

**CLIENT** VeriSign

**PROJECT** Direct mail

## OBJECTIVE

Generate leads from CXO-level executives for regulatory compliance solutions.

## STRATEGY

Send high-impact dimensional package with offer for a consultation and free executive chess set.

## PROJECT OVERVIEW

A growing regulatory landscape has made it more difficult for IT executives to manage security, privacy, access control, and archiving of critical data. That compounds the difficulty of managing a complex IT infrastructure while complying with regulations such as Sarbanes-Oxley, Gramm-Leach-Bliley, and HIPAA.

VeriSign offers a set of solutions for security and compliance that includes technology, consulting, and complete managed services.

This dimensional direct mail package uses chess as a concept to emphasize the strategic aspects of managing priorities, balancing access against privacy standards, and controlling cost and complexity.

Inside the tin box is a chess piece, a letter, a series of cards outlining various VeriSign solutions, and a response card. The offer is for an initial consultation plus a free executive glass chess set.



.....  
*See below for detailed views of all elements in this package.*

Tin box



## Introductory card



**The winning strategy for  
meeting complex compliance challenges.**

**VeriSign®**

### Make the right strategic moves.

Compliance can't be won just once. You have to meet this challenge every single day.

Sarbanes-Oxley, HIPAA, Gramm-Leach-Bliley and other standards have created a regulatory landscape of constant change. Effective risk assessment, process design, and infrastructure management are essential to keep spiraling costs under control.

As a trusted advisor and stable partner, only VeriSign offers access to a vast global intelligence network, credentialed experts, and technology that ends compliance complexity. Our comprehensive services include:

- ✓ **Global Security Consulting:** to help you assess your risks and develop an effective mitigation strategy
- ✓ **Managed Security:** a complete outsourced solution to manage your infrastructure at specified service levels with predictable costs
- ✓ **Messaging Security and Compliance:** to secure email systems from viruses, block spam, and meet strict requirements for message archiving and retention
- ✓ **Unified Authentication:** a powerful integrated platform with more options for serving remote users, while controlling access and preventing fraud

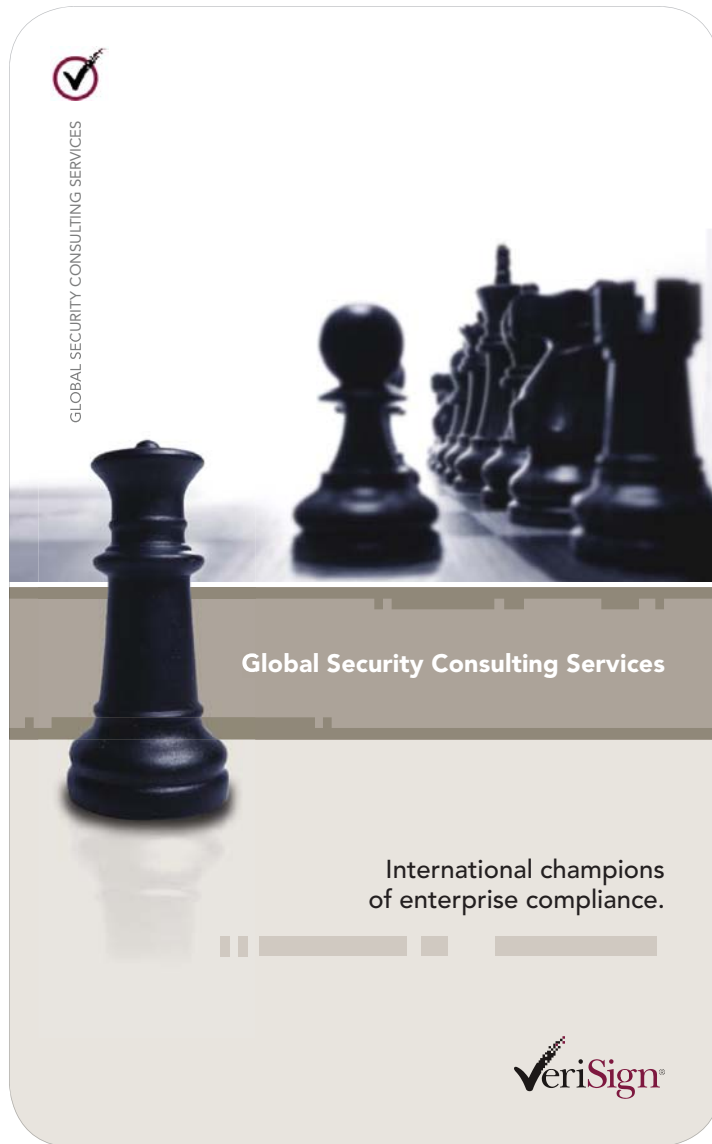
#### It's your move.

Call 1-000-000-0000 to meet with a VeriSign representative. We'll bring your complimentary Wood Expressions® Black Glass Chess Set along with a copy of our latest white paper on enterprise security compliance.



**VeriSign®**


Global Security Consulting card



GLOBAL SECURITY CONSULTING SERVICES

**Global Security Consulting Services**

International champions  
of enterprise compliance.




**GLOBAL SECURITY CONSULTING SERVICES**

**Credentialed experts help you assess risk  
and respond to serious global threats.**

With one of the largest concentrations of certified experts in the industry, VeriSign helps clients navigate the complex regulatory landscape of enterprise information security.

Every day we monitor global security patterns and correlate this intelligence to defend our customers against attacks.

VeriSign® Global Security Consulting Services professionals can advise you and collaborate with your team to develop and deploy more effective compliance solutions.





By indentifying vulnerabilities, streamlining auditing, and documenting activities, you can rest assured that you're always adhering to the latest best practices.

Whether you need new financial systems to meet SOX requirements, protect medical information per HIPAA, or secure credit card processing under PCI guidelines, call on VeriSign for expertise and enterprise technologies that secure your data and reduce risk.

**Meet with VeriSign. Call 000-000-0000**  
to discover how to take the cost and complexity out of compliance.

Managed Security card







MANAGED SECURITY SERVICES

**Managed Security Services**

The right play to support your security infrastructure.






**MANAGED SECURITY SERVICES**

**Trust our global team to manage your security around the clock.**

As compliance grows more complex, security management costs soar. Plus, maintaining a security infrastructure becomes a distraction – preventing your team from working on other strategic initiatives.

So how do you reduce your risk profile while continuing to meet business needs?

Many IT executives turn to VeriSign. Our global network of certified experts provides a complete outsourced solution to meet your specific security needs.




With VeriSign® Managed Security Services, you benefit from around-the-clock protection, plus the assurance of full compliance with SOX, HIPAA, GLBA, NERC, and PCI – all at a predictable cost.

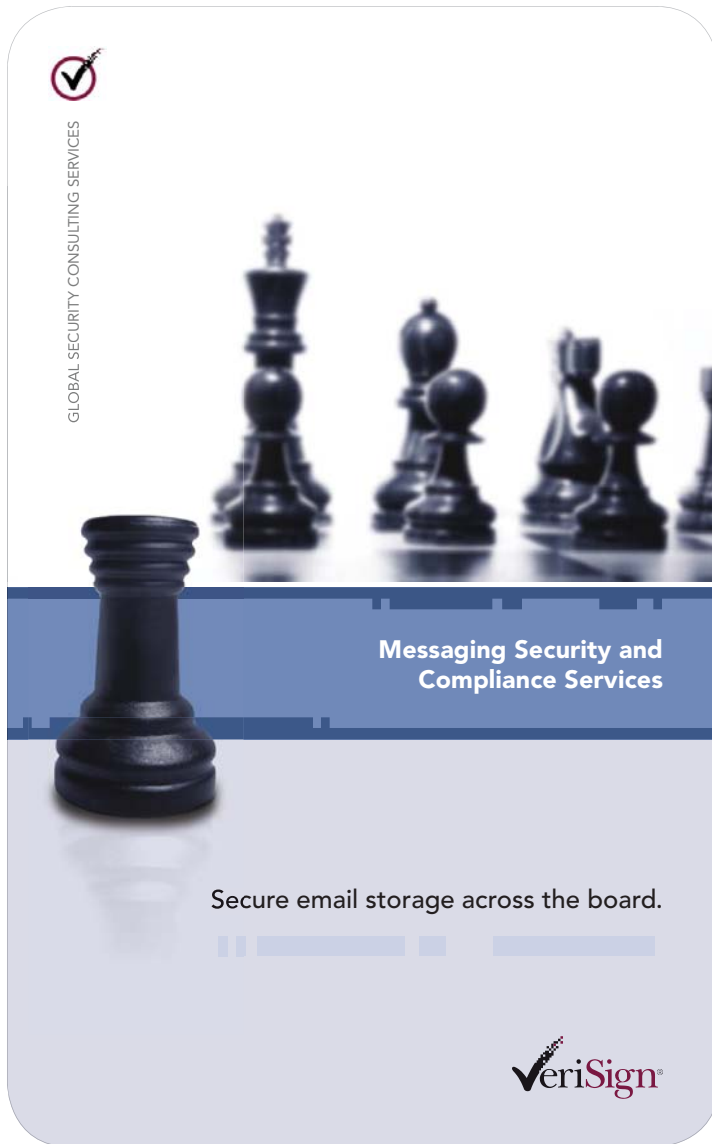
We monitor all of your critical logs, provide intrusion detection and prevention, manage firewalls, and alert you whenever events require your immediate attention.

With VeriSign's help, you can reduce compliance complexity and manage your risk more effectively.

**Meet with VeriSign. Call 000-000-0000** to learn how to take the cost and complexity out of compliance.




## Messaging Security card



GLOBAL SECURITY CONSULTING SERVICES

**Messaging Security and Compliance Services**

Secure email storage across the board.




**MESSAGING SECURITY AND COMPLIANCE SERVICES**

**Make sure email stays confidential and secure.**

The Securities and Exchange Commission, National Association of Securities Dealers, U.S. Department of Health and Human Services, and other regulatory agencies impose strict requirements for documenting and retaining email.

VeriSign® Messaging Security and Compliance Services protect your organization's critical email assets through a full suite of services that include:


- ✓ VeriSign® Email Security Service including superior anti-spam, anti-virus, and content filtering resources
- ✓ VeriSign® Messaging Archiving Service with extensive indexing to simplify access and respond to legal requests without additional storage, software, or hardware
- ✓ VeriSign® Message Continuity Service for always-on 24/7 access to message content and automated disaster recovery


With VeriSign Messaging Security and Compliance Services you can keep all vital email services running smoothly, communicate with confidence, and ensure that private information stays that way.

**Meet with VeriSign. Call 000-000-0000** to learn how to take the cost and complexity out of compliance.




Unified Authentication card







UNIFIED AUTHENTICATION

**Unified Authentication Services**

Allow access while  
maintaining total control.






**UNIFIED AUTHENTICATION SERVICES**

**Strong access control to secure IT assets  
and prevent unauthorized disclosure.**

There's constant pressure for you to offer more remote access, but regulatory standards such as Sarbanes-Oxley, HIPAA, GLBA, and PCI all call for strong authentication and encryption to prevent fraud and protect identities.


With years of regulatory compliance experience and a strong track record of enabling \$100 million in Internet payments every day, VeriSign offers an exceptional suite of solutions for granting remote access with the assurance of full compliance.

VeriSign® Unified Authentication Services gives you complete control over access privileges for customers, suppliers, and partners. This single integrated platform is easily deployed and supports the use of both one-time passwords and PKI credentials.




Now you can secure confidential data, prevent identity theft, and get full value from your security infrastructure.

**Meet with VeriSign. Call 000-000-0000**  
to learn how to take the cost and  
complexity out of compliance.





## VeriSign Difference card



THE VERISIGN DIFFERENCE

**The VeriSign Difference**

Keeping compliance and security in check.







**THE VERISIGN DIFFERENCE**

**Global intelligence and expertise to meet rigorous security standards.**


You can choose from many security and compliance providers, but few match the expertise, commitment to open standards, and reputation for trust that VeriSign has built over many years.

With the only comprehensive suite of intelligence infrastructure services – backed by a meticulous global intelligence network and proven technology – VeriSign offers you and your team:

-  **Credentialed experts:** Our qualified consultants are seasoned professionals with an average of 10 years of experience in security and compliance best practices.
-  **Customer-driven strategies:** Our team works closely with yours to assess your risk and objectives and deliver real-world solutions for meeting critical business requirements.
-  **Stability and trust:** As an established leader in Internet infrastructure services, VeriSign serves 4,000 enterprise customers – and is the world's largest resource for trusted payment processing.

Why risk navigating the complex regulatory landscape without skilled guidance? Take advantage of expert strategic planning and a proven vendor-neutral approach to security technology.

**Meet with VeriSign. Call 000-000-0000** to learn how to take the cost and complexity out of compliance.





Offer card

Discover new solutions for taking high cost and complexity out of regulatory compliance.

**It's your move...**

Meet with VeriSign to learn more – and receive your complimentary Wood Expressions® Black Glass Chess Set.

Call 1-000-000-0000, visit [www.verisign.com/dm/guide](http://www.verisign.com/dm/guide) or return this card to schedule your meeting.

To thank you for your valuable time, we'll bring your free chess set along with a copy of our latest white paper, *Optimizing Enterprise Information Security Compliance*.



**YES**, please have a VeriSign representative contact me to schedule an appointment.

**Please answer the following questions:**

1. When are you planning to make improvements to your compliance infrastructure?

- Within 3 months
- 6 to 12 months
- Not at this time
- 3 to 6 months
- More than 12 months

1. What are your company's annual revenues?

- Less than \$100 million
- \$100 to \$250 million
- \$250 to \$500 million
- \$500 million to \$1 billion
- More than \$1 billion

John Sample  
Chief Information Officer  
Company Name  
000 Street Address  
Anycity, CA 90000



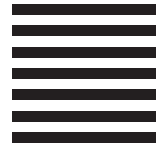
NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST CLASS MAIL PERMIT NO. 000 SAN JOSE, CA

POSTAGE WILL BE PAID BY ADDRESSEE:

**VERISIGN INC.  
1090 E WILLIAM STREET  
SAN JOSE CA 90000-0000**



Letter

CLIENT VeriSign

PROJECT Direct mail

**Keep compliance issues in check.**

Call 1-000-000-0000 to meet with a VeriSign representative – and receive your complimentary Wood Expressions® Black Glass Chess Set.



John Sample  
Chief Information Officer  
Company Name  
000 Street Address  
Anycity, CA 90000

Dear John Sample:

Knowing the right moves for staying compliant doesn't come naturally. More audits, more assessments, and more regulatory standards, such as SOX, HIPAA, PCI, and many others can turn your infrastructure into a cumbersome burden that's unwieldy, awkward, and too expensive to maintain.

**But there's no need for you and your team to deal with these complex issues alone.** As the world's leading provider of enterprise security services, VeriSign can help you design and drive a strategy that reduces cost and takes the complexity out of compliance.

Thanks to a vast global intelligence network, a complete suite of intelligent infrastructure services, and a vendor-neutral approach to technology, you can rely on our vast global intelligence network and our well-established reputation for stability and trust.

Please spend a few minutes with the enclosed cards to learn more about our services and resources that include:

- ✓ **Global Security Consulting** to help you assess vulnerabilities, manage risk, and assure compliance with the latest security best practices
- ✓ **Managed Security** for an outsourced solution to maintaining compliance that maximizes your existing technology investment
- ✓ **Messaging Security and Compliance Services** to simplify email archiving, assure business continuity, eliminate spam, and prevent viruses
- ✓ **Unified Authentication** that provides one single integrated platform to control access to data and prevent fraud

**Your next move?** Consult with a VeriSign representative on new strategies to improve compliance while controlling cost and complexity. **Call 1-000-000-0000 to make your appointment.** And to thank you for your time, we'll bring along your free executive chess set.

Sincerely,

Name  
Title

**P.S. When you meet with us, we'll also bring you a complimentary white paper, *Optimizing Enterprise Information Security Compliance.***