

# 8 BENEFITS OF SSL/TLS Automation

## 1 AVOID OUTAGES



Are you one of the 80% of businesses who have been hit by certificate related outages?<sup>1</sup>

Say good-bye to business interruptions due to expired certificates which cost businesses \$15M on average per incident.<sup>2</sup>

## 2 SAVE TIME, MONEY, AND RESOURCES

SAVE

# \$16,667 to \$50,000

Automated renewal and installation takes minutes, not hours or weeks. As an example, a 500 certificate deployment is estimated to save \$16,667 to \$50,000 a year. Additionally, you have the flexibility to schedule your renewal window at a time that works best for your business.<sup>3</sup>

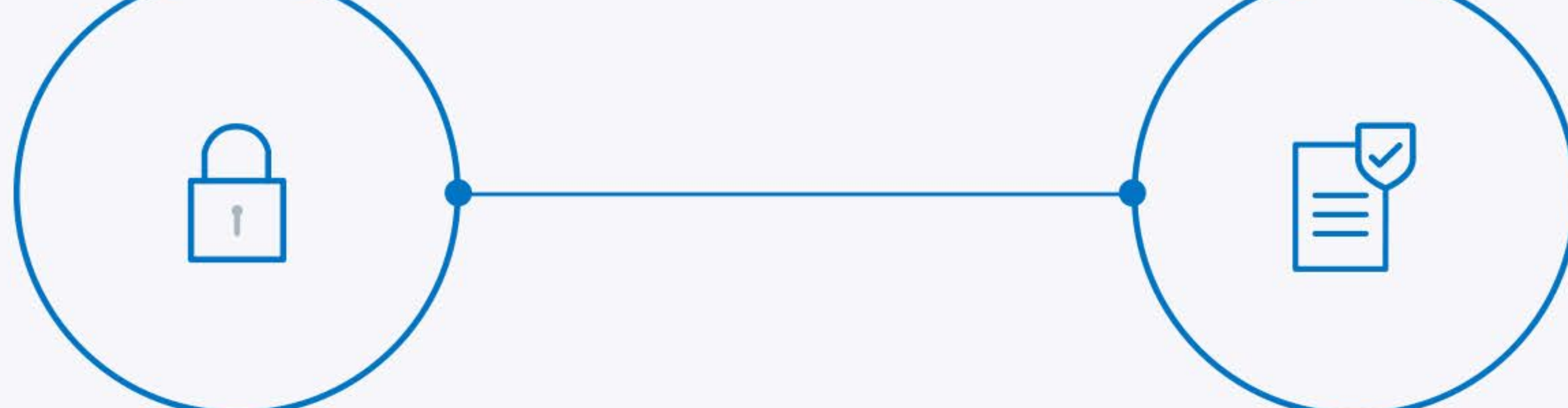
## 3 MANAGE CERTIFICATES AT SCALE

Renew hundreds or thousands of certificates easily and quickly.



## 4 RESPOND TO INDUSTRY CHANGES

## 5 CONSISTENTLY MEET COMPLIANCE AUDITS

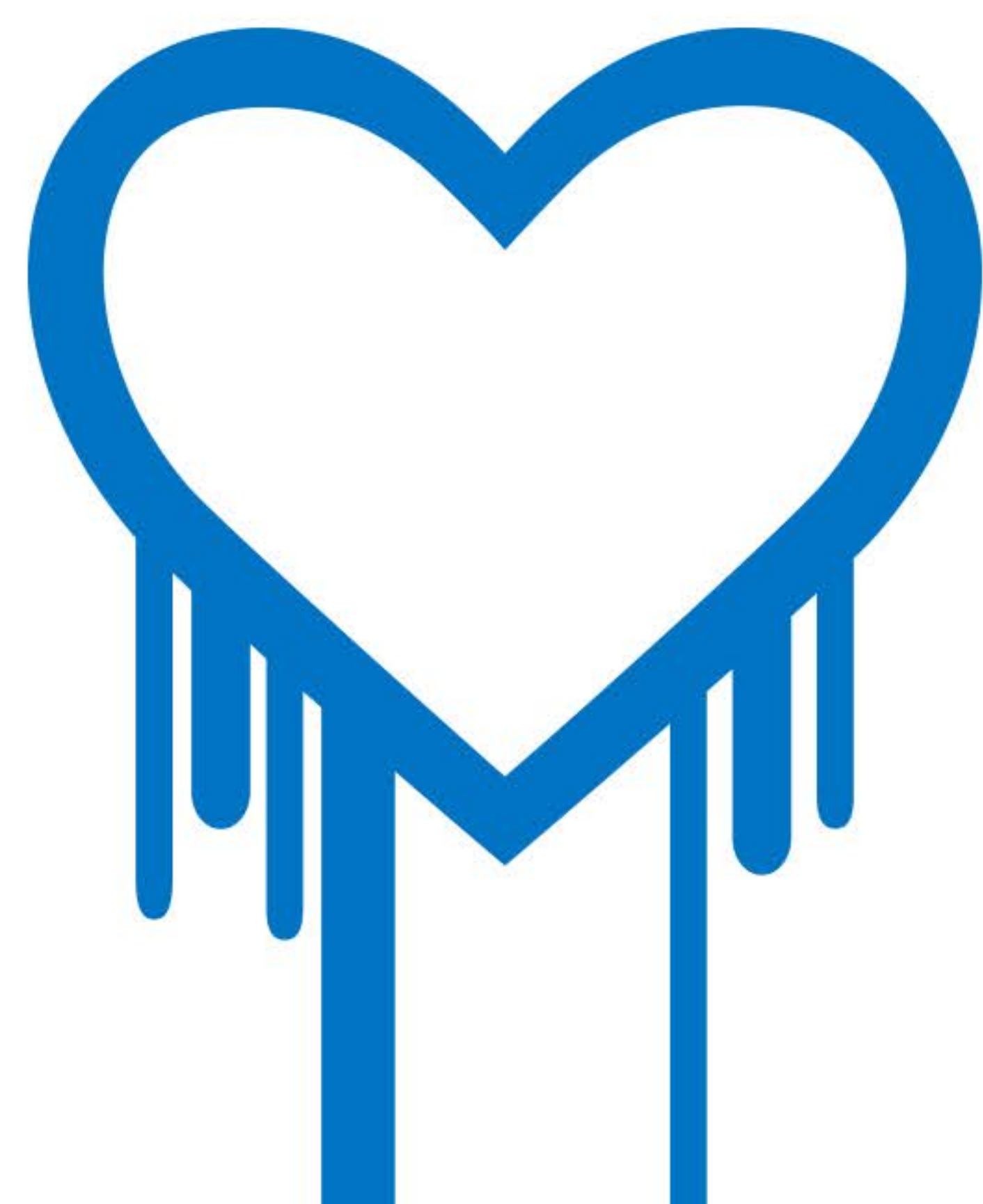


The threat landscape is evolving and so are your security requirements. With Automation, you can plan ahead and address browser or security related updates quickly.

Enforce workflow policies and predictably meet audit requirements. With a full audit trail of user activity, you can also help ensure accountability with audit compliance.

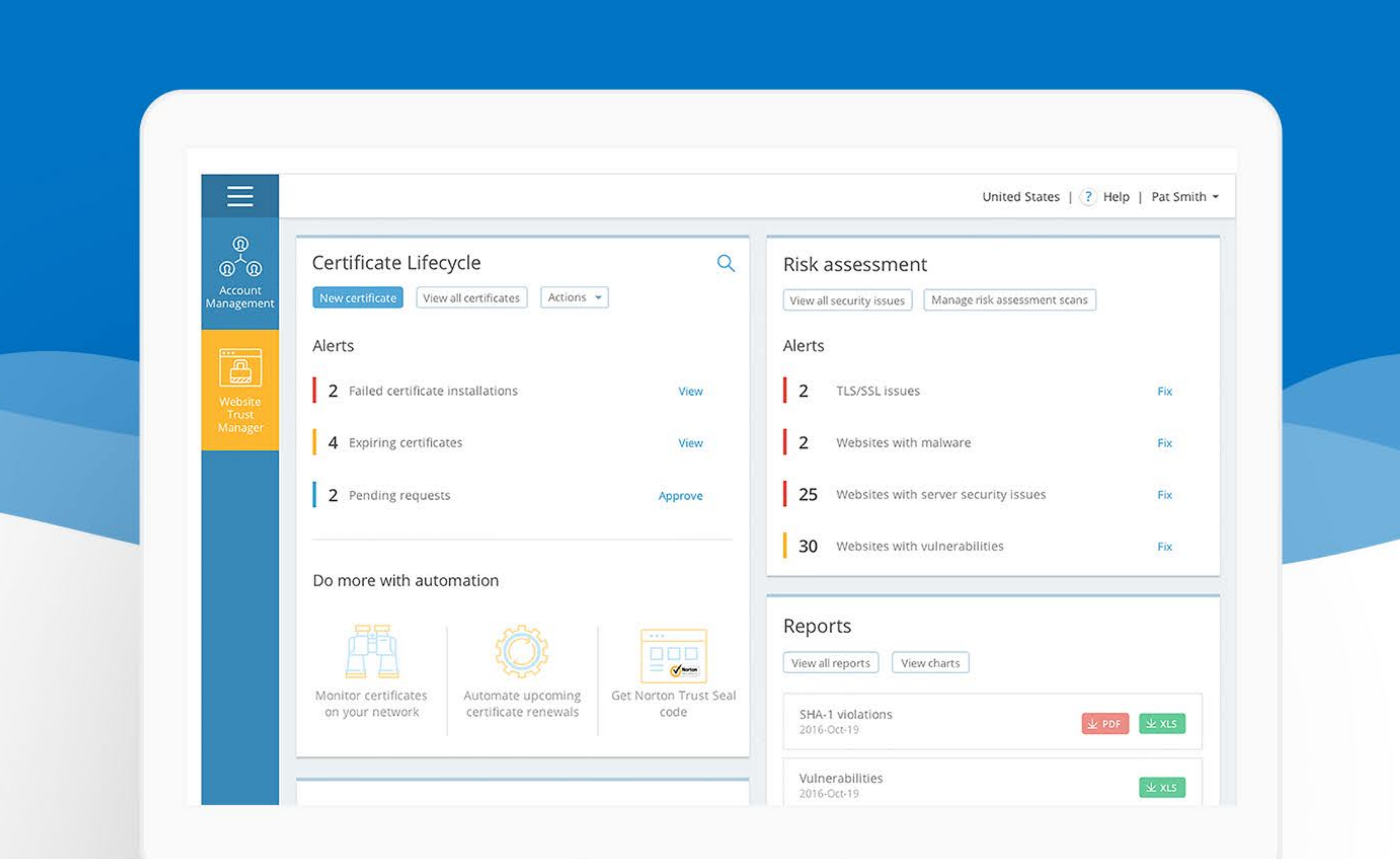
## 6 STRENGTHEN CERTIFICATE SECURITY

With Automation and shorter validity certificates<sup>4</sup>, you can dramatically reduce windows of opportunity for cyber criminals. For example, major events like Heartbleed can be responded to more quickly and efficiently.



## 7 SHORTEN THE LEARNING CURVE

New users can quickly get up to speed with Automation's intuitive interface. You can leverage our expert success managers to guide you every step of the way.



## 8 MINIMIZE RENEWAL ERRORS

Each certificate is automatically installed, configured and chained. Certificate renewals and installs are also automatically validated, so there is no need to troubleshoot for mistakes resulting from manual validations.

FIND OUT HOW AUTOMATION CAN SUPPORT YOUR CERTIFICATE MANAGEMENT, VISIT [SYMANTEC.COM/COMPLETE-WEBSITE-SECURITY](https://www.symantec.com/complete-website-security)

1. SC Media Magazine, February 2017

2. CSO Online, September 2015

3. Based on customer deployments and internal lab tests (December 2016). Assuming average certificate renewal takes between 20 and 60 minutes at a cost of \$100/hour in resources. Results are not guaranteed and individual results may vary.

4. Certificates with a lifetime of less than one year. (Some customers have rolled out 90 day certificates with automation to minimize their security risk).