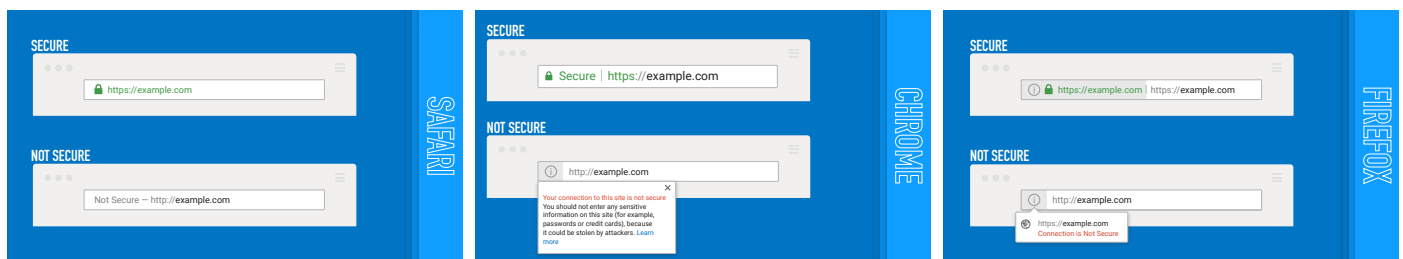


DigiCert Encryption Everywhere Partner Program

The most comprehensive web security one-stop shop for Hosting Providers

In today's digital economy, every company needs a web security they can trust and scale together. More than ever, customers will need encryption for their website to avoid browser warnings.



The Encryption Everywhere Program give hosting providers the ability to offer a complimentary Domain Validated (DV) SSL certificate, with the flexibility of offering certificates with a validity period of up to one year. The complimentary DV SSL certificate must be offered with a bundle (eg. hosting package) so that it creates an upsell opportunity to offer premium services, such as Organization Validated (OV) and Extended Validated (EV) SSL certificates.

Business Value of the Encryption Everywhere Platform




- **Integration across your existing infrastructure and processes without friction.** Encryption Everywhere allows partners to easily integrate our security portfolio by using DNS or File Auth, and a variety of control panels including cPanel, PLESK, WHMCS and others.
- **Deliver with ease.** Encryption Everywhere takes the guesswork out of security decisions - appropriate security offerings are mapped to your existing packages, allowing customers to make decisions within the environment they are used to using and the context of their current websites and hosted applications.
- **Scale and automate.** Encryption Everywhere simplifies the entire security life cycle through scalable and automation functionality. Partners can onboard thousands of customers and rapidly issue high volumes of certificates.

Monetization. How does it work?

A hosting provider who has one hundred thousand SSL domain names (installed base) - if they (conservatively) upsell 7% of those domains to DV Wildcard, with a margin of \$60 each, that is incremental revenue of \$420,000 that would have otherwise been spent elsewhere.

Examples of monetization options

Upsell option during Basic SSL activation.

BASIC SSL	Most popular BUSINESS LEVEL SSL	UNLIMITED SSL
<p>Protection in minutes For private servers and internal websites</p> <p>Secures example.com www.example.com</p> <p>Comes with</p> <p> https://www.example.com</p> <p>Basic Encryption</p> <p>Activate now</p>	<p>Protection for business For public-facing company websites</p> <p>Secures example.com company.com info.com</p> <p>Comes with</p> <p> https://www.example.com</p> <p>Standard Encryption Unlimited server licenses Trusted site seal \$1,250,000 USD Warranty</p> <p>Upgrade</p>	<p>Protection for subdomains For personal websites or social media</p> <p>Secures* .example.com mail.example.com login.example.com info.example.com</p> <p>Comes with</p> <p> https://www.example.com</p> <p>Standard Encryption Unlimited server licenses Trusted site seal \$1,250,000 USD Warranty</p> <p>Upgrade</p>

- Upsell options for existing SSL customers: Provide recommendations of other SSL product types within the hosting control panel for improving the security standard
- Product bundling: Possibility to add SSL into the current security product bundles.
- DigiCert will support you with customer segmentation, GTM Planning and successful upsell strategies based on your customer portfolio.

Why DigiCert?

DigiCert is the industry's most trusted and widely respected provider of high-assurance certificates, trusted by the world's top companies to secure billions of transactions, worth billions of dollars, every day. DigiCert offers a flexible pricing model that addresses the needs of different market segments. With a feature-rich service, the company ensures high levels of customer satisfaction.

What is the investment in getting the services up and running?

- Sign an Encryption Everywhere contract.
- Integrate with the relevant APIs.
- Establish a Go-to-Market Plan.
- Establish a buy-flow integration with your site, including automated upsell.
- Launch and start a marketing campaign.

For more information, contact a Partner Program Representative at 1.801.701.9686 or email partnermarketing@digicert.co