CertCenter

How free SSL/TLS has affected (and scares) the entire hosting industry & how monetization works today

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CloudFest 2018 Keynote, March 13th 2018

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Traditional “Up-Selling” Does Not Work For TLS!

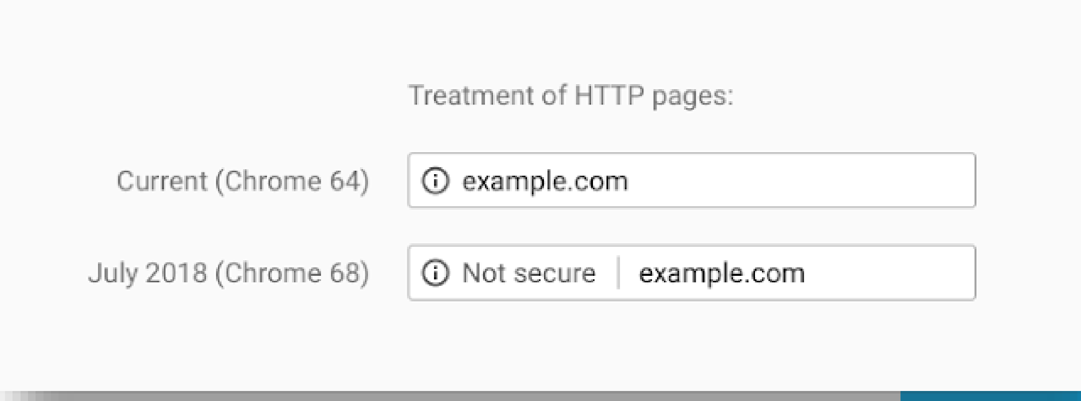
Have a good one and enjoy the CloudFest

What Happend In 2014?

To be more accurate: November, 18th 2014

Let’s Encrypt announced free TLS starting from Q2/2015

That left the whole industry restless!



Treatment of HTTP pages:

Current (Chrome 64) ⓘ example.com

July 2018 (Chrome 68) ⓘ Not secure | example.com

Industry Outlook

Challenge

1. Major browsers will indicate non-https sites as **Not secure**
2. Increasing amount of orders and reissues
3. Decreasing maximum validity period
4. Changing requirements
5. Increasing number of phishing attacks

Approach

1. AlwaysOnSSL Free TLS and S/MIME
2. Automation (= cost reduction)
3. Automation (= cost reduction)
4. Automation (= cost reduction)
5. More about this topic later

Why You Should Offer Free Basic TLS Certificates

The largest web hosts in the world have been offering free TLS since 3 years

Without free TLS offers, you’re going to lose existing customers

With free TLS offers, it is easier to excite new customers

Free TLS offers are a door-opener to sell other products

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CertCenter AlwaysOnSSL

Free Basic TLS and S/MIME

Based on a public trusted DigiCert Root

No Minimum Commitments

No Upselling Targets

Add Value To Your Products

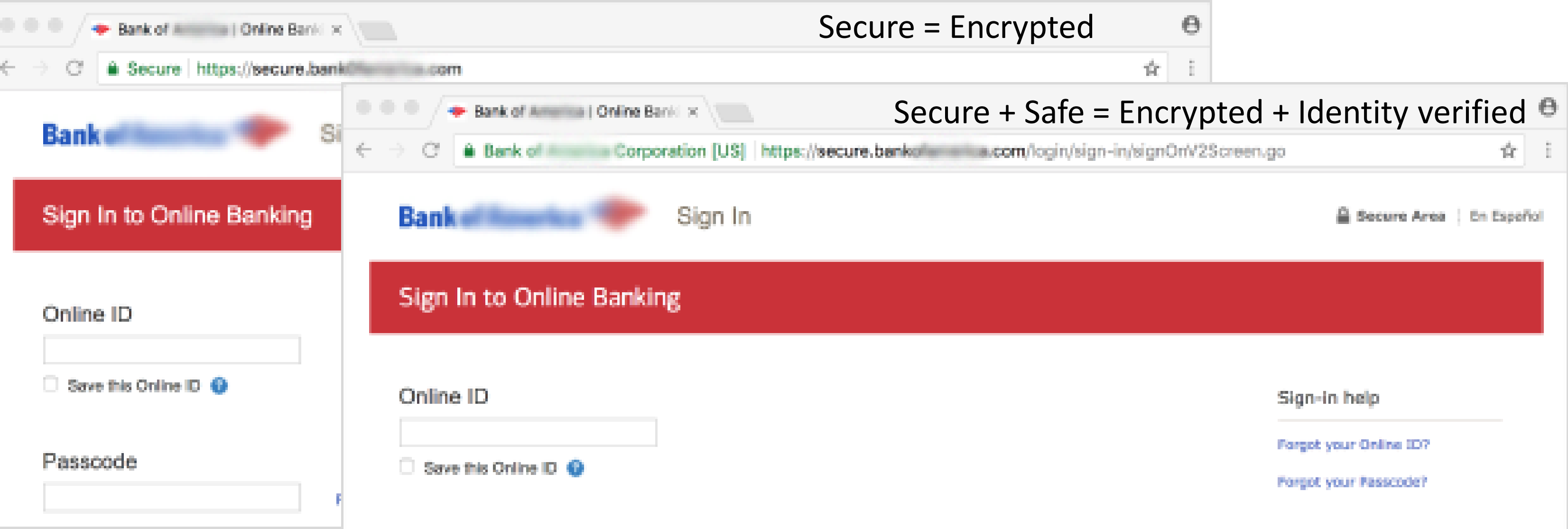
Reliable and REST based API

digicert®
Encryption Everywhere

“Secure” Does Not Mean That You’re Safe!

Secure Is Not Safe – I Proofed It By Myself *(I’m a Marketing Guy)*

1. Registered the domain “Bank0fXyxyxy.com”
2. Created a subdomain to point to a webspace
3. Got a Free AlwaysOnSSL TLS Certificate *(via DNS validation)*
4. Copied the html source of secure.bankofxyxyxy.com to our fake site



Secure = Encrypted

Bank of [redacted] | Online Bank

Secure | https://secure.bank[redacted].com

Bank[redacted]

Sign In to Online Banking

Online ID

□ Save this Online ID

Passcode

Secure + Safe = Encrypted + Identity verified

Bank of [redacted] | Online Bank

Bank of [redacted] Corporation [US] | https://secure.bank[redacted].com/login/sign-in/signOnV2Screen.go

Bank[redacted] Sign In

Secure Area | En Español

Sign In to Online Banking

Online ID

□ Save this Online ID

Sign-in help

Forgot your Online ID?

Forgot your Passcode?

The Bank of Xyxyxy served us as a model of exemplary behavior.

Our test was never put online.

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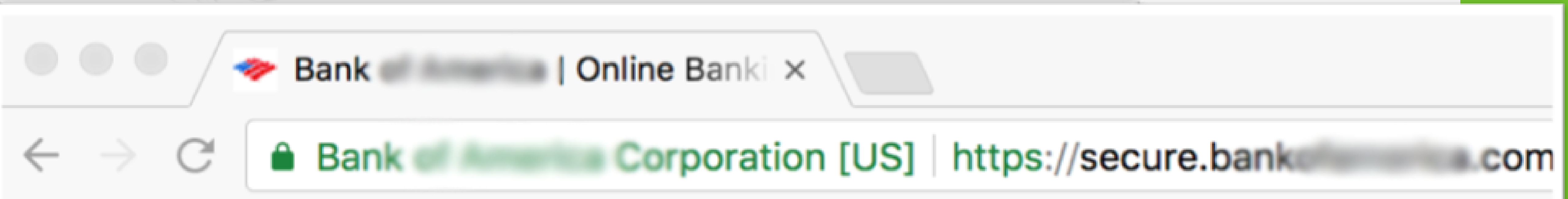
Difference Between SECURE And SAFE Certificates

"Secure" Free TLS Certificates

No organization needed
Verification: only domain
Encryption only

Certificates with Extended Validation

Organization required
Verification: domain + legal existence
Encryption and verified identity


Bank [redacted] | Online Banki ×
Bank [redacted] Corporation [US]
https://secure.bank[redacted].com

Secure Is Not Safe

But beware: Even safe is not 100% safe

CertCenter Partner Program Benefits

- Prevent loss of customers
- Get new customers organically
- Extend your product portfolio

- AlwaysOnSSL Free Basic TLS and S/MIME
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- CertCenter REST API
  - High Value OV & EV Certificates
  - E-Mail Encryption & Signature
  - Digital IDs / Client Authentication
  - Code Signing and EV Code Signing
  - IoT Certificates (for Machines)

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Organic (Up-) Selling Does Work For TLS!

Even More Benefits

Knowledge Transfer

Developers First

White Label Platform

Automation That Just Works

Large Product Portfolio
Through A Single API

Brand Independence

EU Contractor

No Commitment

No Upselling Targets

We speak your language

Individual Projects Are Welcome

We want you to be successful

Future-proofed

✓ CertCenter

Made in Germany

Thank you!

Please stop by our booth

Luis Federico Reimers
Head of Marketing & Sales