

SSL Services Scenarios

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Jack
Director, IT
Vance & Ellis Advertising

Upsell Jack to MPKI for SSL—he needs it but doesn't know it.

Jack is the IT Director for Vance & Ellis, an advertising firm with offices in New York, Chicago, San Francisco—and which is about to open a new office in Tokyo. Jack has to accommodate the company's dot com site, its intranet, and its extranet. It's a heterogeneous mix serving external clients, employees, and the general public. Security for both the intranet and extranet is vital. The extranet is especially sensitive: V&E uses it to keep its clients up to date on the development of campaigns—exactly the kind of info its clients' competitors would love to get their hands on. Jack has to manage at least one server in every office—for which he has several existing SSL certificates. He now also has to manage the company's international .jp domain.

Jack asks:

Can I buy an SSL certificate for an international domain from VeriSign?

Scenario

- ▶ Jack goes to VeriSign.com.
- ▶ He types "international ssl" in the search box on the home page, and clicks Search.

The search results page lists the international certificates FAQ.

- ▶ He clicks the link

The link takes him to the international certificates FAQ. The FAQ gives him the information he needs about international SSL certificates.

<p>Are there issues for intranets, extranets and dot com sites?</p>	<ul style="list-style-type: none"> ▶ Jack types “intranet extranet ssl” in the search box and clicks Search. <p>The search results page lists the SSL certificates features description page.</p> <ul style="list-style-type: none"> ▶ He clicks the link. <p>The link takes him to the features description page. There he reads about the suitability of SSL certificates for intranets and extranets.</p>
<p>What do I need to know about 40-bit versus 128-bit encryption?</p>	<p>Jack also finds information explaining the differences between 40-bit and 128-bit encryption and the advantages of SGC 128-bit encryption.</p>
<p>Okay, how do I buy a 128-bit certificate?</p>	<p>In the right-hand navigation, Jack sees Buy SSL Certificates.</p> <ul style="list-style-type: none"> ▶ He clicks the link. <p>The Buy SSL Certificates page appears. “Manage Multiple SSL Certificates” catches his eye.</p>
<p>I’ve got a lot of managing to do. How can VeriSign help me?</p>	<ul style="list-style-type: none"> ▶ Jack clicks Compare Features. <p>The comparison table appears. He reads there about the features and benefits of Managed PKI for SSL. He checks the pricing.</p> <p>When he’s finished, he’s convinced that Managed PKI for SSL has everything he needs at a price Vance & Ellis can afford.</p>
<p>Okay, how do I get it?</p>	<ul style="list-style-type: none"> ▶ He clicks Contact Sales. <p>He goes to the Contact Sales page.</p> <ul style="list-style-type: none"> ▶ He fills in the info under Request a Call. ▶ He clicks Request Call <p>A VeriSign sales rep calls him within 15 minutes.</p>