

# GeoTrust Web Site Anti-Malware Scan FAQ

## FAQ: Web Security

### Q. What is the new GeoTrust Web Site Anti-Malware Scan?

A. Don't let your clients' web sites get hacked. Protect your customers with an affordable daily anti-malware scan from GeoTrust that can help identify both well-known malware and brand new malware strains.

GeoTrust Web Site Anti-Malware Scan assures your customers that their sites have been scanned for malware by showing an anti-malware seal from GeoTrust, one of the most popular SSL brands on the web.



This easy-to-implement cloud service includes the following features:

- Daily anti-malware scan for regular check-ups
- Analysis of web page for identifiable malicious code plus monitoring to identify malicious activity to enable easy clean-up of infected site
- Instant alerts identifying malicious code to enable fast malware removal
- On-demand scans to enable quick confirmation of clean site status
- Displays a new extensively tested trust mark from GeoTrust, the #1 brand of SSL for the top 1 million most visited domains on the web

### Q. What is malware?

A. Malware is a general term for malicious software and is a growing problem on the internet. Hackers install malware by exploiting security weaknesses on servers and gaining access to web sites. The malware code is not visible or easily detected, and may infect customers' computers when they simply browse a compromised web site. Hackers use it to spread viruses, hijack computers or steal sensitive data such as credit card numbers or other personal information.

### Q. When will the new anti-malware scan products be available?

A. The GeoTrust Web Site Anti-Malware Scan will be released in late October, 2011.

Contact your account manager for availability of pre-release Partner API testing or the Trust Services Partner Program call center at (866) 893-6565 (option 6) or (650) 426-3347 (option 6) for more information.

### Q. What is the price of GeoTrust Web Site Anti-Malware Scan?

A. The MSRP for GeoTrust Web Site Anti-Malware Scan is \$99 per year. Monthly pricing options are also available. The Trust Services Partner Program provides partners with big margins for the launch of this new product. Contact your account manager for pricing.

### Q. Why is it important to promote anti-malware scan services?

A. Distribution of malware via web sites almost doubled in 2010.<sup>1</sup> With over 286 million unique variants of malware being

<sup>1</sup>. Symantec Internet Security Threat Report, volume 16, 2011



identified last year<sup>2</sup>, your customers' web sites are under attack. Don't let your customers' sites be hacked. Protect your role as trusted advisor and your customer's online interests with a cost-effective daily anti-malware scan.

**Q. Who should use web site anti-malware scanning?**

A. Any web site is at risk of being infected by malware. Small web sites might be more vulnerable because they are less likely to have resources and expertise to detect and respond quickly to attacks. Malware may infect your customer's computers when they simply browse your web site. Targeting small web sites with low traffic allows hackers to avoid detection longer and cause more damage.

**Q. What are the financial benefits to partners?**

A. GeoTrust Web Site Anti-Malware Scan is a tremendous opportunity for partners by delivering a cost-effective solution to a large addressable market at high partner margins. Partners who offer this product benefit financially in several ways:

- **New revenue stream** – Add new high margin security solutions to your product portfolio and generate revenues through bundles and new customer sales.
- **Increase customer retention** – Protect your role as trusted advisor to your existing customers by offering additional security services.
- **Exclusive channel only offering** – At time of launch, GeoTrust Web Site Anti-Malware Scan will only be available through the Trust Services Partner Program. Currently Symantec will not be offering as a direct sale product.

**Q. What are the benefits to a partner's customers?**

A. Every web site needs to be trusted to be successful. Growing concerns about fake sites, viruses and identity theft have made consumers reluctant to do business with web sites that are not taking steps to protect them.

GeoTrust Web Site Anti-Malware Scan helps web site owners and online businesses to:

- **Assure visitors** that their site has been scanned for malware
- **Protect web site traffic** by avoiding blacklisting by browsers and search engines
- **Identify and fix** malware infections fast and easily
- **Show visitors they are safe** by displaying a trust mark from GeoTrust, the #1 brand of SSL for the top 1 million most visited domains on the web

**Q. What order options are supported for anti-malware scan services?**

A. Partners may order GeoTrust Web Site Anti-Malware Scan easily through the Partner Center or the Partner API. Orders can be submitted using usual order options, including Place Order, Place Invite, Quick Order or Quick Invite.

**Q. Do partners need a new contract or new SKUS?**

A. GeoTrust Web Site Anti-Malware Scan is a new service. If you wish to resell the product, contact your account manager to get your pricing, update your contract accordingly with the new product SKUS.

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2. Symantec Internet Security Threat Report, volume 16, 2011



### For More Information

Please visit our partner site and download our GeoTrust Anti-Malware Scan Launch Kit at <https://www.verisignpartnergrabandgo.com/additional-resources/>, email [trustservices\\_channel@symantec.com](mailto:trustservices_channel@symantec.com), or visit our VeriSign SSL Partner page on Symantec's partner portal, PartnerNet <https://partnernet.symantec.com/Partnercontent/Program/VeriSignSSLProgram.jsp>

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