Symantec™
Encryption Everywhere

Symantec™ Encryption Everywhere Program
High-Value, Low-Friction Security Business for Hosting Providers

Today, 97% of all websites lack basic security

This is a shocking statistic particularly as cybercrime incidents increase in sophistication and velocity. Over the next 18 months, many experts believe we will see browser and search technologies do more to expose sites with inadequate security. In fact, today we see:

- The browser community is pushing for HTTPS as a standard
- Free DV SSL offers becoming popular
- Secure pages receive better search ranking results
- Green address bar has become a standard for Enterprise web presence

These efforts alone will not be enough. In order to be viable, your customers will be making buying decisions about their security – from prevention, authentication, and validation to detection and remediation.

However, responding to your customer's diverse security needs has been nearly impossible. Historically, web hosting providers and web application developers spent a great deal of time integrating disparate tools and administering manual processes into their business. Adopting a rich security portfolio was simply not worth the investment cost or pain.

Introducing Encryption Everywhere: a comprehensive portfolio in a single platform

Symantec Encryption Everywhere changes the game. Symantec's Encryption Everywhere platform provides a unified approach to security integration, automation and management.

Business Value of the Encryption Everywhere Platform

INTEGRATE WITHOUT FRICTION

Integration across your existing infrastructure and processes without friction
Encryption Everywhere allows partners to easily integrate Symantec's security portfolio by using DNS or File Auth, WHMCS and a variety of control panels including cPanel and others.

DELIVER WITH EASE

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

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. Orders can be made in asynchronous or synchronous modes via BULK and Transactional APIs. In the case of vulnerabilities (i.e. Heartbleed), partners can rapidly and automatically revoke and replace certificates using BULK API operations.

Learn more:

website_security@symantec.com
go.symantec.com/encryptioneverywhere

Symantec
Encryption Everywhere

Encryption Everywhere by Symantec is a website security portfolio you can offer your customers with every package you sell. Security products can be complex which is why many hosting providers don't make it part of their offerings – or if they do, it's fragmented and limited to a subset of what they could (and should offer). Symantec has made it easy for web hosting providers to integrate, sell and manage a full suite of security solutions mapped to their business, all from a single platform.

Our platform is the only low-friction approach that lets you:
- Differentiate your service with a complimentary security offering you can deliver to everyone
- Map the appropriate additional security your customers need based on their requirements and buying experience
- Integrate with your existing infrastructure
- Offer basic to advanced security options which provide incremental revenue/margins from upselling a robust solutions portfolio

Program requirements

To participate in the Encryption Everywhere program partners must meet the following requirements:

- Be a partner in the Symantec Website Security Partner Program
- Agree to an annual sales commitment
- Be a Hosting Provider or sell to a Hosting Provider who has at least 200,000 websites under management (except Japan and the Nordics. Japan carries a minimum requirement of 20,000 websites under management; the Nordics carries a minimum of 50,000 websites under management)
- Enable DNS Auth or File Auth
- Commit to execute regular campaigns to achieve agreed upon upsell targets
- Participate in quarterly marketing and business planning
- Bundle complimentary product into web hosting packages (for it to remain free of charge)

To remain in the Encryption Everywhere Program, Partners must meet the following requirements:

- Agree to Integration and Outreach Plan within 30 days of signing Encryption Everywhere Program
- Commit to Encryption Everywhere Program availability for its Hosting Providers within 60 days of signing Encryption Everywhere Program
- Commit to working with its Hosting providers to have them launch Encryption Everywhere program within 60 days of signing
- Commit to simultaneous launch of complimentary DVs and promotion of premium security offerings bundled within hosting packages' and/or buy flow upsell integrations

Program Benefits

Eligible partners receive exclusive program benefits including:

- Marketing promotional activities - PR, joint promotions, case studies, and more
- Access to Website Security Partner Marketing Development Funds in accordance with the terms and conditions found at
  https://wspp.symantec.com/mdf/assets/MDF-Guidelines.pdf

Our Robust Website Security Portfolio Includes

Largest Portfolio of Solutions Leading Brands from	Symantec	GeoTrust	thawte
Rigorous Authentication	OV Validation		EV Validation + Green Address Bar
Multiple Domain Support	SAN Certificate Multi Domain Support	Wildcard Certificate Unlimited subdomain support	
Stronger Site Security	ECC: Strongest Security**	Malware & Vulnerability Scanning	
Performance Offerings	Faster response times with our advanced Online Certificate Status Protocol (OCSP) Infrastructure		
Most Recognized Trust Marks	Norton SECURED powered by Symantec	GeoTrust SECURED	Secured by thawte / Norton SHOPPING GUARANTEE

** Elliptical Curve Cryptography (ECC)

Symantec Encryption Everywhere

TLS/SSL Capabilities DV & OV Wildcards and SANS EV SANS

SSL Capabilities:

Symantec offers a variety of SSL products, that support different authentication mechanisms for different customer needs. From SSL certificates that secure one domain to SSL certificates that can secure unlimited sub-domains, or Unified Communications/SAN certificates that protect multiple domains in one certificate in applications like Microsoft Exchange.

Encryption Capabilities RSA, ECC and DSA

Encryption Capabilities:

Symantec offers a variety of Encryption Algorithms, ECC or Elliptic Curve Cryptography with Symantec provides stronger security and higher performance with a shorter key size when compared with the current dominant encryption method. For example, an ECC certificate with a 256-bit key is stronger than an RSA certificate with a 2048-bit key. DSA Certificates allow you to enhance your flexibility to deploy RSA for your business needs. RSA Certificates are widely adopted and DSA certificates meet compliance requirements with certain government agencies.

Authentication Capabilities DNS, FILE and WHOIS

Authentication Capabilities:

Symantec offers a variety of authentication mechanisms when issuing domain validated SSL products from automated DNS and File Authentication to classic WHOIS authentication checks that require customer approval.

APIS ORDER, QUERY & LIFE CYCLE MANAGEMENT

REST & SOAP
BULK API
TRANSACTION API
UPSELL API
QUERY API

APIS:

Symantec supports a set of order, query and life cycle management APIS to enable partners to integrate Symantec's security offerings within their infrastructure.

Symantec Encryption Everywhere platform at a glance

✓ Complimentary SSL certificates for all new and existing customers
✓ Domain validated Individual & Wildcard SSL Certificates
✓ Flexible validity period for Complimentary Product (180-365 day ranges)
✓ 2048 bit RSA Roots with SHA2 Hierarchies support
✓ Instant issuance of SSL Certificates via DNS auth or File auth
✓ Unlimited free reissues
✓ Nearly 100% browser compatibility
✓ Support for automated end-to-end order and life cycle management
✓ Bulk Order and Life Cycle Management (Enroll, Reissue, Revoke)
✓ Transactional Order and Life Cycle Management
✓ Pre-shared DNS Authentication Key to enable rapid on boarding of customers
✓ Test environment to enable end-to-end automated testing
✓ Granular error codes to enable faster trouble shooting
✓ Delivery of certificates via API to enable automated installation
✓ Online developer portal with API Content and sample code
✓ Upgrade API and flow to streamline upsell to premium add-on security products
✓ Competitor Swap Out API

About Symantec Website Security

Symantec secures the websites, data, and applications of the world's top companies, including more than 90% of the Fortune 500.

Our integrated service includes the encryption of online transactions and server communications, SSL/TLS certificate and code signing management, malware scanning and 24x7 support.

As a global provider of Internet trust, authentication, and security solutions, Symantec delivers the highest security standards and scalability to protect your business.