

*TBS Internet Works with thawte and VeriSign to Provide the Perfect SSL Certificate for their Customer's Needs*



*Reseller Profile*

TBS Internet, the only local SSL and PKI broker in France, supplies digital certificates to over 40% of the French server market. A ten-year veteran supplier of software, TBS Internet specializes in advising ISPs and enterprises on electronic transaction security.

TBS Internet provides a French, single-supplier service to help customers choose the best digital certificate security solution for their business needs. After helping customers find their optimal online security solution set, the company goes on to facilitate the purchase and support of those certificates. TBS Internet only sells fully authenticated certificates; they do not recommend low authentication certificates. *"Despite the layman's opinion, SSL is not about encryption, it's about trust. Trust is built upon confidence that the other end is a real-life organization. Only full authentication SSL products can provide this confidence and that's why TBS Internet does not sell other products which give a false impression of security,"* says Jean-Philippe Donnio, President of TBS Internet.

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*Business Situation*

TBS Internet sells SSL Certificates from *thawte* and VeriSign. They provide their customers with a certificate comparison service and localized assistance in navigating the intricacy of choosing, purchasing, and installing SSL Certificates. By focusing on strong customer support they have consistently grown their business year over year.

*The Challenge*

Customers face a perplexing range of online security options. SSL Certificates are not generic; different SSL Certificates provide different benefits but these differences may not be readily identifiable without the assistance of someone with specific SSL expertise.

The right SSL solution for one company may not be the right SSL solution for another. TBS Internet must help customers of various sizes and in a myriad of industries with a wide range of web activities choose just the right SSL for them.

In addition to the complexity already inherent in selecting the best online security solution for their web presence, dealing with international suppliers across borders and languages add another level of difficulty when shopping for SSL.

### *Solution*

TBS Internet offers customers a local French service to help them understand the various offerings available from the international CAs – a challenging feat given the volume and breadth of SSL certificates available in the market today. *“IT security is complex and buying a certificate is only a little part of the problem. We provide our customers certificate expertise which spans widely into IT security topics. We are able to give them valuable clues to help them choose an optimal SSL solution,”* remarks Donnio.

TBS Internet meets customer demand for a wide range of choices by offering a selection of certificates from multiple suppliers and offers a unique, multi-brand certificate management tool. This PKI interface enables users to manage all their digital certificates in a single system, regardless of their brand, authentication level or usage.

TBS Internet's longest standing relationship with a CA is with *thawte*— starting in 1996 when *thawte* was the only CA providing certificates for Apache/OpenSSL servers. *“Most of the time customers need advice to find a certificate that matches both their requirements and budget. We analyze the customer's requirements and tell him what certificates matches his needs. thawte is our bestseller product, it matches the most customers' needs,”* says Donnio.

*thawte* is a preferred brand due to some unique benefits that come from being a *thawte* SSL reseller. *thawte's* focus on customer service, multi-lingual technical and customer support in local time zones, no document translation requirements, and the strongest server and software support in the industry make it an optimal SSL supplier partner. Further, *thawte's* reseller program comes with comprehensive resources such as product and educational materials that increases the arsenal of knowledge that TBS Internet can offer to their customers.

As a *thawte* Premium Partner, TBS Internet has benefited from a lower operational overhead by automating and co-branding their certificate enrollment pages by implementing *thawte's* API.

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Some customers want the benefits that come with the strong brand recognition of VeriSign, the premium CA on the Internet, so TBS Internet also provides a full range of VeriSign's high-end SSL offerings. *"Sometimes customers need the impact of the most recognized SSL Certificate provider on the Internet, and we are able to provide that service as well,"* says Donnio. Demand has only continued to rise since TBS Internet began selling the products three years ago. Since then, the reseller has enjoyed an average growth rate of 37% for the VeriSign brand alone.

In addition to *thawte* brands, TBS Internet gets access to even more products through *thawte* affiliated companies such as VeriSign. *thawte's* unique CA network enables TBS Internet to offer more brands to their customers without adding the complexity of additional supplier relationships. No other CA offers resellers this type of program flexibility and breadth of products.

### *Results*

Donnio adds, *"Our customers are very positive about both thawte and VeriSign's products. By supporting and reselling these products TBS Internet experiences a high customer renewal rate year over year. I am able to offer my customers multi-year and premium products that provide maximum value to my customers — which just makes good business sense for everyone. All this has helped me to grow my business successfully at an above-market rate of 29% and keep my customers very satisfied."*

TBS Internet is a member of the French Secure Electronic Transactions cluster. To find out more about TBS Internet, visit <http://www.tbs-certificats.com>.

*Learn more about the thawte Partner Program:*

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