



The Starter PKI Program



Get the timesaving convenience of a Thawte multiple digital certificate account

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■ **Introduction:**

People simply don't trust the Web.

In survey after survey, this hard fact is driven home time and again. Here are just a few examples:

- A 2002 Webwatch survey found that only 29 percent of users trust Web sites that sell products or services.
- The results of 2002 Ernst & Young interviews with 6 000 consumers in nine European countries revealed the most important values to the global e-shopper: honesty, respect and reliability.
- “Trust - or the lack of it - is emerging as one of the critical roadblocks to success in e-commerce and online marketing initiatives, according to a report by management consultants McKinsey & Co”.
(Cyberatlas.com - November 2001)

The question, of course, is how to get the other two-thirds of potential customers out there to have enough faith in your Internet business to make that vital on-line purchase.

Moreover, if your company has multiple domain or host names to secure, how do you enable digital padlocking without spending a fortune? If you are

serious about doing on-line business, you will need SSL certificates to ensure trust and security for each and every one.

And that is exactly what Thawte's Starter PKI Program is for: A simple, pre-paid account system making it possible to purchase multiple SSL and Code Signing certificates at discounted prices with the minimum of paperwork – perfect for organizations requiring more than FOUR digital certificates per year.

■ ***What's In This Guide?***

This guide will introduce you to our Starter PKI Program by explaining how it works and its benefits. We'll also point you to a dummy company on our Web site, where you can "test drive" the Program. Finally, you'll find out how to enroll and the costs involved. If you require further information not included in this guide, please contact the Starter PKI Business Solutions team at:

Telephone: +27 21 9178920 or

spkisaes@thawte.com.

■ ***Starter PKI– The Benefits***

The Starter PKI Program is about convenience – and setting you free to do the things you really like.

It allows you and your organization to manage your own SSL and Code Signing Certificates without the never-ending hassle of having to go through processes and red tape.

Once you've completed the initial sign-up, there is no need for day-to-day interaction with Thawte. Thawte's trusted root keys sign certificates, but they are authorized and approved by your own security personnel.

Thawte also offers you a user-friendly on-line interface to manage your account. You will be able to:

- Add security personnel into your account
- Prepay for discounted certificate bundles
- Utilize the management system to keep track of the certificates you have issued

- Access reports on:
 - Cost of Certificates
 - Date of issuance
 - Expiry Date
- Have the ability to add new domain names, departments and subsidiary companies.

So, in summary, it makes your life easier through a number of unique benefits:

- One enrollment covers all certificates and renewals for a two-year period.
- We re verify your company details every two years, to ensure the highest level of trust for your organization.
- Integrated, seamless, easy-to-use administration.
- Total control over requesting, editing, approving and terminating certificate requests.
- 2 – 3 hour turnaround time for all certificates.
- Full free technical support 24 hours a day, five days a week

You even get a variety of certificates from a single comprehensive console:

- SSL certificates (40-bit encryption)
- SuperCerts (128-bit encryption)
- Code Signing Certificates (Microsoft Authenticode, Microsoft VBA Macro Signing, Netscape Code Signing, JavaSoft)

■ *How Does It All Work?*

Step #1: The vetting process

When the public sees the Thawte brand on a digital certificate, they know they are interacting with a trusted and secure digital domain. To maintain our integrity (and make sure you reap the benefits thereof), we need to vet you in a simple once-off process.

When you join the Starter PKI Program, we will request all your company documents and details – and all domain names to which you would like to issue a certificate, of course.

The reason for this is simple: Our verification team needs to check that:

- Your company is a registered company in good repute.
- You really do work at the company you claim to work at.
- Your domain names are registered to your company.
- You and your Chief Security Officer are both aware of his/her duties and responsibilities.

Step #2: Pre-validation

Once the account is approved certificate requests are matched against all your pre approved company and domain details

As long as a SSL Certificate is for a host in one of your domains, and contains a Country, State (Province) and organization name that match a pre-verified set, you are free to approve the certificate and have it signed by Thawte immediately.

In other words, you will be able to issue certificates to all these domains without any further interaction with Thawte.

Step #3: Setting up the test drive

The Thawte Starter-PKI Program puts you in the driver's seat, allowing you to manage your own certificates.

But we don't expect you to know all the gears and levers from the word go. To help you familiarize yourself with your live management interface, we created a "test-drive" environment. This enables you to request certificates as well as edit, approve and terminate bogus certificate requests – all within the safe confines of our learning center.

In order to experiment, fiddle and play with the system, we have created a dummy company called ACME, which works just like the real thing.

Simply go to <http://www.thawte.com/ucgi/gothawte.cgi?a=w187456970808000> and start driving!

Step #4: Learning on-line

Now, you can test all the things you are able to do inside your own company structure. For example:

- To request a certificate, log in to your PKI account here:
<http://www.thawte/html/SPKI/index.html>click on
- Once you are happy that everything is correct, approve the certificate. If you notice an error (for instance, a spelling error in your company name) you can choose to edit the certificate details before you approve it. If you notice that someone from your company who shouldn't be requesting a certificate has put in a request, you can terminate that request
- Adding domain names to your account is just as easy. Click on "Domain Manager" and enter the information. Your new account details will automatically be sent to your Thawte Support Manager, who will confirm that the domains in fact belong to you. As soon as this has been approved, you will immediately be able to issue certificates to your new domains

All this functionality will be available in your real SPKI account

■ What Does It Cost?

The Thawte Starter PKI Program is highly adaptable – even when it comes to price. Please contact our Starter PKI Business Solutions team for more information:

Telephone: +27 21 9178920 or spkisaes@thawte.com.

■ Get Going Right Away

If you want the trust, security and convenience of Thawte's Starter PKI Program to start working for you right away, we will be delighted to serve you at <http://www.thawte.com/html/SPKI/index.html>

■ Contact Thawte

If you would like to join the Program or require any further information, please contact the Starter PKI Business Solutions Team at spkisaes@thawte.com or +27 21 917 8920