

GeoTrust Enterprise Security Center FAQs for Channel Partners



FAQ: Website Security Solutions

Q. What are the requirements for a partner to resell GeoTrust Enterprise Security Center?

A. Partners must meet the following requirements to sell GESC:

- Join the enhanced Website Security Partner Program.
- Be a Platinum or Gold Partner in the enhanced Website Security Partner Program.
- Sign the GESC addendum. This will be supplied to you through your Channel Account Manager.
- Four employees of the partner must complete the [GESC Technical Accreditation on Symantec University](#).
- Partner must setup GESC in the test environment.
- Partner must develop a GESC Support Page.
- Partner must be resourced to provide first level support in local language of their sales territory and be able to answer:
 - The top 5 GeoTrust Knowledge Base Articles
 - The top 5 GeoTrust Enterprise Security Center Knowledge Base Articles

Q. What is the estimated enablement time frame?

A. We are estimating 3 to 4 weeks, but please work closely with your Channel Account Manager

Q. How do I apply to become a GeoTrust Enterprise Security Center Authorized Partner?

A. Please contact your Channel Account Manager to begin the process.

Q. How do I access the GESC accreditation training?

A. The GESC SSE & SSE+ training modules are located in PartnerNet University. Under the Security product tab select Website Security Solutions.

-- [Symantec Website Security Solutions GeoTrust Enterprise Security Center Overview and Positioning \(SSE\)](#)

-- [Symantec Website Security Solutions GeoTrust Enterprise Security Center Technical Overview \(SSE+\)](#)

Q. What is the customer pricing model?

A. GESC is a subscription based product that runs on a 12 month cycle. The customer purchases a tier and is allowed to use all products within this tier for 12 months. At 12 months the subscription will need to be renewed.

Q. What is the pricing policy?

A. We have a variable tier pricing model, please contact your Channel Account Manager for your pricing and SKUs.

Q. Am I restricted in where I can sell GESC?

A. Partners can sell GESC to any customer within the region or geography where their contract was initially signed – this is where the authentication is occurring. Expanding beyond your region or geography will be evaluated later in the year. Please contact your Channel Account Manager if you have more questions.

Q. Can partners make GESC available to their own distribution and reseller networks?

A. No. In an effort to ensure we provide the end customer an optimal experience we will only allow partners to sell directly to the end user enterprise. This ensures the sales process and support is managed more closely.

PRODUCT SPECIFIC:

Q. What is the relationship between organizations, domains and sites?

A. Organizations, domains (also known as Fully Qualified Domain Names – FQDN) and sites represents the three components of a subscription. When a customer selects a tier associated with a subscription they will get access to a certain number of organizations, domains and sites (FQDNs). Before a customer can order an SSL certificate for a site they must first add an organization and a domain name to their account. Our authentication team will then perform the validation process associated with the account.

Q. What is the subscription tied to?

A. A subscription tier is linked to the number of sites. Each tier includes a certain number of organizations and domains. We provide a mechanism for an end customer to add organizations and domains for a low price at any time. Adding sites is free. At the annual renewal event, the renewal price is set based on the number of active sites.

Q. Why a subscription model rather than the traditional per certificate pricing used in our other products?

A. The subscription model is a simpler way for enterprises to manage their accounts. It allows them to plan and manage their SSL requirements on an annual basis rather than managing many different SSL certificates with different renewal dates. The subscription model allows an enterprise to essentially license the unlimited use of SSL for their use on an annual basis, but with the ability to add organizations and domains (which require authentication and as such additional cost) easily on a pro-rated basis throughout the subscription period.

Q. What happens when a customer exceeds the number of sites allowed in their purchased tier?

A. During the 12 month contract period, when a customer exceeds the number of sites allowed in their tier they do not pay a fee. However, the excess number of sites will move a customer into a higher tier and if a customer wants to keep the number of sites they have used they will have to pay the fee associated with a higher subscription tier when they renew.

Q. Can a partner lock a customer into a specific subscription tier so that they can't overspend without being monitored?

A. The simple answer is no. A GESC Subscription is valid for twelve months, has ten tiers and comprises three elements: sites, domains and organizations. A customer that selects a tier within a GESC subscription has access to a certain number of sites, domain certificates and organization certificates. Customers must purchase additional domains and organization certificates but sites can be used without a limit.

Q. What if my customer needs to add additional domains or organizations to their accounts?

A. A customer that requires extra domains or organizations to be added to their account, must order an additional domain or an additional organization from their partner. These orders will be pro-rated based on the expiration of their 12 month contract.

Q. What if a customer used more sites than their tier allows and at the end of 12 months does not want to move up to a higher tier and pay more?

A. The customer that does not pay for a higher tier when they renew their subscription will need to revoke the required number of certificates to bring their volumes back to the original tier within their subscription.

Q. What GESC reports are available to partners?

A. There are **two reports** that are available to GESC Partners and they are:

- **Enterprise Reports** – which provide details of each customer and the associated account contacts.
- **Transaction Reports** – which provide details of each financial transaction and the associated enterprise.

Both reports can be downloaded in Excel, CSV and XML format from their Partner Center account.

Q. What emails are sent out to customers?

A. The following emails are sent out to customers from the partner platform and the content of these emails can be customized by partners:

#	E-mail type	Recipient
1	GESC Account Enrollment Confirmation	Primary Admin (GESC Admin), Reseller Rep
2	GESC Enterprise Account Approved (Including Order Information)	Primary Admin (GESC Admin), Reseller Rep
3	GESC Enterprise Account Declined	Primary Admin, Reseller Rep
4	GESC Enterprise Account Suspended	Primary Admin (GESC Admin), Reseller Rep
5	GESC Account Authentication Rejected	Primary Admin (GESC Admin), Reseller Rep
6	GESC Account Unsuspended	Primary Admin (GESC Admin), Reseller Rep
7	Subscription Cancelled	Primary Admin (GESC Admin), Reseller Rep

Q. Can a customer upgrade their subscription?

A. A GeoTrust Enterprise Security Center customer can request three types of upgrade orders:

Upgrade their current subscription and order a second subscription, in this instance there are two possible scenarios and they are listed below:

- ESSL Subscription [to a] EV ESSL Subscription
- EV ESSL Subscription [to a] ESSL Subscription

Alternatively an enterprise customer can request an upgrade order to add an additional organization or domain to their accounts.

A customer that exceeds the number of sites associated with a tier in their subscription does not pay extra during the time of their subscription. However, a customer will be required to pay extra to stay on the higher tier as defined by their site usage at the time of their subscription renewal.

Q. Can a customer downgrade their subscription?

A. A customer can downgrade their subscription by changing the tier associated with their subscription at the time of their subscription renewal (12 months). A customer that decides to downgrade the tier of their subscription at renewal time will need to evaluate which SSL certificates they plan to revoke in order to meet the requirements of their lower tier.

Q. When is a partner billed for subscriptions, additional domains and organizations that a customer adds?

A. The partner is billed for a customer’s subscription at the time when GeoTrust’s Customer Support Team fulfills the order by completing the authentication process. Upgrade orders, since they require no additional authentication, for additional domains and organizations are fulfilled and the partner is billed.

Q. Can an enterprise customer order a mixed subscription model? For example a small pack of EV with a larger pack of OV?

A. An enterprise customer that requires a mix of EV and OV SSL Certificates will need to order two separate subscriptions. It is not possible to order OV and EV certificates as part of one subscription.

Q. Can an end user add SAN's or Wildcards to my certificates?

A. Yes you can. A SAN is worth the equivalent of one FQDN and a Wildcard is worth the equivalent of 4 FQDNs. The implications of this is that adding SANs and/or Wildcards has the potential to move the end customer up to a higher tier at renewal time based on the number of sites being used.

Q. What is Symantec's policy for revoking SSL certificates if a customer does not renew their subscription?

A. A customer that does not renew their subscription will have the SSL certificates associated with their subscription revoked 30 days after their subscription expires regardless of whether a customer has ordered a 1 year or multi-year SSL certificate.

Q. What if an enterprise customer issued a multi-year certificate; will GeoTrust revoke the certificate if a customer does not renew their subscription?

A. A customer that does not renew their subscription will have the SSL certificates associated with their subscription revoked 30 days after their subscription expires regardless of whether a customer has ordered a 1 year or multi-year SSL certificate.

Q. For customers who add FQDNs (additional site) during their subscription term, is the cost per site prorated at time of renewal so they only pay for the months the additional sites were used?

A. A customer that adds FQDNs (additional sites) during their subscription term which exceeds the tier of their subscription will not pay any fees until they upgrade their subscription at renewal time. However a customer that orders additional domain names and additional organizations will pay a pro-rated fee, based on the remaining time left within their subscription.

Q. What if 10 sites are committed and 5 sites for 2 Years are issued? There would be nothing to renew year 2?

A. If a customer selects a subscription tier for 10 sites and only 5 sites for 2 years are issued. The customer would have to renew their annual subscription to continue using the 2 year certificates and then renew their SSL certificates provided that the expiry dates of the certificates fell within the anniversary of the annual subscription.

Q. What is the price for additional certificates mid-year after the original commitment?

A. The certificates are free and can be added to a subscription at any time as customers only pay for their subscription.

Q. Does GESC have an API?

A. The initial launch of GESC does not have an API accessible by our partners or their end customers. Partners set up and configure their end user accounts in Partner Center. The end users access reports and their own account information via the GESC end user pages.

Q. Will an API option become available in 2013?

A. We will monitor partner feedback over the coming months and evaluate any feedback to add API support moving forward in particular once we understand the different use cases that our more successful partners need to manage and grow their business successfully.

Q. How does the GESC platform mitigate customers from buying the minimum number of certificates, increasing their certificate usage after the deal has closed and bring down their usage before the reconciliation period at renewal time?

A. It is unlikely that a customer would take this approach and the pricing model mitigates against this behavior. In order to support this scenario an enterprise customer would have to revoke and replace their certificates. This would require that an enterprise brings their systems down or off-line which is costly.

Furthermore, an administrator would need to be paid to generate a new CSR and install a certificate which is expensive.

Example: Assume \$100 per hour and that it takes a total of 1 hour to generate a CSR, go through the enrollment process and install the certificate and intermediates on the server.

Expand the example above out by ten units and it has cost the enterprise an estimated cost of \$1000.

Q. What controls do we have in place to avoid enterprise customers ordering the lowest tier in a subscription?

A. We know that on average our customers have an average of <10 certificates per organization/domain combo. The minimum tier requires 10 sites to be ordered. For customers requiring fewer than 10 certificates they will probably find regular SSL certificates are a more cost effective option for their business. Of course all of our partners can sell individual certificates in addition to those that are enabled to sell GESC.

Q. Will GESC still be supported and have the same SLA's as individual SSL certificates?

A. Yes. The additional benefit using GESC compared to an individual SSL cert is that the Site certificates can be issued instantly without additional authentication, because that will have already occurred at the organization and domain attributes.

TECHNICAL SUPPORT:

Q. What are the top 5 GeoTrust Technical Support Issues that a partner must be able to provide support on?

1. [GeoTrust – How to Install an SSL Certificate](#)
2. [How to Use the GeoTrust Certificate Installation Checker](#)
3. [How to Generate a Certificate Signing Request \(CSR\) - Apache SSL](#)
4. [How to Generate a Certificate Signing Request \(CSR\) - Microsoft IIS 6.0](#)
5. [Intermediate Certificate Authority \(CA\) Installation Instructions for Microsoft IIS5, IIS6 and IIS7](#)
6. [Intermediate Certificate Authority \(CA\) & SSL Installation Instructions for Apache](#)

Q. What are the top 10 GeoTrust Enterprise Security Center (GESC) Support Issues that a partner must be able to provide support on?

1. [How do I sign into my Geotrust Enterprise Security Center account?](#)
2. [How do I reset the password to my GeoTrust Enterprise Security Center account?](#)
3. [How do I change the username, email address, password or security question to my GESC account?](#)
4. [How do I add an Administrator to my GeoTrust Enterprise Security Center account?](#)
5. [How do I add a Subscriber to my GeoTrust Enterprise Security Center account?](#)
6. [How do I add a domain to my GeoTrust Enterprise Security Center account?](#)
7. [How do I download a certificate in my GeoTrust Enterprise Security Center account?](#)

8. [How to replace a certificate via GeoTrust Enterprise Security Center](#)
9. [How do I generate reports in my GeoTrust Enterprise Security Center account?](#)
10. [How do I get the GeoTrust Secured Seal for certificates issued from a GeoTrust Enterprise Security account?](#)

Q. As a partner, am I responsible for first line support to my client base?

A. Yes, all partners are responsible for first line support of their clients base no matter what product(s) they sell in the Symantec Website Security Solutions portfolio. For GESC, a partner must provide the following information at a minimum:

Sales Information

- Sales Email Address
- Sales Phone Number
- Live Chat URL (optional)
- System Email From Address

Support Information

- Support Email
- Support Phone
- Support URL

PRICING AND MARGIN BUILDER:

Q. What is the partner discount on GESC?

A. We are running an initial pricing promotion of 50% off to launch the new product for a limited period of time (starting February 5, 2013 and running for a 6 month time period). Thereafter, we will be implementing the Margin Builder Enterprise Deal Registration Program offering an initial 30% off in the partner buy flow and providing an additional 20% off when a GESC authorized partner registers a deal within Margin Builder. That provides partners a total of 50% off in total. Please speak with your Channel Account Manager for more detailed information.

Q. What is Margin Builder and why should I use it?

A. Margin Builder is our deal tracking and management tool. This helps minimize competition between partners competing for the same enterprise customer. By registering in Margin Builder the partner locks in the rights to that new customer for 60 days and will be eligible for additional margin.

Q. Do all GESC possible deals qualify for margin builder?

A. Margin Builder and the additional discount will be awarded on deals where the customer is considered a new customer to Symantec. We will be using our installed base data to determine who is new. Symantec has final say as to whether a customer is new or not.

Q. Do I get the Margin Builder discount on subsequent orders for an initial new customer?

A. No, once you sell to a customer, it is now considered an existing customer. The Margin Builder discount will only be given out once per new customer.

Q. What is the level of an organization you are taking into account to determine if it is a new customer?

A. We will be going down to the division level to consider if it is an organization that we have done business with before or not. For example, a division of GE in New York would be considered a separate organization from a division of GE in San Diego.

Q. What do I need to do to get the additional discount associated with new companies?

A. The process is being defined. More information will be sent when it is available.

TOOLS AND RESOURCES:

Q. What tools will be available?

A. GeoTrust Enterprise Security Center tools available:

- [GESC Datasheet](#)
- **GESC End Customer Video**– available on or before March 8, 2013 and will be accessible on Symantec TV
- **GESC Partner Sell Sheet**– available on or before February 25, 2013 and will be accessible through a secure log-in link from the Road to Profitability or PartnerNet
- **Partner FAQs**– available on Partner Center
- **GESC Authorized Partner Logo (bug)** – available now only through the authorization process.
- **GESC Through-Partner Campaigns and HTML Web Banners** – available on the [Road to Profitability](#) campaign site
- **Road to Profitability:** The Road to Profitability Quick Start Program interactive platform guides partners down the path of resources and tools that will assist them in increasing their Symantec Website Security Solutions revenue and accelerate profitability. Rule the road and get tools and enablement at every turn.

Q. Who can I contact if I have additional questions about the GeoTrust Enterprise Security Center?

A. Please contact your Channel Account Manager.
