Grid® Report for Certificate Lifecycle Management (CLM)
Fall 2024

Certificate Lifecycle Management (CLM) Software

Contenders | Leaders

Niche | High Performers

Market Presence

Satisfaction

G2 Grid® Scoring

(Certificate Lifecycle Management (CLM) Software continues on next page)

Certificate Lifecycle Management (CLM) Software (continued)

Certificate Lifecycle Management (CLM) Software Definition

Certificate lifecycle management (CLM) and PKI software help companies with the process of authenticating and encrypting information using digital certificates. Public key infrastructure (PKI) is a cryptography framework that secures digital communication and protects data, devices, machines, and people from impersonation, unauthorized interception, tampering, or other attacks. The main benefit of this software is that it provides visibility and automation throughout the certificate lifecycle—certificate issuance, discovery, inventory, provisioning, deployment, securing, monitoring, renewal, and revocation. CLM and PKI software often replaces manual certificate management methods, such as tracking on spreadsheets, which helps companies prevent unplanned system downtime and system vulnerabilities stemming from errors or certificate expiration.

CLM and PKI software provide capabilities for the issuance, management, and automation of digital certificates, including but not limited to SSL & TLS certificates, client authentication certificates, digital signature, and SSH certificates. Use cases for PKI and CLM software include user authentication, machine-to-machine authentication for servers and containers, digitally signing code and documents, encryption and integrity for IoT devices, and much more.

To qualify for inclusion in the Certificate Lifecycle Management (CLM) and PKI category, a product must:

▶ Automate CLM, including discovery, inventory, provisioning, deployment, securing, monitoring, renewal, and revocation (some vendors will offer certificate issuance solutions via public certificate authority or private PKI functionality)

▶ Provide centralized visibility, control of, and reporting on certificates, keys, and ciphers

▶ Monitor and notify administrators when certificate expiration dates are nearing or use workflow to automatically take a specified action, such as certificate renewal or revocation

▶ Support certificates from multiple certificate authorities (CAs)

Certificate Lifecycle Management (CLM) Grid® Scoring Description

Products shown on the Grid® for Certificate Lifecycle Management (CLM) have received a minimum of 10 reviews/ratings in data gathered by August 27, 2024. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: Google Cloud Certificate Authority Service, Sectigo Certificate Manager, and Cloudflare Application Security and Performance

▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: TrackSSL, SecureW2 JoinNow, and Userify

▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: AWS Certificate Manager, Azure Key Vault, Keyfactor Command, Microsoft Active Directory Certificate Services (AD CS), and Ksolves

▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: ZeroSSL, Akeyless Platform, DigiCert CertCentral, Keyfactor EJBCA®, AppViewX CERT+, and Keystash

Grid® Scores for Certificate Lifecycle Management (CLM) Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Google Cloud Certificate Authority Service	32	84	97	90
Sectigo Certificate Manager	42	99	74	87
Cloudflare Application Security and Performance	50	54	65	60

High Performers

	# of Reviews	Satisfaction	Market Presence	G2 Score
TrackSSL	30	90	45	67
SecureW2 JoinNow	14	73	41	57
Userify	18	50	28	39

Contenders

	# of Reviews	Satisfaction	Market Presence	G2 Score
AWS Certificate Manager	12	49	85	67
Azure Key Vault	10	43	74	58
Keyfactor Command	42	39	62	51
Microsoft Active Directory Certificate Services (AD CS)	11	21	74	47
Ksolves	13	24	52	38

(Grid® Scores for Certificate Lifecycle Management (CLM) Software continues on next page)

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Scores for Certificate Lifecycle Management (CLM) Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
ZeroSSL	37	26	46	36
Akeyless Platform	10	49	22	36
DigiCert CertCentral	14	29	40	34
Keyfactor EJBCA®	10	33	36	34
AppViewX CERT+	23	26	41	33
Keystash	15	20	5	13

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Certificate Lifecycle Management (CLM) category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for Certificate Lifecycle Management (CLM)|Fall 2024 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through August 27, 2024. To view the Certificate Lifecycle Management (CLM) Grid® with the most recent data, please visit the Certificate Lifecycle Management (CLM) page. For more details on Grid® Scoring, please view the G2 Scoring Methodology here.

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through August 27, 2024. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

(Grid® Methodology continues on next page)

**Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Grid® Methodology (continued)

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

G2 may occasionally offer incentives for honest reviews to help us gather a full and accurate data set. These incentives are offered as thank-yous for approved reviews. Incentives are never conditioned upon the substance of the review, positive or negative. Each such incentivized review is disclosed with an "Incentivized Review" banner.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to suggest its addition to our Certificate Lifecycle Management (CLM) category.

Product Profiles

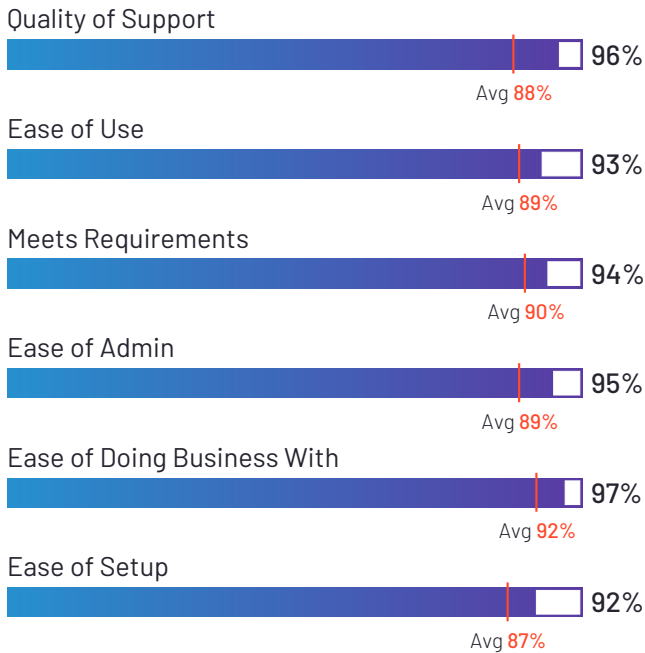Product profiles and detailed charts are included for products with 10 or more reviews.

Sectigo Certificate Manager
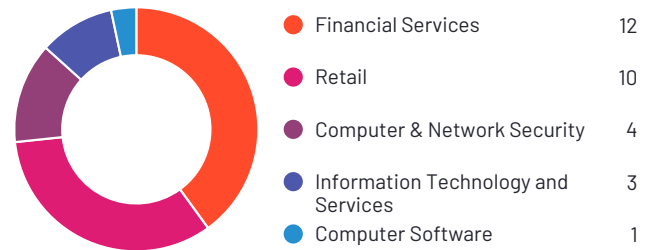
4.6 ★★★★½ (52)

Leader FALL 2024

Sectigo Certificate Manager has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Sectigo Certificate Manager received the highest Satisfaction score among products in Certificate Lifecycle Management (CLM). 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Sectigo Certificate Manager at a rate of 93%. Sectigo Certificate Manager is also in the SSL & TLS Certificates category.

Satisfaction Ratings

Quality of Support
96%
Avg **88%**

Ease of Use
93%
Avg **89%**

Meets Requirements
94%
Avg **90%**

Ease of Admin
95%
Avg **89%**

Ease of Doing Business With
97%
Avg **92%**

Ease of Setup
92%
Avg **87%**

Top Industries Represented

● Financial Services	12
● Retail	10
● Computer & Network Security	4
● Information Technology and Services	3
● Computer Software	1

Highest-Rated Features

Expiration Monitoring
95%
Avg **88%**

Protocol Support
94%
Avg **86%**

Reporting And Search
94%
Avg **86%**

Lowest-Rated Features

Automated Certificate Operations
90%
Avg **87%**

Workflow
91%
Avg **85%**

Policy And Role-Based Access Controls
91%
Avg **86%**
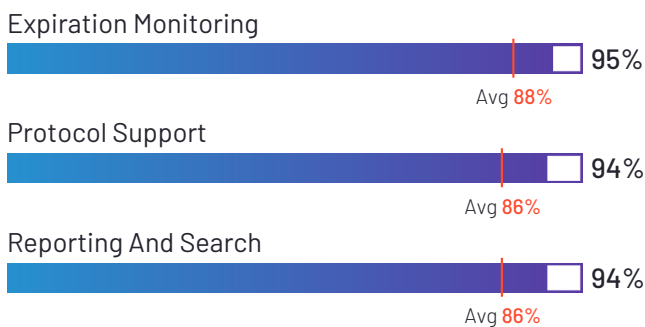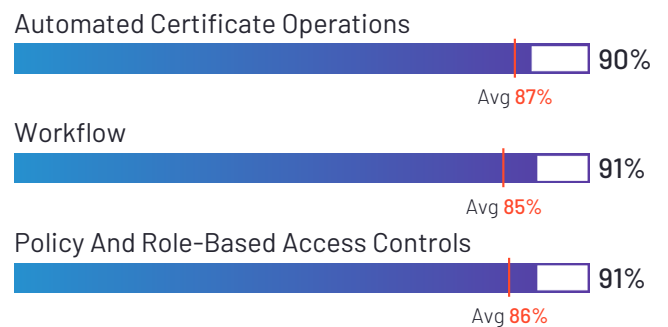
Ownership
Sectigo

HQ Location
Scottsdale, Arizona

Year Founded
1998

Employees (Listed On Linkedin)
408

Company Website
sectigo.com

Satisfaction Ratings for Certificate Lifecycle Management (CLM)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
Google Cloud Certificate Authority Service	89%	90%	93%	92%	95%	88%	83%	91%	65
Sectigo Certificate Manager	93%	92%	94%	95%	97%	96%	92%	93%	90
Cloudflare Application Security and Performance	88%	98%	94%	90%	90%	84%	89%	89%	58
TrackSSL	94%	90%	94%	93%	90%	91%	91%	94%	73
SecureW2 JoinNow	96%	91%	96%	90%	97%	95%	94%	89%	92
Userify	88%	100%	87%	89%	95%	76%	93%	87%	66
AWS Certificate Manager	87%	100%	86%	86%	95%	86%	89%	92%	58
Azure Key Vault	95%	100%	93%	N/A	N/A	88%	90%	93%	90
Keyfactor Command	89%	91%	87%	86%	91%	87%	80%	84%	69
Microsoft Active Directory Certificate Services (AD CS)	68%	70%	84%	N/A	N/A	90%	N/A	84%	9
Ksolves	86%	73%	90%	N/A	N/A	89%	N/A	88%	61
ZeroSSL	86%	69%	85%	92%	89%	82%	95%	89%	56
Akeyless Platform	89%	83%	88%	88%	100%	96%	79%	94%	70
DigiCert CertCentral	87%	78%	99%	96%	95%	91%	89%	92%	64
Keyfactor EJBCA®	88%	88%	95%	74%	81%	88%	69%	79%	50
AppViewX CERT+	89%	100%	88%	87%	88%	90%	82%	86%	60
Keystash	82%	67%	86%	N/A	N/A	79%	N/A	88%	26
Average	88%	87%	90%	89%	92%	88%	87%	89%	62

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from –100 to +100

Feature Comparison for Certificate Lifecycle Management (CLM)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Functionality

	Certificate Discovery	Expiration Monitoring	Automated Certificate Operations	Policy And Role-Based Access Controls	Workflow	Protocol Support	Reporting And Search	Audit And Enforcement	Key Storage
Google Cloud Certificate Authority Service	91%	91%	90%	86%	87%	89%	89%	90%	92%
Sectigo Certificate Manager	93%	95%	90%	91%	91%	94%	94%	93%	93%
Cloudflare Application Security and Performance	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
TrackSSL	94%	95%	93%	86%	87%	91%	93%	92%	89%
SecureW2 JoinNow	95%	90%	94%	93%	90%	96%	89%	93%	94%
Userify	86%	84%	90%	84%	83%	86%	90%	84%	96%
AWS Certificate Manager	84%	84%	93%	89%	84%	82%	70%	84%	86%
Azure Key Vault	89%	86%	83%	97%	91%	N/A	N/A	N/A	86%
Keyfactor Command	81%	89%	81%	85%	79%	81%	86%	85%	84%
Microsoft Active Directory Certificate Services (AD CS)	70%	80%	77%	73%	75%	68%	80%	68%	76%
Ksolves	83%	79%	86%	82%	84%	80%	84%	82%	84%
ZeroSSL		93%	81%			87%			90%
Akeyless Platform	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
DigiCert CertCentral	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Keyfactor EJBCA®	73%	82%	79%	80%	78%	86%	76%	86%	88%
AppViewX CERT+	93%	96%	89%	88%	92%	89%	94%	94%	86%
Keystash	N/A	N/A	N/A	83%	N/A	N/A	N/A	89%	91%
Average	86%	88%	87%	86%	85%	86%	86%	87%	88%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Additional Data for Certificate Lifecycle Management (CLM)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Google Cloud Certificate Authority Service	34%	44%	22%
Sectigo Certificate Manager	12%	62%	26%
Cloudflare Application Security and Performance	78%	18%	4%
TrackSSL	47%	27%	27%
SecureW2 JoinNow	0%	57%	43%
Userify	28%	17%	56%
AWS Certificate Manager	17%	58%	25%
Azure Key Vault	10%	20%	70%
Keyfactor Command	2%	10%	88%
Microsoft Active Directory Certificate Services (AD CS)	18%	45%	36%
Ksolves	46%	54%	0%
ZeroSSL	70%	22%	8%
Akeyless Platform	11%	11%	78%
DigiCert CertCentral	43%	29%	29%
Keyfactor EJBCA®	30%	40%	30%
AppViewX CERT+	0%	22%	78%
Keystash	67%	27%	7%
Average	30%	33%	37%

(Additional Data for Certificate Lifecycle Management (CLM) continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Certificate Lifecycle Management (CLM) (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Google Cloud Certificate Authority Service	91%	9%	1.1	63%	25%	0%	13%	7	12
Sectigo Certificate Manager	72%	28%	1.0	57%	33%	5%	5%	7	24
Cloudflare Application Security and Performance	86%	14%	0.6	94%	6%	0%	0%	7	4
TrackSSL	60%	40%	0.8	56%	33%	11%	0%	12	14
SecureW2 JoinNow	89%	11%	1.4	67%	33%	0%	0%	462	10
Userify	67%	33%	N/A	40%	20%	20%	20%	N/A	N/A
AWS Certificate Manager	100%	0%	N/A	100%	0%	0%	0%	N/A	N/A
Azure Key Vault	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Keyfactor Command	47%	53%	6.0	56%	38%	3%	3%	17	20
Microsoft Active Directory Certificate Services (AD CS)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Ksolves	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ZeroSSL	67%	33%	2.8	90%	10%	0%	0%	3	0
Akeyless Platform	60%	40%	N/A	67%	33%	0%	0%	N/A	N/A
DigiCert CertCentral	71%	29%	0.4	88%	13%	0%	0%	3	14
Keyfactor EJBCA®	50%	50%	9.0	100%	0%	0%	0%	17	N/A
AppViewX CERT+	36%	64%	3.1	33%	60%	0%	7%	17	13
Keystash	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(Additional Data for Certificate Lifecycle Management (CLM) continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Certificate Lifecycle Management (CLM) (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption

	User Adoption
	Average User Adoption
Google Cloud Certificate Authority Service	59%
Sectigo Certificate Manager	70%
Cloudflare Application Security and Performance	86%
TrackSSL	38%
SecureW2 JoinNow	72%
Userify	N/A
AWS Certificate Manager	N/A
Azure Key Vault	N/A
Keyfactor Command	52%
Microsoft Active Directory Certificate Services (AD CS)	N/A
Ksolves	N/A
ZeroSSL	59%
Akeyless Platform	N/A
DigiCert CertCentral	71%
Keyfactor EJBCA®	53%
AppViewX CERT+	61%
Keystash	N/A
Average	62%

(Additional Data for Certificate Lifecycle Management (CLM) continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Certificate Lifecycle Management (CLM) (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
Google Cloud Certificate Authority Service	Google	1998	289,430	33,781,516	31,974,699	4.3
Sectigo Certificate Manager	Sectigo	1998	408	46,350	3,059	N/A
Cloudflare Application Security and Performance	Cloudflare, Inc.	2009	4,705	924,376	203,403	3.9
TrackSSL	Nick Jones		1	6	0	N/A
SecureW2 JoinNow	SecureW2	2014	95	3,685	88	4.2
Userify	Userify		1	1	1,116	N/A
AWS Certificate Manager	Amazon Web Services (AWS)	2006	129,724	9,473,207	2,215,688	3.7
Azure Key Vault	Microsoft	1975	229,321	23,215,261	13,975,078	4.3
Keyfactor Command	Keyfactor	2001	440	14,848	1,763	4.4
Microsoft Active Directory Certificate Services (AD CS)	Microsoft	1975	229,321	23,215,261	13,975,078	4.3
Ksolves	Ksolves	2012	723	59,644	796	4.2
ZeroSSL	HID Global	1991	3,524	113,666	12,134	3.7
Akeyless Platform	Akeyless	2018	93	7,507	226	N/A
DigiCert CertCentral	digicert	2003	1,471	76,988	6,683	4.0
Keyfactor EJBCA®	Keyfactor	2001	440	14,848	1,763	4.4
AppViewX CERT+	AppViewX	2008	572	45,010	832	3.8
Keystash	Keystash	2022	1	5	5	N/A

*N/A is displayed when data is not publicly available.