



GeoTrust Enterprise Security Center

A New Way to Buy and Easily Manage SSL Certificates

The business and security benefits of GeoTrust Enterprise Security Center

IT departments face a range of issues—some obvious, some more subtle—when dealing with SSL certificates. These issues can have serious business and security consequences. GeoTrust Enterprise Security Center was designed with customer input to address these problems.

SSL Certificate Management Challenges

SSL certificates are the hidden enablers of the internet. They encrypt and authenticate online commerce and communications. However, they present IT managers with several challenges, including:

- **Unexpected certificate expiry**

The more certificates you have to manage, the greater the risk of overlooking a critical renewal date. The business consequences of a certificate expiring can be serious: at best, your website visitors get a security warning when they use your site. Worse, lost revenue can add up quickly if the expired certificate prevents transactions from being processed. Even if you catch the renewal, a last-minute “rush job” to renew a certificate that is near the end of its life is an unnecessarily stressful distraction from more important but less urgent tasks. Companies need a way to manage all their certificates in one place with a tool that allows them to make sure that they get enough warning of upcoming expiries.

- **Time-consuming paperwork**

Even if you manage certificates centrally, dealing with internal processes to renew each certificate as its expiration approaches can be time-consuming. This can become a very cumbersome issue if you need to generate a purchase order for each certificate. Also, for Extended Validation (EV) SSL Certificates, going through the validation process for each certificate can trigger a lot of extra work. IT managers need a system that streamlines the purchase, auto-issuance, renewal, authentication and management of SSL certificates.

- **Unnecessary expense**

Because most vendors require you to pre-pay for certificates, there is a risk that you could pay now for certificates that you may not need later. Also, purchasing certificates one-at-a-time reduces the opportunity for volume discounts with many SSL vendors. This problem is multiplied when you need certificates on a short-term basis, for example to set up a test environment, or if your needs vary unpredictably. Traditional certificate management systems are not optimized for this situation, and the certificate-pooling model does not provide flexibility to quickly issue new certificates without making an additional purchase, as the pooled certificate can only be used on a single server at a time.

The Hidden Costs of Certificate Management

Typically, growing companies move from an ad-hoc certificate management model to a centrally managed approach that reduces risk but at the expense of extra bureaucracy.

The ad-hoc approach has a high risk of accidental expiries and unnecessary extra cost. As the number of certificates increases, the risks and complexity also increase. A security problem or expired certificate at this stage can be very expensive.

At some point between a dozen and a hundred certificates, companies apply more process and paperwork. But at this point, the cost of managing a certificate starts to exceed its purchase price because of the cost of security administration managers’ time and overall downtime.

The biggest cost, though, is the opportunity cost. Time spent dealing with certificate management—a necessary but routine task—is time that is not spent on more important projects, and in the case of consumer transactions, lost revenue.

The GeoTrust Solution

GeoTrust Enterprise Security Center is a new way to purchase and manage GeoTrust SSL certificates. It helps IT managers cut costs, predict SSL spending, simplify administration and reduce security risks. It differs from approaches to SSL certificate management in four ways:

- **Subscription model with annual subscription payments**

Instead of paying on a per-certificate basis, you pay for an annual subscription, based on the number of web sites you want to protect. You have the flexibility to go over that limit within the year, for example, to set up test servers, and you can adjust the subscription tier each year to match your actual needs. This helps to save money and gives you tighter control on your SSL budget with predictable prices and a single, annual purchase process.

- **Online management console**

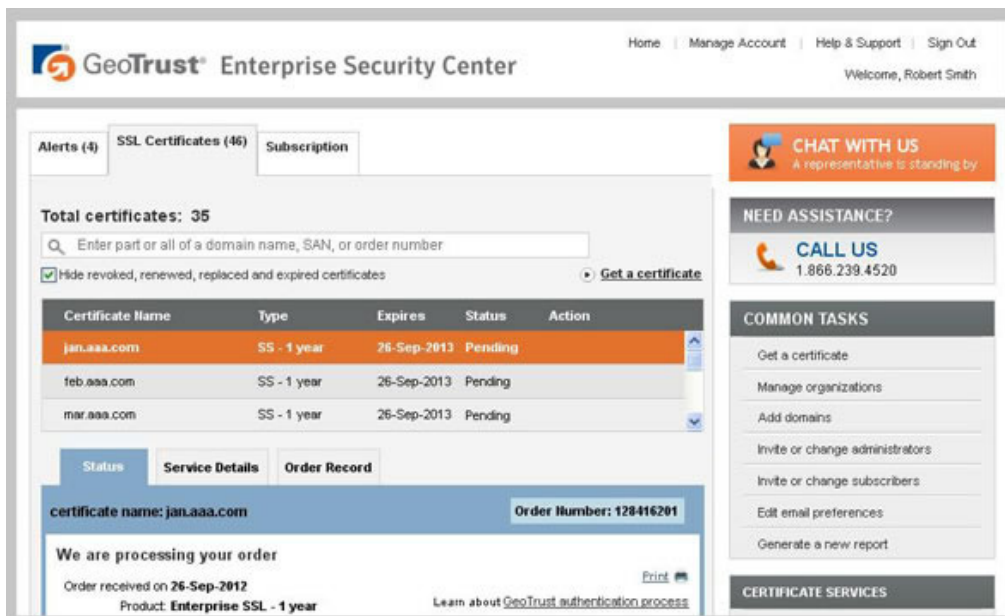
GeoTrust Enterprise Security Center gives you a web-based console to manage, purchase, auto-issue, renew and report on all your GeoTrust SSL certificates, including Extended Validation (EV), Wildcard and UC/SAN certificates. It also gives you up to 90-days' advance warning of certificate expiry. Instead of tracking certificates in different systems, you can do it all easily in one place online.

- **Streamlined management**

When we set out to develop GeoTrust Enterprise Security Center, we had the certificate administrator in mind. Our developers and product experts spoke with IT managers throughout the design process. GeoTrust Enterprise Security Center makes routine tasks easier. You only have to go through the authentication once and throughout the subscription period, the system will allow you to auto-issue new certificates in minutes. Similarly, by switching to a subscription model, you avoid purchase paperwork each time you need to issue or renew a certificate. It lets you focus on what's important.

- **Flexible, cost-effective pricing**

With pricing based on the number of websites, not the number of certificates, our new model helps keep costs down and makes it easier to respond to the changes in demand or infrastructure without being stuck with certificates you paid for but no longer need.



Manage all your certificates in one place

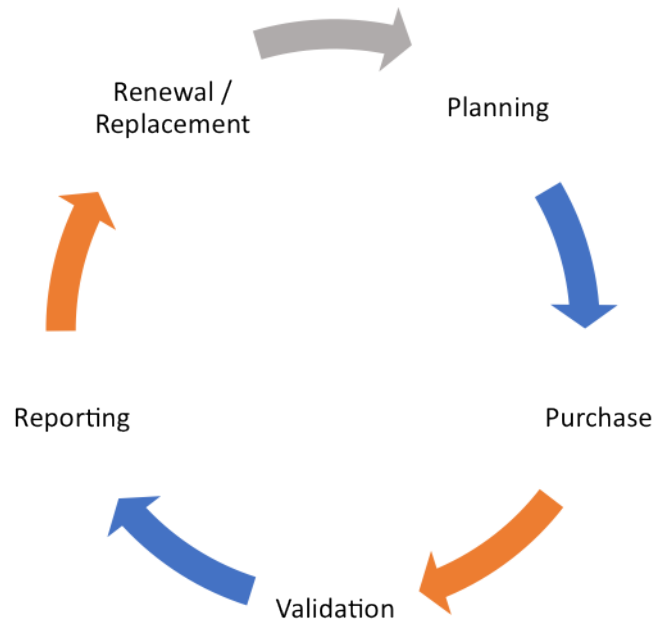
Business and Security Benefits

GeoTrust Enterprise Security Center offers real benefits compared to traditional approaches to certificate management.

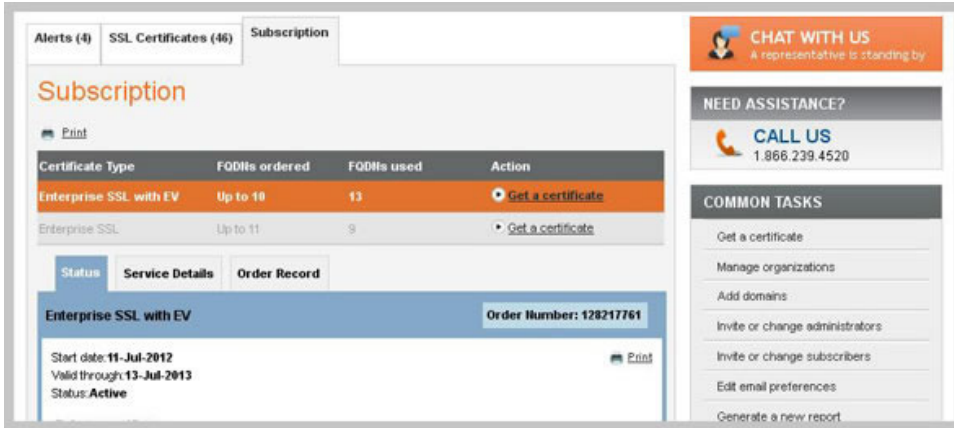
Feature	Security Benefit	Business Benefit
Subscription model	<ul style="list-style-type: none"> • Get the certificates you need, when you need them • Choose Organization Validation or Extended Validation Certificates for enhanced security 	<ul style="list-style-type: none"> • Predictable pricing. Set SSL budgets at the beginning of the year • Likely lower overall costs by selecting a conservative pricing tier based on what you <i>know</i> you need not what you <i>might</i> need
Online portal	<ul style="list-style-type: none"> • Reduce the risk of unexpected certificate expiry. Get console alerts about certificate expiries in the upcoming 90 days 	<ul style="list-style-type: none"> • Powerful reporting functions including export to Excel, PDF or HTML to improve manageability
Streamlined management	<ul style="list-style-type: none"> • Issue certificates quickly, reducing the risk of expiry due to paperwork delays • Easy-to-issue certificates for test environments, making testing and QA easier • Audited validation process complies with the latest CA/Browser Forum guidelines 	<ul style="list-style-type: none"> • Reduce certificate management admin overhead • Less internal paperwork, such as purchase orders, required to issue new certificates • Faster time to value for new projects using SSL certificates
Flexible, cost-effective pricing	<ul style="list-style-type: none"> • With one-time validation and reduced costs, there are fewer barriers in deploying Extended Validation certificates 	<ul style="list-style-type: none"> • Very price competitive on a per-certificate basis, particularly for Extended Validation certificates

Certificate Lifecycle Management

GeoTrust Enterprise Security Center helps at every stage of the certificate management lifecycle.



Lifecycle Stage	Benefits
Planning	Simplify planning with a subscription model that lets you add more certificates if you need them with a predictable and affordable annual fee.
Purchase	Cut purchase costs with competitive per-server rather than per-certificate pricing model and eliminate the need to get a purchase order for each new certificate.
Validation	Validate your organization once and issue certificates in minutes without further paperwork.
Reporting	Get instant insight with easy-to-use reporting in the online management console and export detailed reports to Excel, PDF or HTML for further analysis.
Renewal/Replacement	Get up to 90-days advance notice of certificate expiry and use the online management console to manage signing requests and issue replacement certificates.



The screenshot displays the 'Subscription' management interface. At the top, there are tabs for 'Alerts (4)', 'SSL Certificates (46)', and 'Subscription'. The main content area is titled 'Subscription' and includes a 'Print' button. Below this is a table with columns: Certificate Type, FQDNs ordered, FQDNs used, and Action. The table lists two subscription types: 'Enterprise SSL with EV' (Up to 10 ordered, 13 used) and 'Enterprise SSL' (Up to 11 ordered, 9 used). Each row has a 'Get a certificate' button. Below the table are tabs for 'Status', 'Service Details', and 'Order Record'. The 'Service Details' tab is active, showing 'Enterprise SSL with EV' with 'Order Number: 128217761'. It also displays 'Start date: 11-Jul-2012', 'Valid through: 13-Jul-2013', and 'Status: Active'. On the right sidebar, there is a 'CHAT WITH US' button, a 'NEED ASSISTANCE?' section with a 'CALL US' button (1.866.239.4520), and a 'COMMON TASKS' list including 'Get a certificate', 'Manage organizations', 'Add domains', 'Invite or change administrators', 'Invite or change subscribers', 'Edit email preferences', and 'Generate a new report'.

One simple annual subscription for all your SSL certificates

Conclusion

With our singular focus on SSL solutions, Enterprise Security Center provides cost-effective, annual subscription-based pricing, and a comprehensive console to manage all of your GeoTrust SSL certificates. Together, these allow you to easily issue and manage your GeoTrust certificates throughout their lifecycle and avoid costly downtime. And, you can exercise tight control over your SSL certificate spending, eliminating the time and costs associated with purchasing SSL certificates one-at-a-time.

Feel confident choosing GeoTrust knowing that GeoTrust is a globally recognized Certificate Authority with active digital certificates currently deployed in over 170 countries worldwide.*

*GeoTrust is ranked No. 1 SSL certificate provider among Top 1 million websites that use SSL to secure their domain, as ranked by Alexa Internet, Inc." - October 2012, Alexa Netcraft Report.

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