Finding the Right Fit

5 Things to Look for in a TLS/SSL Provider

Finding the right fit in an off-the-rack world is a rare thing, but when it comes to your TLS/SSL provider, that rare thing is more important than you may think. According to the latest Frost & Sullivan TLS/SSL Market Report, "Turbulent Market Dynamics Point to Greater Need for Certification Authority (CA) Agility," here are five analyst insights to look for in an agile CA:

1 Priority One

That should be you! Demonstrating a keen understanding of your business is critical. Your business depends on secure communications. When secure communications fail, revenue is lost, and trust erodes. That's obvious, but what about your unique business, your customers, your industry, your workforce — does your CA get YOU?

PRO TIP: How important do you feel you are to your CA? If they don't make you feel like your needs are their top priority and they understand your business, it's time to find one that does.

Analyst Insight: *"With stringent regulations and shrinking validity periods, businesses need to evaluate their CA for reliability, support, and customer service to ensure a secure, trusted IT ecosystem."*

2 Compliance

Track records matter. How does your CA perform during critical transition periods — for example, how are they keeping up when there is a changeover to new regulations?

PRO TIP: Maintaining compliance is critical to your business. This includes providing communication, expertise, and ensuring your company maintains business continuity during the transition. Pick a CA who actively participates with governing bodies, gets ahead of the changes, and readily communicates with customers.

Analyst Insight: *"Industries are straining to keep pace with the regulatory changes taking place at the CA/Browser Forum, browser root program rules, and at the government and industrial/corporate levels."*

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3 **Expertise**

TLS/SSL is critical infrastructure. Can your CA maintain business continuity in a rapidly changing industry? Post-sales interactions separate transactional CAs from those that forge long-term relationships and can support you as your business transforms and as regulations change.

PRO TIP: A trusted adviser brings speedy resolution to your issues, shares their best practices, tips and tricks with you, and keeps you apprised of industry updates and transitions without missing a beat.

Analyst Insight: *"The points that separate a vendor from a trusted advisor are a track record for reliability and transitioning customers through policy changes in a timely manner, ongoing best practices, and tools that facilitate change as regulations dictate. These are the critical factors that need to be explored when selecting a CA."*

4 **Automation**

Speed is inevitable – the ability to keep up is optional. The acceleration of DevSecOps and/or the need for it is already here. You need the tools and resources to support a CI/CD environment available to you. Plus, you need to create the security that InfoSec requires without putting a drag on the DevSecOps process.

PRO TIP: Reduced certificate lifetimes is one of the changes that necessitate DevSecOps acceleration. Your TLS/SSL environment needs automation tools to simplify certificate provisioning, deployment, and management. Tight integrations with platforms that you're already using for some of your other IT-related use cases goes a long way in helping to create efficiencies.

Analyst Insight: *"Entrust Datacard [now Entrust] offers unique automation tools that help support reduced certificate lifetimes, including an Ansible Module to automate certificate deployment at scale, and proven integrations with Venafi, ServiceNow, and others."*

5 **Flexibility**

IT environments need room for flexibility. Needs change. Some projects are short-term. If one and done is your CA's style, someone will be counting the greenbacks, and it won't be you.

PRO TIP: Make sure you're getting the full lifetime value of your certificates after using a license for short-term projects, and that you can reissue and spread licenses across servers without any additional costs.

Analyst Insight: Entrust has a unique subscription plan that lets users recycle certificate licenses for future use.

"The advantage to the customer is that if a TLS certificate is retired, the license can be transferred or reapplied as a new certificate."

Entrust provides something rare in TLS/SSL security: Our customer feedback influences our roadmap. We continually invest in innovation to meet your needs.

» Read what industry analysts Frost & Sullivan have to say in their latest TLS/SSL Market Report.

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