

# Multinational Apparel Company improves security posture with end-to-end Certificate Lifecycle Automation

As one of the largest global apparel manufacturers, this well-known American brand has a strong reputation for quality clothing and fashion appeal.

## Background

The customer was using a limited certificate lifecycle management solution from Keyfactor, with only certificate discovery and monitoring capabilities. This meant the customer was able to locate certificates issued by various certificate authorities and from network IPs, determine their expiration dates, and renew them accordingly. Post renewal, they downloaded and installed the certificates manually. The critical certificate lifecycle automation was missing from this solution and only available as a costly add-on or upgrade from Keyfactor.

## Business Challenges and Their impacts

**Challenge 1: Lack of visibility and automation:** Certificate lifecycle management can be a tedious process – from discovering and monitoring certificates across complex infrastructures, to provisioning, revoking, and renewing certificates before they expire. Though the customer could monitor certificates, they renewed and installed the certificates manually to devices, which was time-consuming, and created inherent risks associated with human error.

**Impact:** Unexpected certificate-related outages stemming from missed expirations and renewals could cause sudden outages and internal downtime. Apart from internal inconveniences, outages of customer-facing systems are responsible for loss of business, customer trust, and potentially legal fines.

**Challenge 2: Limited support, self-service, and reporting functionality:** Lack of self-service and automation resulted in higher operational costs, lower user satisfaction, and minimal cross-team collaboration. Reporting functionality and alerts are also necessary to stay on top of expiration dates and to help detect rogue or non-compliant certificates.

## Primary Trigger Points

The customer decided to look for an alternative certificate lifecycle management solution for two primary reasons:

- **Lack of support and functionality:** Their existing CLM solution from Keyfactor did not notify or send alerts for upcoming certificate expirations. This led to certificates expiring unexpectedly, causing critical outages and downtime.
- **Additional fees for automation:** Their solution from Keyfactor was limited to inventory management and monitoring and there were significant costs associated with adding licenses for automation and PKI-as-a-service.

**Impact:** Without self-service capabilities and reporting functionalities, the apparel manufacturer was at risk of critical outages and faced many inefficiencies when managing certificates.

**Challenge 3: Additional investments:** Automation is an essential component of certificate lifecycle management. If a customer needs to add automation as a separate cost, the certificate lifecycle management solution becomes expensive. In this case, the apparel manufacturer had to pay for additional licenses for automation from Keyfactor which was beyond their budget.

**Impact:** The apparel manufacturer was missing out on the automation capabilities due to additional costs, which created inefficient certificate management.

## Achieving Certificate Lifecycle Automation with AppViewX CERT+

### Solution Criteria

The apparel manufacturer determined they needed an integrated, end-to-end certificate lifecycle automation solution to efficiently manage certificates at scale, avoid outages, reduce costs and enhance the overall security posture of their organization. They began evaluating vendors based on this strict criteria.

### Selecting the Winner

After learning about AppViewX CERT+ from Gartner, the apparel manufacturer engaged with AppViewX in a proof-of-concept trial and ultimately selected AppViewX CERT+ for its enhanced automation capabilities. The exceptional support from the AppViewX team and the full-featured functionality of the solution convinced this multinational apparel manufacturer that AppViewX CERT+ would be the best for them.

#### What set AppViewX CERT+ apart from competition:

- Close alignment with customer needs, providing visibility and automation
- Competitive all-inclusive pricing and a robust support framework
- Intuitive and easy-to-use interface
- Quick deployment and time to value of CERT+ delivered as SaaS
- Met a 30-day timeline to onboard and deploy - avoiding a contract renewal with the prior vendor
- Multi-vendor support - including customization with microservices architecture and flexible automation engine
- Ease of replacing an on-premise Microsoft CA with AppViewX PKI+, PKI as a service offering

## The Result

The apparel manufacturer opted for AppViewX CERT+ to address gaps and pain points with the previous solution from Keyfactor. By implementing AppViewX's CERT+, they quickly met their requirements for an end-to-end automated certificate lifecycle management solution. The AppViewX technical team integrated AppViewX CERT+ into their environments in less than a day, so the apparel manufacturer could begin benefiting from the automation capabilities the very next day.

**Effective monitoring and reporting:** A single round of discovery is simply not sufficient in an ever-changing certificate environment. With AppviewX CERT+, the apparel manufacturer is now streamlining discovery and continuously monitoring certificate inventories. Additionally, creating dynamic dashboards and reports with AppViewX CERT+ makes the process even easier for managing a large number of certificates. The customizability of the reporting capabilities helps cater to the needs of every member of the PKI management value chain.

**Full lifecycle visibility, management, and automation solution:** The environment scanning and inventory consolidation tool helped IT Ops build comprehensive inventories of certificates, complete with endpoint mapping, statuses, and cryptographic details. AppViewX CERT+ workflow automation capabilities enabled the automation of certificate requesting/renewal processes as well, while built-in reporting capabilities provided ample visibility into critical details such as certificate validity.

**Auto-renewal:** AppViewX CERT+ integrates with popular ITSM systems to enhance the workflow experience. Before a certificate expires, rules defined by the apparel manufacturer trigger AppViewX CERT+ to automatically connect with the appropriate certificate authority to renew certificates. This ensures the new certificate is received well before expiry, which is crucial in preventing sudden outages or security weaknesses.

**Scalable and budget-friendly:** Delivered as a SaaS offering, AppViewX CERT+ saves resources, time, and effort in terms of installation and maintenance. With a flexible business model, customers can start small and easily scale as volumes of certificates increase. Additionally, the apparel manufacturer no longer worries about CLM software upgrade and maintenance tasks with the AppViewX CERT+ SaaS deployment.

## Security simplified with AppViewX.

Trusted by one out of every five Fortune 100 companies, AppViewX CERT+, powered by enterprise-grade automation, helps with smart discovery, visibility into security standards, and centralized management of certificates and keys across hybrid multi-cloud environments.



**Make visibility the cornerstone of your protection mechanism.**

Scan QR code to set up a complimentary discovery session.

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