

June 2009

White Paper on eCommerce Web Security

Dear webmaster and valued customer,

Thanks to phishing, pharming and a host of other scams, Web surfers grow more wary by the day and getting smart about online security. More and more of them are looking for the padlock icon and "https" prefix in the address bar of their browser before submitting personal information online.

If your Web site (or that of your clients) doesn't have an SSL Certificate, visitors may leave before making a purchase, creating an account, or in the extreme even signing up for a newsletter. Yet you can change all that with an SSL from SwissTronix (or a 'Certified Domain' for the newsletter bit).



Up to **256-bit** encryption!
99% browser recognition!

SSL Certificates

Secure data and transactions!

#1 IN HOSTED SSL CERTIFICATES
#2 SSL CERTIFICATE PROVIDER

The SwissTronix.net eCommerce site rides on a secure server infrastructure using Secure Sockets Layer (SSL) technology, which supports both industry-standard 128-bit (used by many banking infrastructures to safeguard sensitive data) and high-grade 256-bit SSL encryption to secure online transactions. I won't get into all the technology intricacies of that, but the actual encryption strength on a secure connection using a digital certificate is determined by the level of encryption supported by the user's browser and the server that the Web site resides on. Encryption strength is measured in key length - number of bits in the key. To decipher an SSL communication, one needs to generate the correct decoding key. Mathematically speaking, 2^n possible values exist for an n-bit key. Thus, 40-bit encryption involves 2^{40} possible values. 128- and 256-bit keys involve a staggering 2^{128} and 2^{256} possible combinations, respectively, rendering the encrypted data de facto impervious to intrusion. Even with a brute-force attack (systematically trying all possible combinations until the right one is found) cracking a 128- or 256-bit encryption is computationally unfeasible.

Through www.SwissTronix.net eCommerce both SSL and Certified Domain seals are available at highly competitive prices, so don't hesitate to propose them to your clients for their business site.



Certified Domain

Inspire trust with a Certified Domain validation seal!

We also issue "code signing" security certification!



With public concern for online security at an all-time high, people are no longer willing to download software without proof that it's legitimate. With a Code Signing Certificate, software developers and other content publishers can "sign" their code, thereby reassuring customers it's the real thing.

- ✓ Through SwissTronix.net eCommerce Perfect for software publishers and content providers of ActiveX controls, dynamic link libraries (.dll files), .cab files, HTML content or any other software distributed over the Internet or via an extranet.
- ✓ Time-stamping service provided, allowing distribution of signed code beyond certificate expiration
- ✓ Protects your intellectual property by warding off impersonation and tampering.

Code signing adds a digital signature to the software's executable code, validating that the code comes from you. When an end-user attempts to download your content, a dialog box will appear identifying you as the publisher. Any alteration of the original code breaks the digital signature, alerting potential users that the content is not to be trusted.

- ✓ Allows publishers to sign .exe, .cab, .dll, and .ocx files; Java Applets and MIDlets; Microsoft® Office documents with macros; and other types of files that support digital signatures.
- ✓ SwissTronix Code Signing Certificates are fully integrated with Industry-Standard Technology.
- ✓ Code Signing Certificates are available only to legally registered companies with a registered status of "Good Standing", "Active" or equivalent. Registration will be confirmed with the appropriate government agency before issuing the Code Signing Certificate.



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