

**C·O·M·O·D·O**  
Creating Trust Online™

CASE STUDY

HomeConvenience.com

Comodo Identity and Trust Assurance Suite

Content Verification Certificate

Hacker Guardian

SSL Certification

Corner of Trust Logo

# Who are HomeConvenience?

([www.homeconvenience.com](http://www.homeconvenience.com))

HomeConvenience.com is an online personal organizer targeted at organizing all aspects of household and family and synchronizing the lives and calendars of multiple family members with security and convenience. It uniquely transfers the advanced features of online contact management, family calendar, address book, to-do lists, shopping lists, messaging, scheduling, home inventory, and task management tools into the arena of online household management – enabling its members to easily and securely coordinate every aspect of their home life with the same precision and control as a high end business package. The service is available 24/7 and supports all common browsers for both PC and Mac; and provides for synchronization with both Outlook® and Palm®.

HomeConvenience chose Comodo as its security partner because Comodo's credentials and expertise as a Certification Authority uniquely qualify it to deliver new technology to protect the integrity and privacy of client data.

## The Business Challenge

Widespread concerns about online fraud and Phishing websites have meant that the public is now more wary than ever about placing personal data in an online resource. This was a potentially huge problem for a service such as HomeConvenience that encourages its members to organize all aspects of their home and family life via its online service. From the beginning, the HomeConvenience team realized that securing their website and proving their security credentials to the world was key to maintaining and increasing the adoption rate of their services.

Recognizing this fact, Comodo and HomeConvenience worked together to deliver a winning solution which addresses the needs of HomeConvenience customers. By deploying Comodo's ITA suite (Identity and Trust

Assurance Suite), HomeConvenience members will realize the advanced technological security benefits and reassurance of data integrity that many leading financial institutions now utilize in online banking.

## The Comodo ITA Solution

- Web site logo Content Verification Certificate
- Hacker Guardian Daily Vulnerability Scanning
- High Assurance SSL Certification - InstantSSL
- Corner of Trust Logo – real-time website identity assurance

### Content Verification Certificates (CVC)

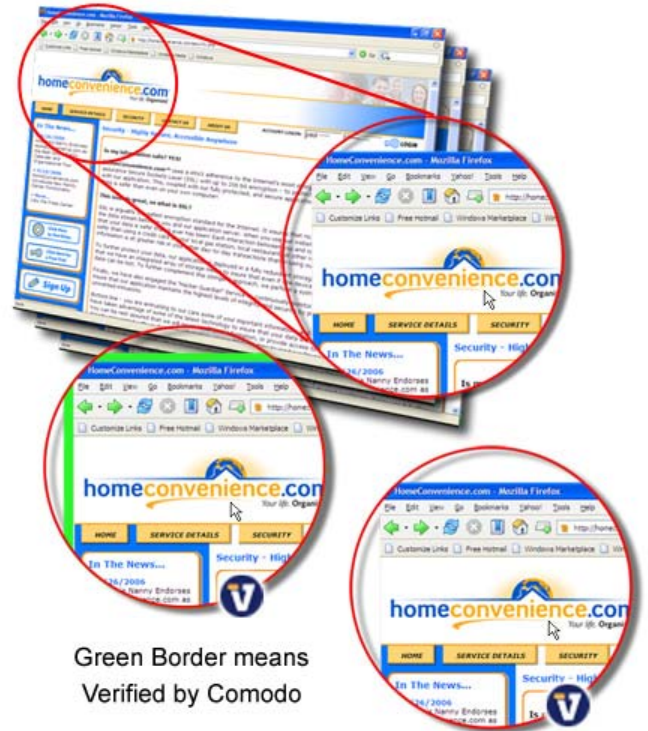
Content Verification Certificates are an X509 compliant certificate type and are created, distributed, and revoked using proven PKI (Public Key Infrastructure) methods to provide the highest level of security for web page content. This facilitates the deployment of verified login boxes, verified navigation panes, verified trade marks / brands and web graphics such as the HomeConvenience logo.

By downloading and installing the Verification Engine™ plug-in for Internet Explorer, consumers can verify that they are indeed on the real HomeConvenience site (verifying the URL, IP address and the HomeConvenience website logo itself). With Verification Engine™ installed, customers can also verify any one of the other 10,000+ major brands also protected by a Comodo CVC.

CVCs empower enterprises to take a proactive, preventative response to Phishing attacks by allowing highly reliable end-user verification. The verification process, (initiated by the user and not the web server) allows any digitally signed content bound to a specific URL/IP to be rendered onto the display in a different way to all other “non-verified” elements - displaying a highly visible green border around the monitor whenever the user rolls the mouse cursor over trusted content.

### CVC's - Easy “Consumer Friendly” Technology:

With the Content Verification Certificate, a unique “fingerprint” is created for the content of websites that allows consumers to instantaneously distinguish legitimate content on web pages from fraudulent ones as depicted below:



Green Border means  
Verified by Comodo

Simply mouse over the HomeConvenience logo and a highly visible green outline will be displayed around the monitor to indicate that content has been verified.

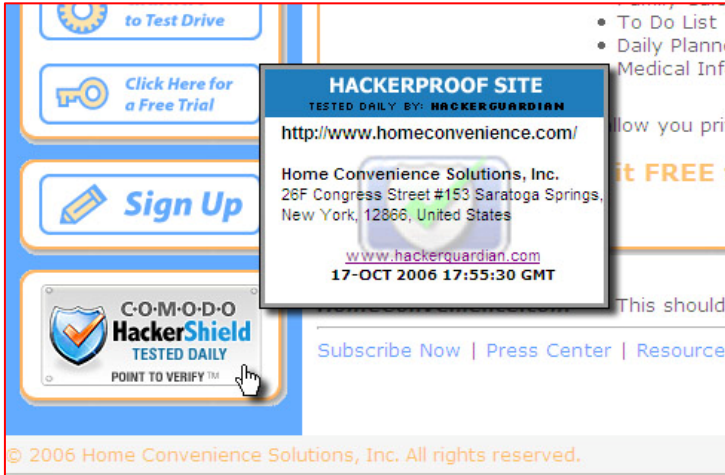
No Green Border means  
Not verified by Comodo

### Hacker Guardian Vulnerability Scanning

To ensure the security of their web servers and to provide the highest protection for their customers' highly confidential data, HomeConvenience deployed Comodo's Hacker Guardian™ Daily Scanning service.

Hacker Guardian™ is a daily vulnerability assessment service for corporate websites that simulates a huge range of intrusion attempts and hacker attacks. Under the service, HomeConvenience web servers are thoroughly and automatically audited every 24 hours with over 11,000 individual vulnerability checks. After each daily test, HomeConvenience are provided with a detailed report that identifies any potential weaknesses and security holes that a hacker might exploit.

After passing the pre-defined daily test, the website is certified as secure with the Hacker Guardian 'HackerShield Trust Logo.' This time stamped site seal is displayed on their homepage and inside the web application itself to certify that the server is vulnerability free and contains no known security holes that a hacker could exploit.



HackerShield logo on the HomeConvenience homepage

Members simply roll the mouse cursor over the HackerShield logo to see real-time verification of HomeConvenience's security credentials served directly from Comodo's ID authority database - helping to build the trust and confidence that the company have made customer security a number one priority.

### Comodo High Assurance SSL Certification

HomeConvenience.com also uses Comodo InstantSSL High Assurance certificates to secure both their website's member area and their payment/ordering pages.

SSL certificates are electronic certificates that establish credentials during business transactions on the Web. SSL (Secure Sockets Layers) safeguards the transmission of confidential data by encrypting the information from browser to server. For example, when a customer enters their credit card information or other personal data, it gets encrypted - and stays encrypted - until it reaches the server. Similarly, any information that a HomeConvenience client uploads to the server during a session in the member's area is securely encrypted

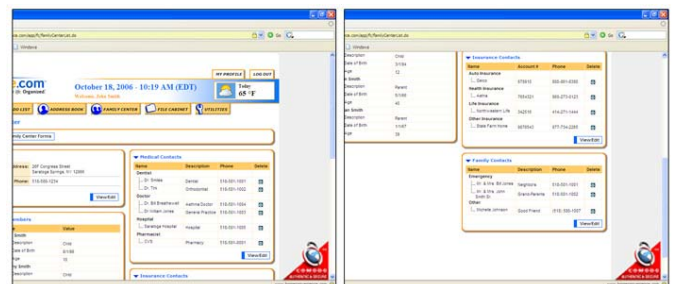
during transmission. This ensures that information remains private and has not been tampered with along the way.

Comodo's SSL Certificates provide HomeConvenience with certification and authentication of business identity. Only High-Assurance SSL certificates can both authenticate site identity and enable encrypted sessions – ensuring data passed between customers machines and the application server cannot be intercepted and stolen by a third party.

Apart from ensuring the security of confidential information on its passage across the internet, these High Assurance SSL certificates are also a key weapon in defending against internet fraud. Every company that applies for a Comodo high assurance certificate has to go through a stringent vetting process to establish that they are a legitimate, real world business.

### Comodo 'Corner of Trust Logo' site seal

HomeConvenience have also implemented Comodo's ground breaking 'Corner of Trust Logo' across their entire website and web application. The Corner of Trust provides HomeConvenience customers with highly visible real-time, web-site identity assurance through convenient "point to verify" technology.



The red Corner of Trust remains in place when a visitor scrolls the webpage. Simply rolling the mouse cursor over the graphic delivers instant, real-time verification of corporate identity.

Powered by the Internet's only real-time Identity Assurance infrastructure (Comodo operated ID Authority), Corner of Trust Logo delivers trust, confidence and peace of mind to HomeConvenience customers.

# About Comodo

Comodo is a leading global provider of Identity and Trust Assurance services on the Internet, with over 200,000 customers worldwide. Headquartered in Jersey City, NJ with global offices in the UK, Ukraine and India, the company offers businesses and consumers the intelligent security, authentication and assurance services necessary to ensure trust in online transactions.

As a leading Certification Authority, and in combination with the Digital Trust Lab (DTL), Comodo helps enterprises address digital ecommerce and infrastructure needs with reliable, third generation solutions that improve customer relationships, enhance customer trust and create efficiencies across digital ecommerce operations. Comodo's solutions include SSL certificates, integrated Web hosting management solutions, web content authentication, infrastructure services, digital e-commerce services, digital certification, identity assurance, customer privacy and vulnerability management solutions.

For additional information on Comodo – Creating Trust Online™ please visit [www.comodo.com](http://www.comodo.com)

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