EV Upgrader: Empowering Windows XP Customers for EV Validation by Kent Roberts

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Extended validation SSL Certificates offer online businesses the ability to display their verified credentials to website guests and to increase trust online and by doing so they increase visitor confidence and increase the amount of e-commerce on the website.

To increase the likelihood that website users are able to see that the website has an Extended Validation (EV) certificate and can trust in the assurance that comes with this knowledge, VeriSign has designed VeriSign EV Upgraderâ€"the first-ever remedy to enable all viewing WindowsÂ® Internet ExplorerÂ® 7 (IE7) surfers to recognize EV SSL Certificates and present them .

EV Upgrader is a server-side program that needs viewing IE7 techniques to update their VeriSignÂ® SSL Certificate origins. Microsoft particularly designed Internet Explorer to allow root updates of these characteristics, and therefore the upgrade is essentially instantaneous and unseen to the website guest. The only change the user recognizes is the presence of green address bar and other EV user interface when viewing websites that have VeriSign EV certificates.

To make using EV Upgrader as simple as possible for website users VeriSign has built it right into the VeriSign secured Seal. That indicates all you have to do to maximize consumer assurance in your EV-authenticated website is set up the VeriSign secured Seal. Installation requires moments, and no extra management is necessary. The VeriSign Secured Seal even profits this performance instantly on current websites, so if your site already has the VeriSign secured Seal, you don't need to do a thing.

What EV Upgrader Does to Trigger Root Installation

EV Upgrader functions on a very simple concept. Any website containing an EV SSL Certificate from VeriSign inserts a hidden JavaScriptâ„¢ that linksto one or more verification sites. This website link triggers an association with a particular Website that VeriSign has set up specifically for this objective.

How Best to Use EV Upgrader

Companies that utilizean EV SSL Certificate on their website have the opportunity to improvecustomer trust and increase the customer's likelihood to complete transactions on the site. These companies are therefore encouraged to select an upgrade before the first installation of the EV root. Because the browser reads the SSL Certificate on web pages before it shows the pageâ€™s contentthe browser displays the SSL Certificate as an EV certificate.

Fortunately, sites are not limited to displaying the VeriSign Secured Seal only on the pages that they have implemented SSL Certificates. In fact, you can display this seal on pages earlier in the visitorâ€™s path than those on which the SSL Certificate page appears. So if your site has an EV certificate at secure.sitename.com, and youâ€™d like to ensure root availability on Windows XP systems before accessing this page, itâ€™s quite practical to add the VeriSign Secured Seal to www.example.com. In this scenario the Windows XP user will receive a root installation upon visiting the siteâ€™s home page. It doesnâ€™t matter that the site does not have an SSL Certificate enabled on the home page. All it needs is the VeriSign Secured Seal. In this case the VeriSign Secured Seal prompts a background root installation on www.sitename.com, and by the time the user actually clicks through to secure.sitename.com, the browser already is able to view EV certificates correctly.

One particular advantage of this technology architecture is that the pages on which a site should display the VeriSign Secured Seal for root updates are the best places to include it for increasing over all site visitor confidence as well.

Research indicates that displaying the VeriSign Secured Seal increasesonline trust and increases online transactions.The research indicates that 56 percent of world wide online shoppers recognize the VeriSign Secured Seal eight times greater than the next most-recognized SSL trust mark.

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