



## DATA SHEET



### KEY BENEFITS

#### *The Ability to Permit Binding, Nonrepudiable Transactions*

Authentication is the essential prerequisite for issuing a digital certificate, which enables its holder to engage in binding transactions through identification and application of a digital signature.

#### *A Complete, Turnkey Solution*

By relying on VeriSign for the complex, time-consuming process of authentication, net marketplaces, enterprises, and exchanges avoid the time and expense of managing authentication themselves.

#### *Flexibility*

The Business Authentication Service enables enterprises and service providers to outsource aspects of the authentication process as needed or have VeriSign operate all aspects of the service.

An application programming interface (API) lets you connect your own database to the Business Authentication Service so that VeriSign can integrate it into the authentication process.

## VeriSign® Business Authentication Service

### + Reliably Identify Your Customers and Trading Partners

An essential first step in enabling successful business transactions is knowing with whom you're dealing. In the brick-and-mortar world, business licenses, letters of credit, and handwritten signatures prove identities and consummate trades. But to establish trust online, enterprises, exchanges, and portals must be able to reliably identify participants and then issue them business credentials that permit access to sensitive information and empower them to engage in binding transactions. Accomplishing these tasks is straightforward within your corporate intranet or for established trading partners, but highly complex when you want to accomplish them for unknown outside parties.

The VeriSign® Business Authentication Service enables you to turn to VeriSign for verifying the identities of buyers, suppliers, and customers online and avoid the time and expense of managing these verifications yourself. VeriSign capitalizes on its thorough, proven infrastructure and processes to authenticate users with manual and automatic verification techniques, according to required criteria you choose—such as age, organizational or corporate affiliation, and purchasing privileges. VeriSign leverages public and private databases from partners such as Aristotle®, ChoicePoint®, Dun & Bradstreet®, Equifax®, Lightbridge®, and TransUnion®.

### + Delegate Some or All of Your Authentication Needs

The Business Authentication Service lets you retain as much control over authentication as you need. You can manage all or some certificate requests yourself using the VeriSign managed certificate issuance service. Or each of your authenticated partners (e.g., exchange buyers or sellers) can use the VeriSign managed certificate issuance service to authenticate its own users' certificated applications. Or you can fully delegate the entire process to VeriSign.

### + Issue Digital Certificates That Enable Online Transactions

Authenticated users are issued a digital certificate: an electronic file, embedded in a user's email program or Web browser, that serves as an online passport on the Internet, creates digital signatures, and encrypts transactions for privacy. Once issued to properly authenticated users, certificates can be used for myriad applications: business-to-business (B2B) exchanges



Where it all comes together.™

**Experience**

The comprehensive authentication procedure that VeriSign provides is backed by documented and audited policies that have been universally accepted, and the procedure is carried out by a trained staff of customer service representatives.

**Comprehensive Data Sources from Leading Partnerships**

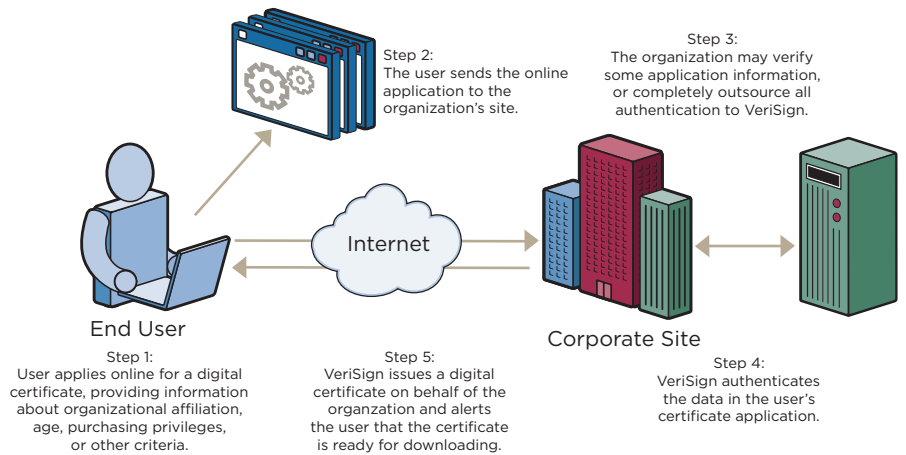
Key partnerships with Aristotle, ChoicePoint, Dun & Bradstreet, Equifax, Lightbridge, and TransUnion provide VeriSign with access to the data needed to verify both individual and organizational identity.

**Liability Protection**

VeriSign practices are backed up by comprehensive errors and omissions insurance and liability-sharing agreements. Subscribers, relying parties, and enterprises acting as Certificate Authorities are all covered by VeriSign® NetSure® warranty protection.

and Internet marketplaces can bring together buyers and suppliers; health care providers can offer secure access to private health care records; banks can use certificates to enable online banking transactions; and governments can enable Internet voting.

**Business Authentication Service**



**+ How the Business Authentication Service Works**

- Users access an online form to apply for a digital certificate that verifies the individual's name and right to use it, as well as other identification attributes such as age, organizational affiliation, or occupational certification.
- The online application is passed to VeriSign to authenticate applicants unknown to the organization, depending on the authentication criteria determined by the organization. VeriSign may:
  - + Check to verify the existence of a company's third-party databases
  - + Use manual processes, such as calling a company to verify that an applicant is employed and authorized to perform applicable transactions
  - + Check public records for items such as liens, lawsuits, and bankruptcy filings
- The user is notified via email that his or her request has been received and that it is to be verified by the organization.
- The end user receives an email message when the certificate is ready, and accesses a secure Web page to download and install the certificate.
- With the certificate, the user can gain online access to private information and engage in secure, binding Internet transactions.



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### + Trust VeriSign for a Complete Authentication Solution

Reliably verifying the identities of your customers, buyers, and sellers, establishing their ability to pay for goods and services, and offering them access to high-value information and services online is too important a task to ignore. But instead of tackling the policy, technology, and staffing issues—not to mention the time and expense—yourself, turn to VeriSign. With the Business Authentication Service, you can be sure your online users are who they say they are and have the credentials to prove it.

### + For More Information

For more information about VeriSign Managed PKI, please call 650-426-5310, or visit [www.verisign.com/products/pki](http://www.verisign.com/products/pki).

**Visit us at [www.Verisign.com](http://www.Verisign.com) for more information.**