

# **Simplifying management and lowering total cost of ownership for SSL Certificates**

Introducing the Managed SSL 2.0 platform by GlobalSign

GLOBALSIGN WHITE PAPER



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

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## INTRODUCTION

As organisations have become dependent on websites for providing information to the public, as well as for sales and other services, digital security is of the utmost importance. Site visitors expect a high level of security. Information presented on the site should be reliable and provided by a trustworthy source and any data submitted to the site must be protected. SSL, the transaction layer security technology, provides credibility to a site, reassuring a visitor that the site is legitimate and owned by the organisation so claimed, as well as a secure connection for data submissions. Any data sent through a SSL-protected connection is encrypted and cannot be intercepted by a third party. SSL Certificates play a pivotal role in every company's security policy, ensuring site integrity and protecting online transactions, data transmission, and digital communications.

Many organisations require the use of several SSL Certificates to ensure secure transmission of data throughout their sites and various internal networks. As the number of Certificates employed by an organisation grows, so does the cost and staff time associated with managing higher volumes.

Problems associated with managing several Certificates:

- **No automatic “snapshot” or view exists that details the number of Certificates used by an organisation**
- **Certificates expire at different times, potentially exposing customers to dangerous “Certificate has expired” messages**
- **Corporate documents must be submitted for the vetting process each time a new Certificate is needed**
- **No automatic discounts are received despite the purchase of numerous Certificates**
- **SSL budgetary requirements become difficult to determine when each department purchases ad hoc**

This white paper explains the basics of using a Managed PKI for SSL solution to alleviate said issues, the benefits of using GlobalSign's Managed SSL Solution and how this solution enables organisations to quickly and simply manage their SSL Certificates, as well as significantly reduce the operating costs of using SSL.

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## MANAGED SSL FOR ORGANISATIONS

### What is a managed solution for SSL?

A managed solution for SSL simplifies all stages of the Certificate lifecycle, including applying for, approving applications, issuing, reissuing, renewing, revoking, and billing across numerous departments and locations. Such a solution should be easily deployed to any organisation, regardless of size and locality.

Similar to applying for an individual Certificate, an organisation needs to be vetted by a chosen Certificate Authority (CA). Once an organisation is vetted by the CA and a list of domains owned by the company loaded into the system, a centralised account is created. All Certificate activity is henceforth controlled within this account by designated Account Administrators. Unlike applying for individual Certificates, where each request needs to be submitted and approved by the CA, the Administrator is able to issue the Certificate instantly containing the “identity” of the pre-vetted organisation. This optimises the efficiency of Certificate delivery without risking the SSL trust model of validating organisational identities, allowing for reduced operating and per Certificate costs as well as greatly simplifying management. Managed SSL also provides organisations with multiple companies, branches, and departments the ability to centralise SSL Certificate management in a single account. Multiple companies are distinguished as what is known as “profiles”, allowing a single umbrella entity to register all its profiles and easily centralise management or billing from one master account.

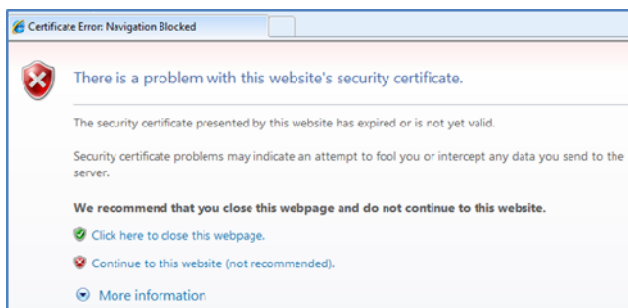
## Cost Savings and Convenience

Using a managed SSL solution can decrease SSL-related costs in several ways:

- **Immediate discounts on multiple purchases**
- **One centralised account means decreased operating costs and staff time associated with managing individual certificates**
- **Lower likelihood of Certificate expiration means undisrupted traffic and profit**
- **Pre-vetting means instantly issued Certificates – new information available to customers sooner, profits can start coming in faster**

Purchasing Certificates on an individual basis is not only costly, but can also lead to confusion and neglect during a Certificate’s lifecycle. Letting a Certificate lapse leaves gaps in your site’s protection, making visitors vulnerable to phishing or identity theft attacks. It can also decrease traffic, as visitors are met with an alarming message stating that there is a problem with the website’s security.

For example:



A managed SSL solution should allow you to synchronize the lifecycles of your Certificates. All Certificates will be up for renewal at the same time, alleviating the stress of monitoring multiple Certificate timelines, as well as decreasing the likelihood of lapsed coverage.

## Centralised Account

With a managed SSL solution, an organisation only needs to be vetted once, as opposed to each time a Certificate is issued. This pre-vetting allows for the immediate issuance of Certificates from one Client-administered account.

Appointed administrators should instantly be able to issue standard, wildcard, and EV SSL Certificates on demand.

The use of a single account to manage all Certificates also makes for easier reporting and financial review. Administrators can run and export detailed reports on Certificate application, issuance, spend, and upcoming renewals conveniently within the management portal. Invoices can be easily viewed and downloaded, and quotes for future purchases can be downloaded for internal approval.

Managed SSL solutions should offer detailed delegated administration capabilities. Appointed Administrators are responsible for issuing Certificates, but they also have the ability to designate roles and appropriate privileges to other users. For example, billing and payment privileges can be assigned to a Finance Manager, while Certificate issuance rights can be limited to a select few. Other users can be assigned approval privileges, allowing them to decide whether a Certificate is appropriate, with email alerts then sent to Administrators for issuance. This allows for the distribution of Certificate responsibilities, while still maintaining organisation and containing all Certificate lifecycle information in one place.

## MSSL - the GlobalSign Managed PKI for SSL Solution

The Managed SSL (MSSL) service from GlobalSign enables organisations to quickly and easily purchase multiple publicly trusted SSL Certificates. GlobalSign maintains an industry leading Certification Authority and associated Root Certificates. Certificate Management takes place in the GlobalSign Certificate Center (GCC). The GCC is a web-based SaaS platform. This allows Administrators to easily create applications, run reports, and manage renewals without having to download any software or purchase any additional hardware. After the vetting process is complete, all the organisation has to do is decide when to issue the Certificates.

GlobalSign’s high security, deep functionality SSL Certificates offer:

- **2048 bit future proof SSL**
- **SGC Security guarantees 128 bit / 256 bit encryption**

- **Universal Compatibility with all browsers, devices and applications**
- **Wildcard SSL & Unified Communications supported**
- **Secure both www and non-www sites with a single Certificate for no additional cost**
- **AutoCSR technology available making CSRs optional, not mandatory**
- **Clickable Secure Site Seal available with each SSL Certificate that is easy to install on any page, providing an easily-visible proof of site’s credibility and security**
- **Licensing for an Unlimited Number of Servers**
- **Unlimited reissues for the lifetime of the Certificate**
- **Warranty with an underwritten Liability Program up to \$250,000**

The MSSL solution is scalable and can be customised to work for organisations of all sizes, even catering to organisations who may manage several different companies or departments SSL Certificates. Eligibility begins at five Certificates and there are no hidden costs. Organisations only pay for the Certificates they issue and there are no hosting or service fees. Customers can also choose to “Pay as they go” or purchase in bulk, with options for quantity and Certificate lifespan. Funds can be added via purchase order or credit card in a very simple, two-step process and do not expire.

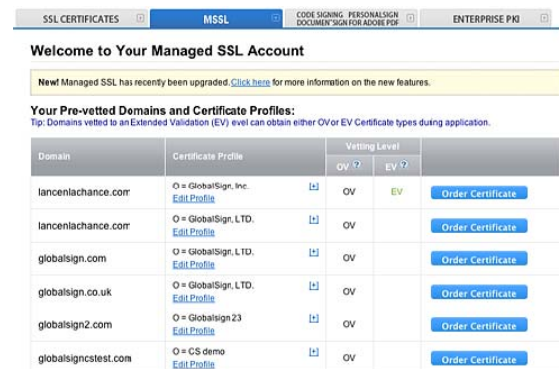
*"GlobalSign was able to deliver the platform and EV SSL products that meet our operational and security requirements and have helped make the switch to EV SSL Certificates straightforward."*

*-Alex New, Virgin Atlantic. MSSL user*

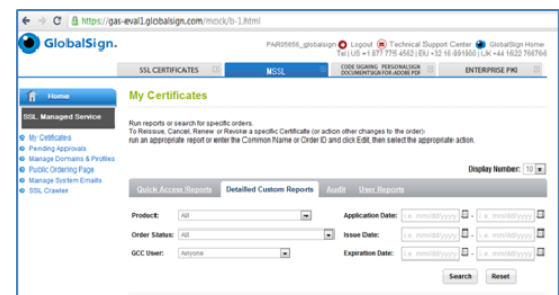
In addition to the benefit of cost savings, the MSSL solution offers a much more streamlined approach to SSL workflows. With all Certificate information included in one account, organisations can easily see which domains have already been vetted and which Certificates have been issued. This provides a quick overview as to which pages are secured and where any gaps in coverage are.

Having all Certificate information in one portal, instead of departments purchasing ad hoc, also makes it easier to determine SSL budgetary requirements.

The MSSL interface has been optimised for usability. Upon logging in, a user is immediately presented with a list of pre-vetted domains and Company profiles. Certificate applications can be initiated with a single click, so issuance time is cut to mere seconds.

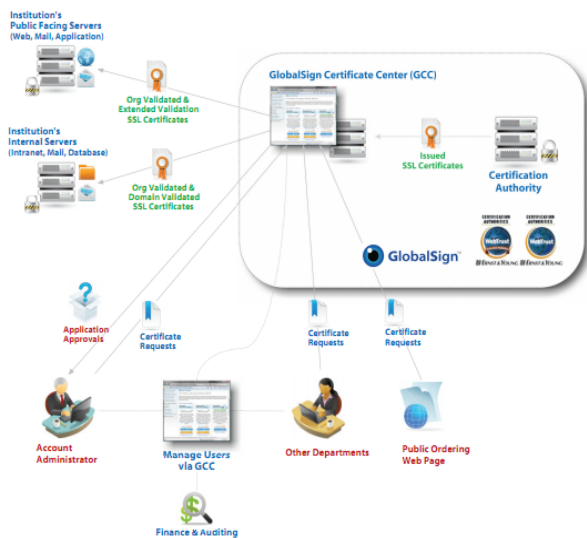


The centralised management account also allows for easier contingency planning and risk control. For example, if a department experiences a change of staff, a Certificate could easily lapse in the shuffle of responsibilities. With MSSL, however, all account Administrators would be aware of upcoming renewals, eliminating the risk of a lapse in security. Upcoming renewals are presented to administrators upon log in, removing the chance for oversight. The responsibility of Certificate management is shifted from one individual to one account. Further decreasing the risk of Certificate lapse is the ability to synchronize Certificate start and end dates. There is no need to monitor and worry about individual Certificate status when they are all on the same cycle.



Organisations also can choose from a variety of application methods. Orders can be placed directly in the GCC by users with purchasing privileges. Applications can also be made using a XML-based API. This method allows for full integration with the organisation’s existing purchasing systems. The Administrator also has the option to activate a Public Ordering URL. A Public Ordering URL allows administrators the ability to create a customised application/order page for Certificates, allowing anyone to place an order for Certificates. The page is highly customisable, with options for custom fields and corporate branding, as well as the ability to choose which products are available and accept credit card payments for Pay As You Go applications. Optionally, password protection can be enabled, allowing even more distributed organisations to securely centralise Certificate purchase. The Public Ordering link can be shared with other members of the organisation, e.g. via Intranets, regardless of the application method, all orders must be approved by a user with approval rights before the Certificate will be issued.

**Example deployment / management configuration:**



**Key Benefits - GlobalSign MSSL**

<b>Managed Platform</b>	Manage all Certificates through a centralised account #
<b>Multiple Application Methods</b>	Multiple application methods available via GlobalSign’s web-based Certificate Center, web service API, or customisable Public Ordering Page
<b>Immediate Discounts &amp; Savings</b>	Immediate discounts over buying individual Certificates and flexible payment options allow organisations to Pay As You Go, or purchase in bulk (in packs of 10, 50, or fully customised quantities) and multi-year purchases.
<b>No Fees</b>	Only pay for the Certificates you use as there are no additional fees and funds do not expire
<b>Pre-Vetting</b>	Pre-vetting of domains allowing Certificate issuance within minutes
<b>All Types of SSL Available</b>	All types of SSL are supported including Standard, Extended Validation (activates the green address bar), Wildcard SSL, Unified Communications, and Multi-domain.
<b>Customized Reporting</b>	Detailed reports on application, issuance, spend, and upcoming renewals can be run with a single click and exported.
<b>Audit logging</b>	All general account activity (e.g., application and issuance times, method of application) is logged and exportable, ensuring compliance requirements are met.
<b>Advanced delegated user admin</b>	Administrators have the ability to create additional users with defined roles and appropriate privileges. User rights can be assigned at the domain level.
<b>Billing Management</b>	Full billing management allowing the organisation to view and download invoices and automatically create new downloadable “quotes” for internal authorisation.
<b>XML Based API</b>	XML based API available for full integration with the organisation’s purchasing system.
<b>Malware Monitoring</b>	HackAlert malware scanning monitors up to 3 registered domains for injections of malicious code and alerts the owner if any is found, allowing for quick removal
<b>Pro upgrade</b>	Users can upgrade to MSSL Pro, which allows multiple entities (collectively known as “profiles”) to register in one account and provides malware monitoring for an unlimited number of domains.

Approval rights, as well as other privileges such as issuing and revoking Certificates, can be established on a person to person basis, based on the individual's role in the organisation. This amount of control can also be extended to the domain level. An individual can be given rights to one domain, but not another.

With multiple users operating under each account, maintaining internal security controls is of the utmost importance. Fortunately the MSSL solution logs all general account activity, such as application times, issuance times, and method of application. This information is easily accessible and ensures accountability and proper account management. With these exportable reports there is never a question of who requested a Certificate and who approved it.

The single sign-on MSSL account also gives instant access to all Digital Certificates issued by GlobalSign, creating a one-stop shop management for all an organisation's PKI requirements. Any other GlobalSign Certificate the organisation obtains can all be easily managed within a single interface using the GlobalSign Certificate Center. Other GlobalSign solutions allow organisations to:

- **Digitally Sign email** – prevent tampering of email contents and prove origin
- **Encrypt email** – user communities can exchange email without risk of contents being exposed to unintended recipients
- **Digitally Sign Adobe PDF documents** – certify and add approval signatures to prevent tampering of contents and prove authorship
- **Digitally Sign Microsoft Office documents** – digitally sign Word, Excel, PowerPoint, and Access documents directly from Microsoft Office to prevent tampering of contents and prove authorship
- **Sign code or applications** – digitally sign and timestamp software distributed over the internet, ensuring the end user knows the software is legitimate and has not been altered
- **Authenticate users** – control access to online or network resources via SSL VPNs

In addition to convenience and cost-savings, the MSSL solution also offers the support of a Dedicated Account Manager. Available via phone, web, and email, the Account Manager is there to assist with product choice and discuss Certificate lifecycle management issues. Users also have the option to add Premier Support. If added, organisations will have access to a live dedicated support technician 24 hours a day, 7 days a week, 365 days a year.

### MSSL Pro

For organisations requiring scalability beyond that offered by the MSSL solution, GlobalSign offers MSSL Pro. This platform includes all of the features of MSSL, plus the ability to register multiple companies, branches, and departments (collectively known as profiles) under one account. Once a profile and its associated domain are vetted, authorised users can apply for Certificates for the domain/profile combination instantly. Ideal for umbrella entities needing to manage the Certificate needs of several subgroups, the parent company can oversee all Certificate activity from one centralised location, facilitating billing and resource allocation.

Combining multiple profiles into one account does not require sacrificing granular user rights. Privileges can be assigned based on specific profiles, and, similar to the MSSL setup, domains within each profile. Application, approval, and revocation rights can be assigned to individuals based on their role and responsibility for each domain within each profile, allowing organisations to centralise billing without affecting administration.

MSSL Pro users also receive the benefit of HackAlert malware scanning on all domains registered under their account. This allows even the largest of enterprises to monitor all webpages for malicious code injections.

The process of upgrading to MSSL Pro is easy and can be done at the user level, simply by selecting the 'Upgrade' button upon account log in and following a few simple steps. Other new features and functionality are currently in the roadmap for MSSL Pro and are anticipated for integration in the near future.

*"GlobalSign's customer-centric way of doing business has really helped streamline our PKI processes. We moved our service from VeriSign and we are so glad that we did."*

*-Aegis, MSSL user*

## INQUIRE ABOUT THE MANAGED SSL (MSSL) SOLUTION

To inquire about MSSL for your enterprise, please contact us at [www.globalsign.com](http://www.globalsign.com). We would be happy to discuss your specific requirements.

For further information, data sheets, guides, pricing, and FAQs on GlobalSign MSSL please go to: <http://www.globalsign.com/ssl/managed-ssl/>

## ABOUT GLOBALSIGN

GlobalSign was one of the first Certification Authorities and has been providing digital credentialing services since 1996. It operates multi-lingual sales and technical support offices in London, Brussels, Boston, Tokyo and Shanghai.

GlobalSign has a rich history of investors, including ING Bank and Vodafone. Now part of a GMO Internet Inc group company - a public company quoted on the prestigious Tokyo Stock Exchange (TSE: 9449) whose shareholders include Yahoo! Japan, Morgan Stanley and Credit Suisse First Boston.

As leader in public trust services, GlobalSign Certificates include SSL, Code Signing, Adobe CDS Digital IDs, Email & Authentication, Enterprise Digital ID Solutions, internal PKI & Microsoft Certificate Service root signing. Our trusted root CA Certificates are recognized by all operating systems, all major web browsers, web servers, email clients and Internet applications; as well as all mobile devices.

### Accredited to the highest standards

As a WebTrust accredited public Certificate Authority, and member of the Online Trust Alliance, CAB Forum and Anti-Phishing Working Group, our core solutions allow our thousands of enterprise customers to conduct secure online transactions and data submission, and provide tamper-proof distributable code as well as being able to bind identities to Digital Certificates for S/MIME email encryption and remote two factor authentication, such as SSL VPNs.

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