers can avoid browser pop-up warnings that scare visitors away and costly downtime related to unencrypted web applications.

DV certificates establish public trust between domain ownership and their online customers by securing the private information that's transmitted between a server and a client during online transactions. They also secure server-to-server communication, which makes them ideal for securing internal communications.

AffirmTrust DV certificates are an affordable encryption security solution for small-to-medium sized businesses.

## Business Challenge

Maintaining a profit in a disruptive marketplace is no easy task for partners who want to sell the latest TLS/SSL encryption technology at a fair price. The value in DV certificates is much greater than the cost to the small-to-medium sized business owner who wants more engagement on their website.

Relationships are everything. Domain owners take their website security seriously. They want to purchase TLS/SSL from a competent source to ensure their website is secure.

## Solution

At AffirmTrust, we take our relationships seriously. A unique fraud check prevents issuance to phishing sites and, through our partners, we secure end user domains using the latest encryption technology for DV certificates at a fair price. This is a win-win-win for our partners, the end customer and our brand.

## Fully Automated Process

Keep costs at a minimum with a fully automated process that allows partners to completely automate the certificate ordering, provisioning and verification process for DV certificates.

## Always-On SSL

Domain owners can secure all web pages with affordable DV certificates to ensure protection from session start to finish.

## Partner Program

Our tiered program supports partners with deep discounts, MDFs and other incentives that promote incremental growth.

▶ affirmtrust.com

## Features

- Establishes an encrypted connection
- Includes example.com with www.example.com
- Supports up to 250 SANs (additional fee)
- Eliminates web browser security warnings
- Secures website transactions and adds privacy
- Customizes the workflow with an integrated API
- Automated domain verification
- 24x5 unlimited support
- Completely automated SSL certificate lifecycle management
- Integrates with ConnectWise Marketplace
- Integrates with ConnectWise Manage
- SSL driver available on Venafi's marketplace

VERIFY
SSL
SECURED BY AFFIRMTRUST™

Certification Authorities
WebTrust

## Ultimate Versatility

AffirmTrust DV certificates support the strongest level of encryption available to protect personal data that is transmitted between the server and a client. They are also an ideal solution for encrypting internal server-to-server communication.

### Choose From Multiple Authentication Methods

- Email authentication
- File authentication
- DNS authentication
- Manual authentication

### Domain Validated (DV) Certificate

The address bar displays a browser padlock and HTTPS to site visitors. AffirmTrust DV certificates are available exclusively through our API/partner portal with automatic vetting.

🔒 https://www.example.com

### Partner API

Our integrated API lets partners take command of certificate ordering, provisioning and renewals with a customizable workflow process that can be completely automated to run with minimal user interaction.

Renewal notifications are delivered prior to expiration to alert users to take action in order to avoid a security lapse and to maintain browser compliance.

The API also supports an automated verification process for DV certificates. Partners can trigger what auto-domain verification method to initiate. Partners expecting to resell larger volumes of DV certificates can leverage our API to minimize operational costs.

### SSL Driver Available on Venafi's Marketplace

Our SSL driver enables partners who use Venafi to automate certificate management for AffirmTrust's Domain Validated (DV) certificates on the Venafi platform.

### Supports Integration with ConnectWise Marketplace

Any of our partners who are using the ConnectWise platform to manage their end customers can now order Entrust Datacard TLS/SSL certificates through ConnectWise Marketplace without having to leave the platform.

### Features

- When renewed early, remaining lifetime is added to new certificate
- Meets or exceeds all minimum TLS/SSL requirements
- Minimum key size: 2048-bit RSA
- SHA-2 signing algorithms
- Integrated API
- Automated DV verification
- Prevents trust dialogs
- 99%+ browser compatibility
- Issued by a WebTrust accredited CA
- Unlimited server licensing
- Unlimited reissues
- Automated renewal notifications

### About Affirmrust

AffirmTrust takes transaction security as seriously as you and your customers do. We deliver a solid value to partners expecting a rewarding opportunity to increase revenue by selling TLS/SSL certificates. Partners can rely on AffirmTrust, a WebTrust accredited certification authority, to deliver the latest encryption technology and management tools within a tiered partnership program that supports sales efforts and delivers a profit. AffirmTrust encrypts websites worldwide through a solid network of partners.

For more information about AffirmTrust products and services, call 1-613-851-5255, visit **affirmtrust.com**, email **sales@affirmtrust.com**

**AFFIRMTRUST™**

**VENAFI®**    **ConnectWise®**