

CertCenter AG

CertCenter Demonstrates How SSL Certificates Can Be Renewed or Issued up to 288 Times Faster because of Symantec Ready Issuance

For a website, trust means business, and Symantec SSL certificates and the Norton Secured Seal that displays with them form the most trusted mark on the Internet. One reason this is true is that to use these assets, an organization must have its identity carefully validated. Now, customers can take advantage of a new feature called Symantec Ready Issuance and get new or renewed Symantec SSL certificates as much as 288 times faster. CertCenter, a Symantec Website Security Partner, shows how the new feature works.



Why wait?

Getting Symantec SSL certificates is now faster and easier.

“Customers who ordered or renewed an organization-validated SSL certificate used to have to wait at least a day to get it”, says Carsten Müller, CEO at CertCenter, a leading Symantec Website Security Partner. “Now, using Symantec Ready Issuance, customers can get their certificate in 10 minutes—up to 288 times faster than before.”

Symantec™ Ready Issuance is a new feature that enhances the Symantec SSL customer and partner experience by streamlining authentication. It enables customers to go through the authentication process just once, by submitting their organization details, domain name(s) and contact information, and receiving a validation call. The validated data is then authenticated and stored, and from that point forward, it enables the designated customer contact to instantly issue Symantec SSL certificates for the rest of the life of the Symantec authentication order. Customers can add up to 25 extra domains and up to 10 corporate contacts per Ready Issuance order.



ORGANIZATION PROFILE

Site: www.certcenter.com

Industry: Technology

Headquarters: Giessen, Germany

Employees: 14

KEY CHALLENGES

Symantec Website Security Partners such as CertCenter want to streamline the process of issuing or renewing Symantec SSL certificates for existing customers.

SOLUTION

Symantec has introduced Symantec Ready Issuance, and CertCenter became the first partner to offer this new feature for Symantec SSL certificates.

BENEFITS

- Up to 288 times faster SSL issuance (10 minutes instead of one or two days)
- One enterprise with 300 SSL certificates will save a projected 298 days of waiting and 4 weeks of labor per year*

“Using Symantec Ready Issuance, customers can get their certificate in 10 minutes—up to 288 times faster than before.”

Carsten Müller
CEO
CertCenter AG

Many steps eliminated

This is great news for customers, Mr. Müller explains. An organization might have hundreds of certificates that need to be ordered or renewed each year, typically on different dates. There is usually one corporate contact in charge of renewal. “That person used to have to go through the entire authentication process, which can take 48 hours, hundreds of times in a row”, Müller says. “Now, after a corporate contact has been authenticated once, he or she doesn’t have to go through the whole process again. They can instantly issue new Symantec SSL certificates or reissue existing ones.”

The amount of time customers save can be substantial. “One of our customers is a multi-billion euro DAX-listed company with 300 mission-critical Symantec SSL certificates”, says Mr. Müller. “Over a year, as they order or renew these certificates, Symantec Ready Issuance will save them a projected 298 days of waiting time and the CertCenter interface will save them the equivalent of 4 work-weeks of staff labor!” *

Organizations are more agile as a result. “If they need a new certificate for a test environment, it’s in their hands in just 10 minutes, and they can get to work”, Mr. Müller adds. “They can order and install in one step.”

Easy for partners

It is easy for a Symantec Website Security Partner to set up Symantec Ready Issuance, Mr. Müller notes. “Our developer, who is very experienced, made some changes to the Symantec Website Security Partner API, which is integrated with our site. The changes took about two days to make and verify.”

Symantec Ready Issuance is recommended for customers that require five or more certificates, have multiple divisions or domains such as .com and .net, or have global brands or websites, such as .uk, .de, etc.

Growing revenue 150 percent annually

CertCenter, based in Giessen, Germany, was the first Symantec Website Security Specialist Partner in EMEA, and is now the first partner to offer Symantec Ready Issuance. “Every day, we have new customers who want to use the Ready Issuance feature”, says Mr. Müller. “We plan to promote this capability at trade shows and in our advertising.”

CertCenter won a Symantec EMEA Sales Growth Award in 2014, reflecting greater than 150 percent year-over-year revenue growth ever since Mr. Müller and Andreas Mallek co-founded the company in 2010. They sell only Symantec SSL certificates, and have more than 100 active enterprise customers, including some of Germany’s largest corporations, and 700 active resellers and SMB customers around the world.

When the Symantec Ready Issuance program launched, it included Symantec Organization Validated Certificates with plans to later add Symantec Extended Validation (EV) Certificates.

For more information

Contact your local Symantec Sales Representative or Business Partner, or please visit: www.symantec.com/ssl

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SOLUTIONS

- [Symantec™ SSL certificates](#)
– using Symantec™ Ready Issuance



About CertCenter

CertCenter enables

- ISP and other resellers to benefit as partners from a variety of leading SSL certificates and management tools combined with lowest rates and free specialist support
- Enterprise customers and public agencies to take advantage of great management tools for ordering and managing SSL certificates as well as first-class pricing and free specialist support.

Learn more

www.certcenter.com (also .co.uk, .de, .ch)

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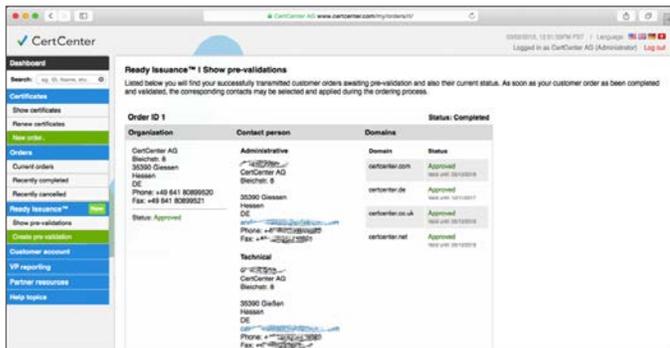


Figure 1. Symantec Ready Issuance enables corporate contact information, as shown, to be validated once and then stored, enabling future orders from the same contact to be accelerated.

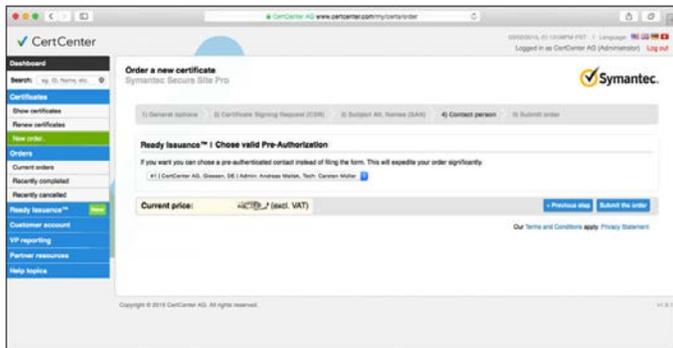


Figure 2. With Symantec Ready Issuance, pre-authorized corporate contacts can order and receive a new or renewed Symantec SSL certificate in as little as 10 minutes—up to 288 times faster than the day or more that the regular process requires.

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Carsten Müller

CEO

CertCenter AG

* A one-two day wait for certificates is cut to about 10 minutes. That's 23 hours and 50 minutes saved, or 1,380 minutes + 50 minutes = 1,430 minutes. For 300 SSL certificates:

- Waiting time saved = 300 certificates * 1,430 minutes = 429,000 minutes/60 minutes per hour = 7,150 hours/24= **298 days waiting time saved per year.**
- Work saved: CertCenter interface transforms 30 minutes of ordering and validation work to 1 minute, saving 29 minutes. 300 certificates * 29 minutes saved per certificate = 8,700 minutes saved = 145 hours/35 hours per week = **4 work weeks saved per year.**