

Analysis of the Global SSL Certificate Market

Description: The Growing Need for Value-added Solutions

SSL certificates are an essential piece of encryption technology for businesses who participate in e-commerce, need encryption on their servers, and validate their Web sites. The total SSL certificate market continues to grow rapidly, meeting the demands provided by the increasing trend of online transactions and the need for secure lines of transfer. Although SSL certificates are a commodity, Certificate Authorities are working to develop their value-added solutions to provide key differentiators in the market. While domain validated certificates continue to be issued at a high rate, organization validated certificates are the most issued and lead the segments in sales due to their high-assurance, cost effectiveness.

Executive Summary

The total Secure Socket Layer (SSL) certificate market continues to grow rapidly, meeting the demands provided by the increasing trend of online transactions and the need for secure lines of transfer. Although SSL certificates are a commodity, Certificate Authorities are working to develop their value-added solutions to provide key differentiators in the market. This includes, certificate management/scanning capabilities and malware/vulnerability scanning. In respect to certificate management, in many instances, the administrator in charge of an organization's certificate never stays the same nor is an accurate database of certificates installed available. This can lead to a disturbance in business continuity. In addition, with the ever increasing sophisticated malware in the wild, Certificate Authorities are aiding their customers in ensuring their Web portals are not being used for fraudulent purposes.

In 2011, SSL certificate revenue equaled \$X million with X million certificates issued. Revenue and certificates issued growth is expected to grow X percent and X percent, respectively.

The market's three certificate types create three different market segments with varying target markets. While domain validated certificates continue to be issued at a high rate, Organization Validation certificates are the most issued and lead the segments in sales due to their high-assurance, cost effectiveness.

The breaches of certificate authorities in 2011 resulted in the establishment of baseline requirements by the CA/Browser forum. These requirements clarify processes for validation, issuance, and other activities. Certificate authorities have reported improved efficiency and effectiveness in their businesses, and many are investing in their infrastructure and training programs to deliver high-level results.

Retail, financial, government, and tech/telecommunication verticals are the top adopters of SSL certificates in their businesses. This is driven by the need for trusted lines of communications, value-added solutions provided by CAs, and the improved efficiency created by the baseline standards. The top certificate authority in the SSL certificate market is Symantec. The company faces stiff competition from Entrust, Go Daddy, DigiCert, and GlobalSign.

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