# Grid® Report for Certificate Lifecycle Management (CLM)
## Winter 2025

## Certificate Lifecycle Management (CLM) Software



Contenders | Leaders

Market Presence

Niche | High Performers

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 November 19, 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: Sectigo Certificate Manager, Google Cloud Certificate Authority Service, SecureW2 JoinNow, and AppViewX CERT+

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

▶ 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, Cloudflare Application Security and Performance, Keyfactor Command, and Microsoft Active Directory Certificate Services (AD CS)

▶ 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: DigiCert CertCentral, Keyfactor EJBCA®, Userify, ZeroSSL, 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 |
|---|---|---|---|---|
| Sectigo Certificate Manager | 50 | 99 | 74 | 87 |
| Google Cloud Certificate Authority Service | 32 | 71 | 96 | 84 |
| SecureW2 JoinNow | 25 | 82 | 52 | 67 |
| AppViewX CERT+ | 30 | 56 | 55 | 55 |

## High Performers

| | # of Reviews | Satisfaction | Market Presence | G2 Score |
|---|---|---|---|---|
| TrackSSL | 30 | 80 | 44 | 62 |
| Akeyless Platform | 10 | 51 | 21 | 36 |

## Contenders

| | # of Reviews | Satisfaction | Market Presence | G2 Score |
|---|---|---|---|---|
| AWS Certificate Manager | 12 | 46 | 88 | 67 |
| Azure Key Vault | 10 | 41 | 77 | 59 |
| Cloudflare Application Security and Performance | 51 | 45 | 71 | 58 |
| Keyfactor Command | 43 | 33 | 63 | 48 |
| Microsoft Active Directory Certificate Services (AD CS) | 11 | 16 | 77 | 46 |

*(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 |
|---|---|---|---|---|
| DigiCert CertCentral | 14 | 36 | 43 | 40 |
| Keyfactor EJBCA® | 11 | 40 | 38 | 39 |
| Userify | 18 | 42 | 24 | 33 |
| ZeroSSL | 37 | 13 | 45 | 29 |
| Keystash | 15 | 18 | 5 | 12 |

* 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 sourced from third parties.

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

The Grid® Report for Certificate Lifecycle Management (CLM) | Winter 2025 is based on reviews collected through November 19, 2024. We apply unique algorithms to this data to calculate Satisfaction (v4.0) and Market Presence (v7.0) scores for the Winter 2025 report quarter. 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 third-party data collected by G2 up through November 19, 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. G2 follows defined community guidelines to ensure privacy, and authenticity for users and reviews. For more details, please view the G2 Community Guidelines here.

## 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

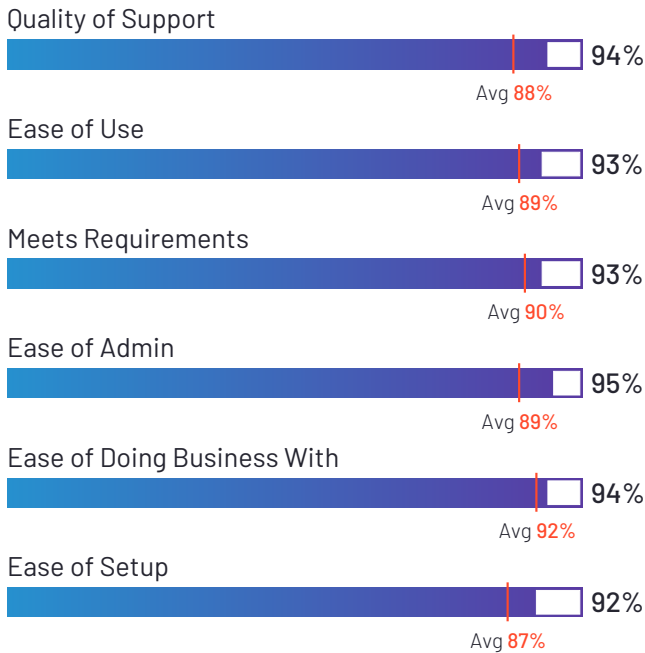Product profiles and detailed charts are included for products with 10 or more reviews.

# Sectigo Certificate Manager

**SECTIGO®**

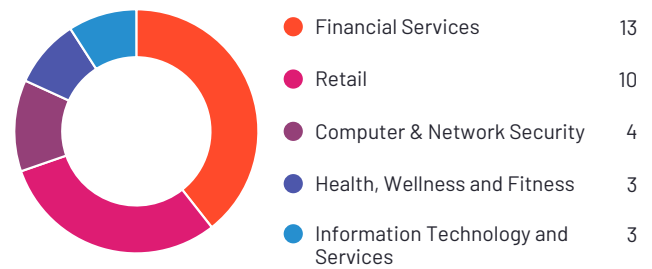**4.6** ★★★★½ (67)

**Leader**
**WINTER**
**2025**

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). 98% of users rated it 4 or 5 stars, 91% 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 92%. Sectigo Certificate Manager is also in the SSL & TLS Certificates category.
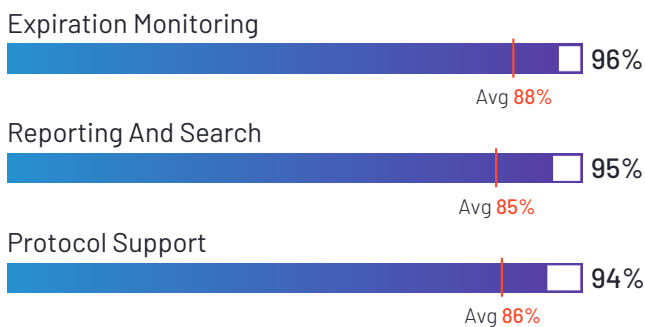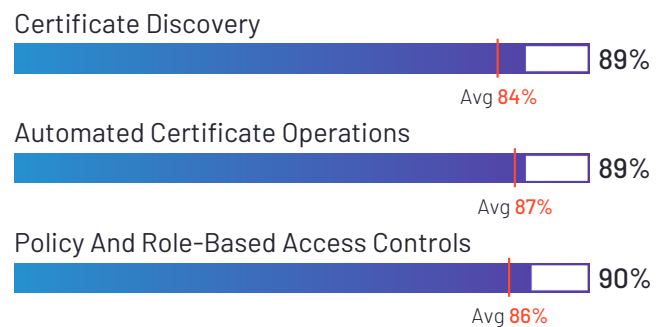
## Satisfaction Ratings

**Quality of Support**
94%
Avg 88%

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

**Meets Requirements**
93%
Avg 90%

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

**Ease of Doing Business With**
94%
Avg 92%

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

## Top Industries Represented

| | | |
|---|---|---|
| ● Financial Services | 13 |
| ● Retail | 10 |
| ● Computer & Network Security | 4 |
| ● Health, Wellness and Fitness | 3 |
| ● Information Technology and Services | 3 |

## Highest-Rated Features

**Expiration Monitoring**
96%
Avg 88%

**Reporting And Search**
95%
Avg 85%

**Protocol Support**
94%
Avg 86%

## Lowest-Rated Features

**Certificate Discovery**
89%
Avg 84%

**Automated Certificate Operations**
89%
Avg 87%

**Policy And Role-Based Access Controls**
90%
Avg 86%

**Ownership**
Sectigo

**HQ Location**
Scottsdale, Arizona

**Year Founded**
1998

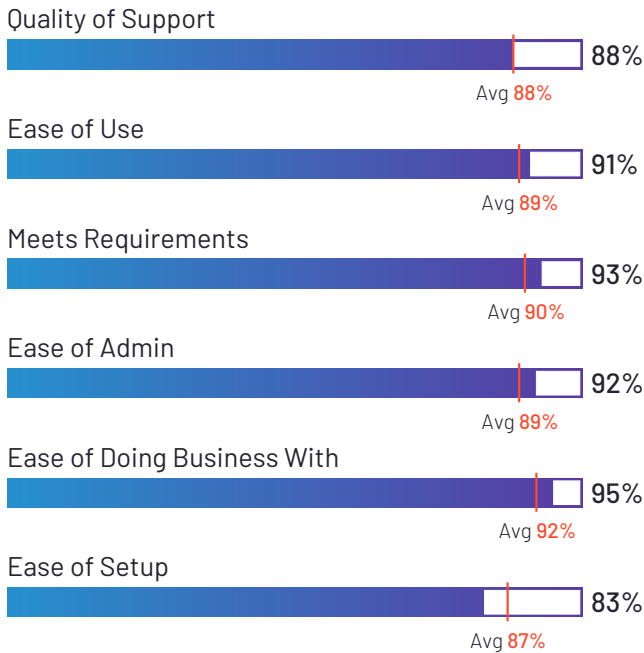**Employees (Listed On Linkedin)**
408

**Company Website**
sectigo.com

# Google Cloud Certificate Authority Service

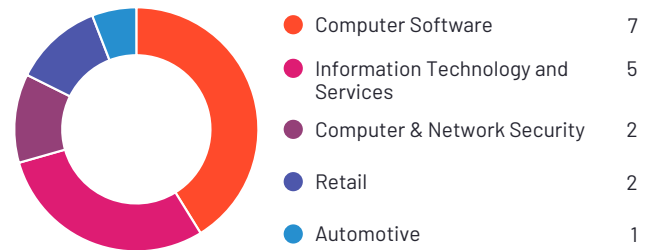**4.4** ★★★★½ (33)

Leader
WINTER
2025

Google Cloud Certificate Authority Service has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Google Cloud Certificate Authority Service has the largest Market Presence among products in Certificate Lifecycle Management (CLM). 97% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend Google Cloud Certificate Authority Service at a rate of 89%.
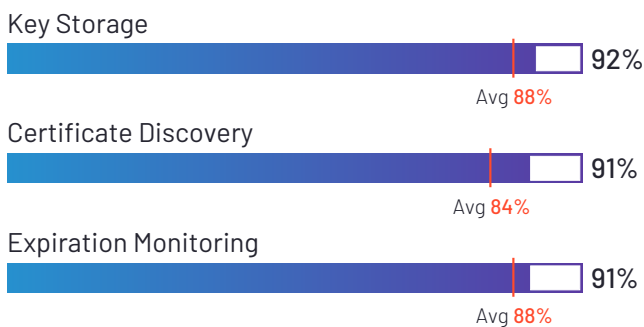
## Satisfaction Ratings

Quality of Support
88%
Avg 88%

Ease of Use
91%
Avg 89%

Meets Requirements
93%
Avg 90%

Ease of Admin
92%
Avg 89%

Ease of Doing Business With
95%
Avg 92%

Ease of Setup
83%
Avg 87%

## Top Industries Represented

| | |
|---|---|
| ● Computer Software | 7 |
| ● Information Technology and Services | 5 |
| ● Computer & Network Security | 2 |
| ● Retail | 2 |
| ● Automotive | 1 |

## Highest-Rated Features

Key Storage
92%
Avg 88%

Certificate Discovery
91%
Avg 84%

Expiration Monitoring
91%
Avg 88%

## Lowest-Rated Features

Policy And Role-Based Access Controls
86%
Avg 86%

Workflow
87%
Avg 84%

Reporting And Search
89%
Avg 85%
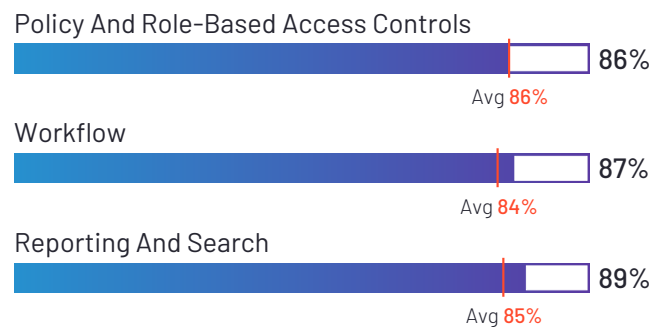
**Ownership**
Google

**HQ Location**
Mountain View, CA

**Year Founded**
1998

**Employees (Listed On Linkedin)**
302,228

**Company Website**
cloud.google.com

# SecureW2 JoinNow

**4.7** ★★★★½ (67)

**Leader** WINTER 2025

SecureW2 JoinNow has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be 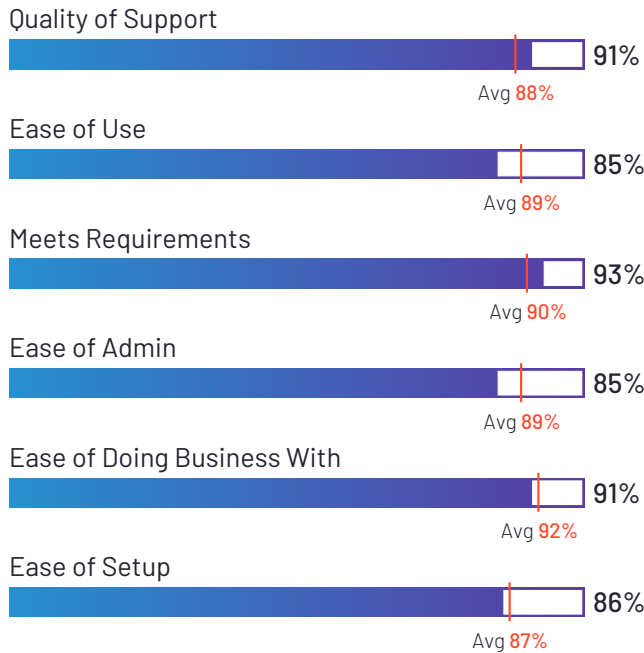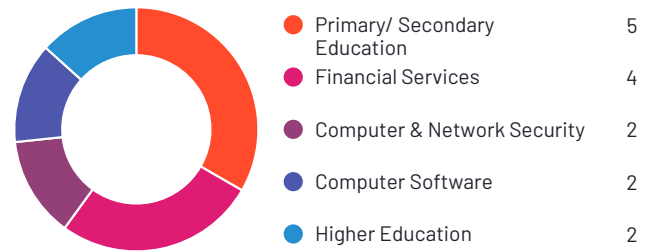likely to recommend SecureW2 JoinNow at a rate of 93%. SecureW2 JoinNow is also in the Microsegmentation, Zero Trust Networking, SSL & TLS Certificates, and Network Access Control (NAC) categories.
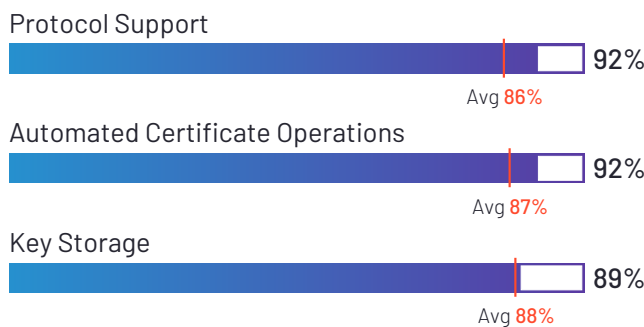
## Satisfaction Ratings

**Quality of Support**
91%
Avg **88%**

**Ease of Use**
85%
Avg **89%**

**Meets Requirements**
93%
Avg **90%**

**Ease of Admin**
85%
Avg **89%**

**Ease of Doing Business With**
91%
Avg **92%**

**Ease of Setup**
86%
Avg **87%**

## Top Industries Represented

| | | |
|---|---|---|
| 🔴 Primary/ Secondary Education | | 5 |
| 🟣 Financial Services | | 4 |
| 🟤 Computer & Network Security | | 2 |
| 🔵 Computer Software | | 2 |
| 🔵 Higher Education | | 2 |

## Highest-Rated Features

**Protocol Support**
92%
Avg **86%**

**Automated Certificate Operations**
92%
Avg **87%**

**Key Storage**
89%
Avg **88%**

## Lowest-Rated Features

**Workflow**
82%
Avg **84%**

**Reporting And Search**
82%
Avg **85%**

**Policy And Role-Based Access Controls**
82%
Avg **86%**
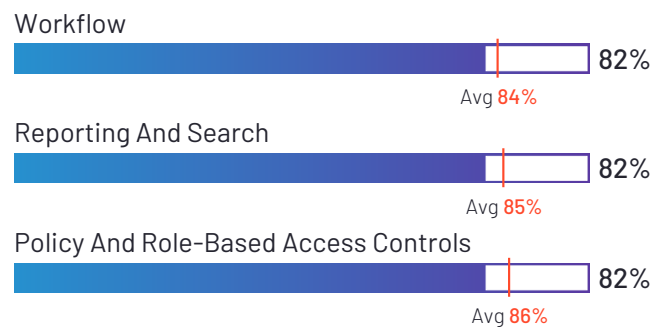
| **Ownership** | **HQ Location** | **Year Founded** | **Employees (Listed On Linkedin)** | **Company Website** |
|---|---|---|---|---|
| SecureW2 | Seattle, US | 2014 | 97 | securew2.com |

# AppViewX CERT+

**appviewx**

**4.5** ★★★★☆ (41)

**Leader**
WINTER
2025

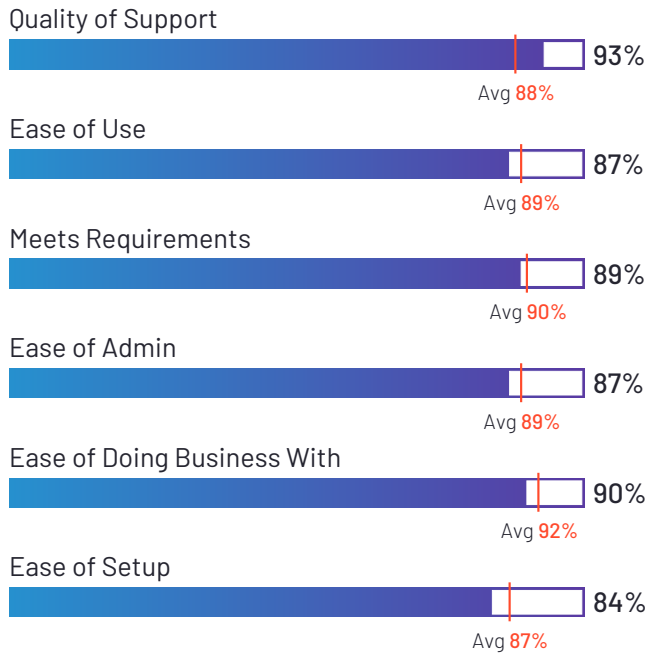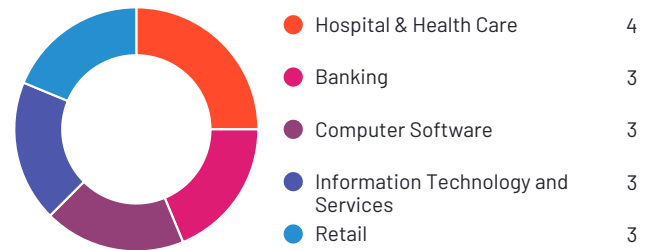AppViewX CERT+ has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 90% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend AppViewX CERT+ at a rate of 89%. AppViewX CERT+ is also in the SSL & TLS Certificates category.

## Satisfaction Ratings

Quality of Support
93%
Avg 88%

Ease of Use
87%
Avg 89%

Meets Requirements
89%
Avg 90%

Ease of Admin
87%
Avg 89%

Ease of Doing Business With
90%
Avg 92%

Ease of Setup
84%
Avg 87%

## Top Industries Represented

| | |
|---|---|
| ● Hospital & Health Care | 4 |
| ● Banking | 3 |
| ● Computer Software | 3 |
| ● Information Technology and Services | 3 |
| ● Retail | 3 |

## Highest-Rated Features

Expiration Monitoring
95%
Avg 88%

Certificate Discovery
95%
Avg 84%

Audit And Enforcement
93%
Avg 86%

## Lowest-Rated Features

Key Storage
88%
Avg 88%

Automated Certificate Operations
91%
Avg 87%

Policy And Role-Based Access Controls
91%
Avg 86%
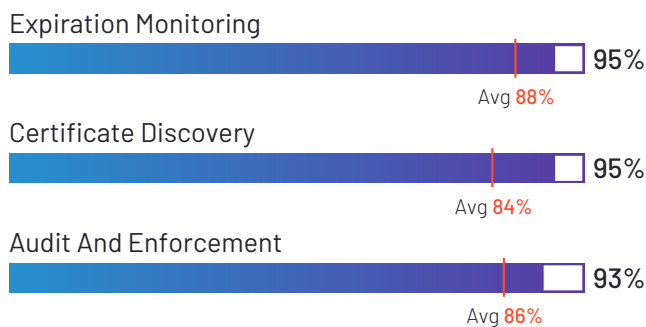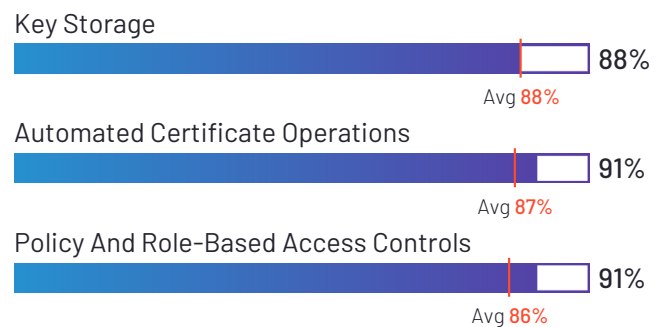
| **Ownership** | **HQ Location** | **Year Founded** | **Employees (Listed On Linkedin)** | **Company Website** |
|---|---|---|---|---|
| AppViewX | Plano, TX | 2008 | 536 | appviewx.com |

# TrackSSL

**4.7** ★★★★½ (30)

**G2 High Performer WINTER 2025**

TrackSSL has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 o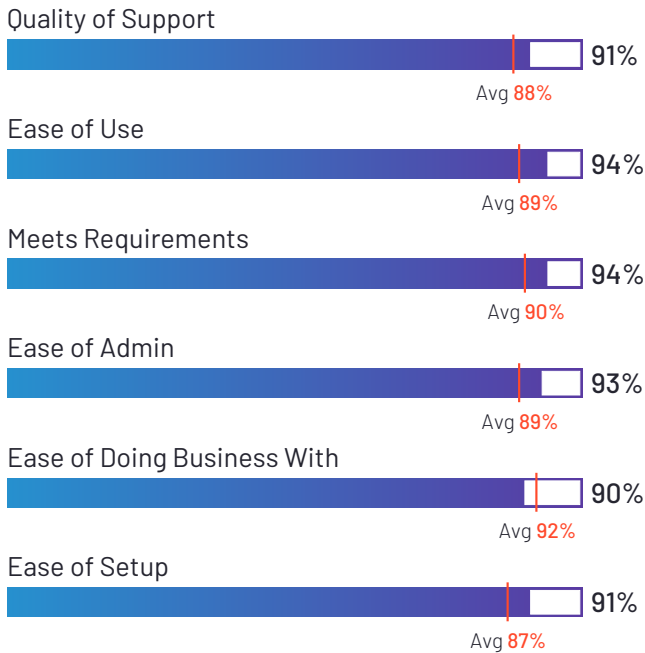r 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend TrackSSL at a rate of 94%.
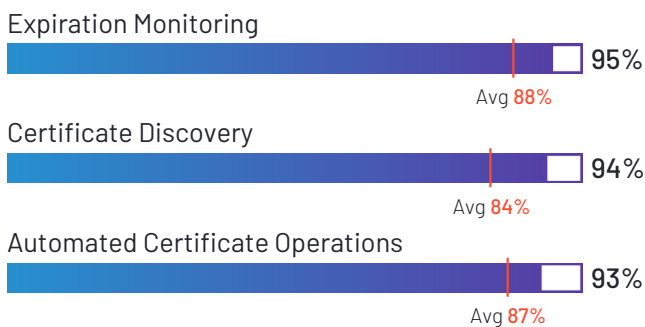
## Satisfaction Ratings

**Quality of Support**
91%
Avg 88%

**Ease of Use**
94%
Avg 89%

**Meets Requirements**
94%
Avg 90%

**Ease of Admin**
93%
Avg 89%

**Ease of Doing Business With**
90%
Avg 92%

**Ease of Setup**
91%
Avg 87%

## Top Industries Represented

| | | |
|---|---|---|
| ● Computer & Network Security | | 10 |
| ● Information Technology and Services | | 5 |
| ● Marketing and Advertising | | 4 |
| ● Computer Software | | 3 |
| ● Telecommunications | | 2 |

## Highest-Rated Features

**Expiration Monitoring**
95%
Avg 88%

**Certificate Discovery**
94%
Avg 84%

**Automated Certificate Operations**
93%
Avg 87%

## Lowest-Rated Features

**Policy And Role-Based Access Controls**
86%
Avg 86%

**Workflow**
87%
Avg 84%

**Key Storage**
89%
Avg 88%

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**Ownership**
TrackSSL

**HQ Location**
None, GB

**Employees (Listed On Linkedin)**
2

**Company Website**
trackssl.com

# Akeyless Platform

**4.6** ★★★★½ (64)

**High Performer WINTER 2025**

Akeyless Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Akeyless Platform at a rate of 89%. Akeyless P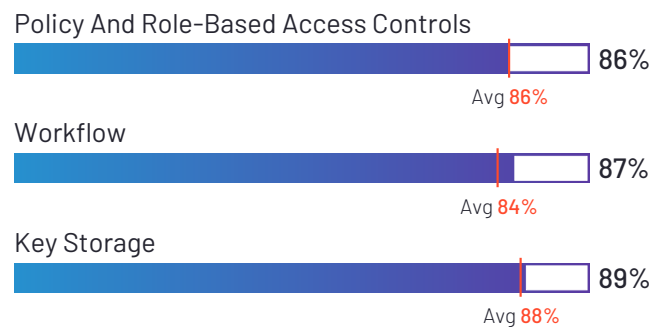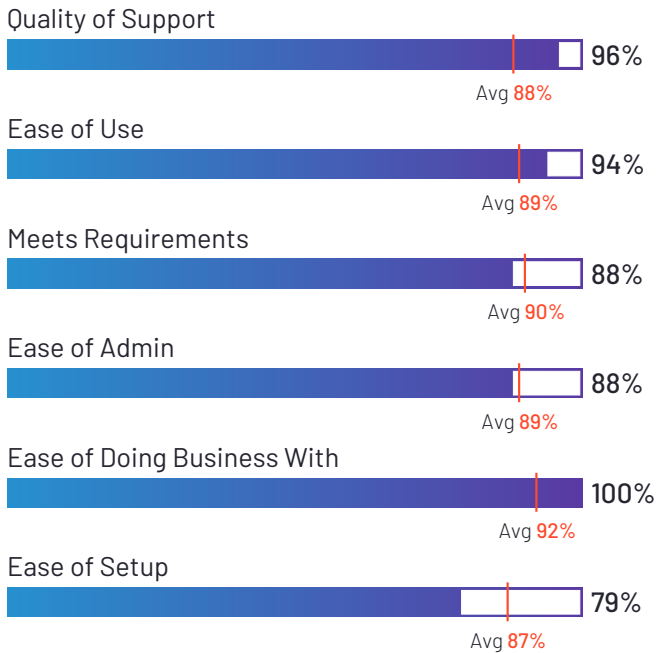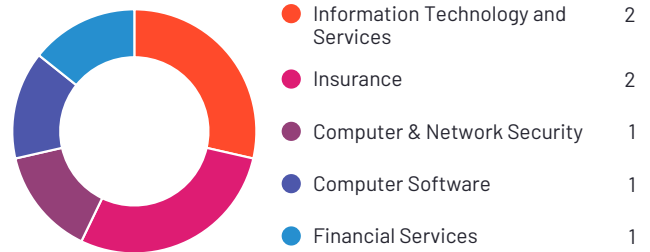latform is also in the Encryption Key Management, Password Managers, Privileged Access Management (PAM), and Secrets Management Tools categories.

## Satisfaction Ratings

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

**Ease of Use**
94%
Avg 89%

**Meets Requirements**
88%
Avg 90%

**Ease of Admin**
88%
Avg 89%

**Ease of Doing Business With**
100%
Avg 92%

**Ease of Setup**
79%
Avg 87%

## Top Industries Represented

| | |
|---|---|
| ● Information Technology and Services | 2 |
| ● Insurance | 2 |
| ● Computer & Network Security | 1 |
| ● Computer Software | 1 |
| ● Financial Services | 1 |

**Ownership**
Akeyless

**HQ Location**
Ramat Gan, Israel

**Year Founded**
2018

**Employees (Listed On Linkedin)**
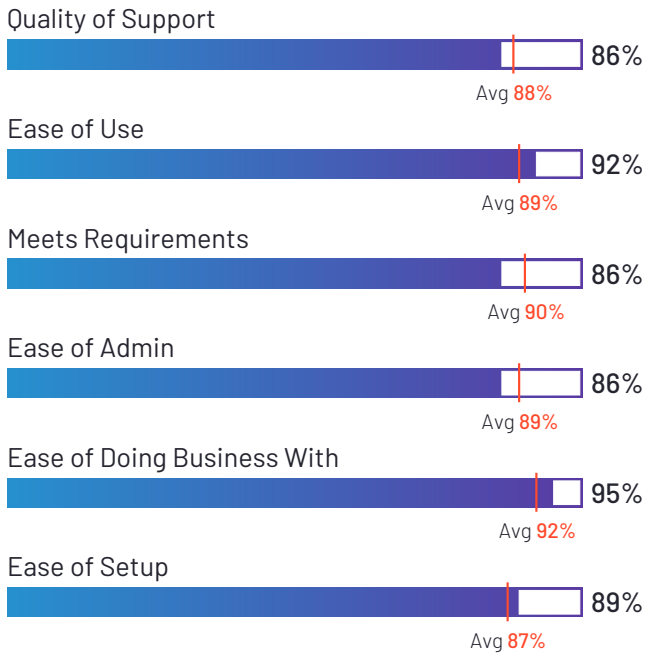96

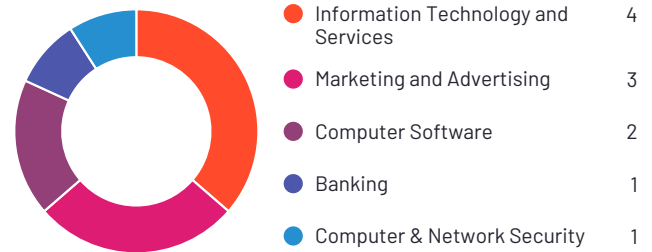**Company Website**
akeyless.io

# AWS Certificate Manager

**4.5** ★★★★½ (62)

AWS Certificate Manager has been named a Contender product based on having a relatively low customer Satisfaction score and large 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. 92% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend AWS Certificate Manager at a rate of 87%. AWS Certificate Manager is also in the SSL & TLS Certificates category.

## Satisfaction Ratings

Quality of Support — 86% — Avg 88%

Ease of Use — 92% — Avg 89%

Meets Requirements — 86% — Avg 90%

Ease of Admin — 86% — Avg 89%

Ease of Doing Business With — 95% — Avg 92%

Ease of Setup — 89% — Avg 87%

## Top Industries Represented

| Industry | |
|---|---|
| Information Technology and Services | 4 |
| Marketing and Advertising | 3 |
| Computer Software | 2 |
| Banking | 1 |
| Computer & Network Security | 1 |

## Highest-Rated Features

Automated Certificate Operations — 93% — Avg 87%

Policy And Role-Based Access Controls — 89% — Avg 86%

Key Storage — 86% — Avg 88%

## Lowest-Rated Features

Reporting And Search — 70% — Avg 85%

Protocol Support — 82% — Avg 86%

Certificate Discovery — 84% — Avg 84%

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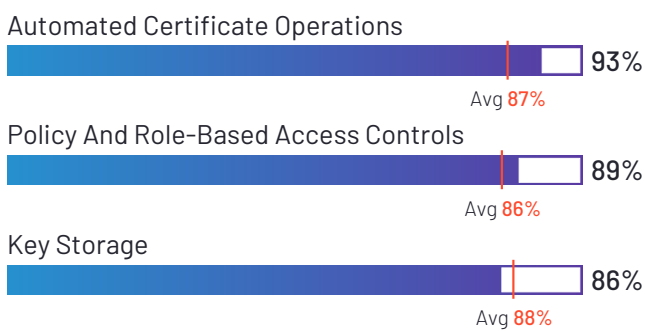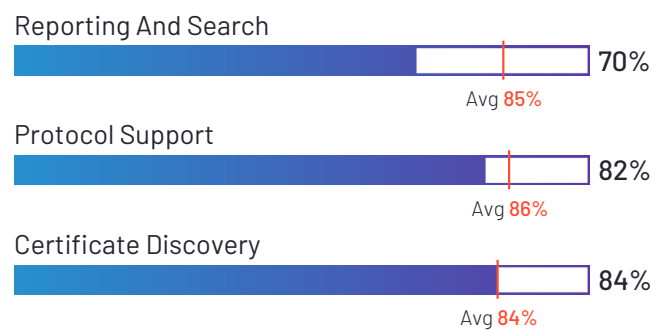
**Ownership**
Amazon Web Services (AWS)

**HQ Location**
Seattle, WA

**Year Founded**
2006

**Employees (Listed On Linkedin)**
133,710

**Company Website**
aws.amazon.com

# Azure Key Vault

**Microsoft**

**4.4** ★★★★½ (57)

Azure Key Vault has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they m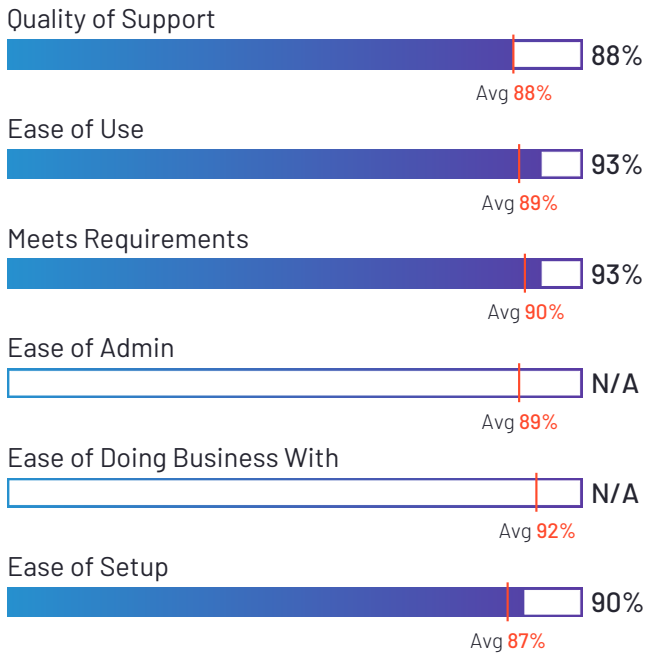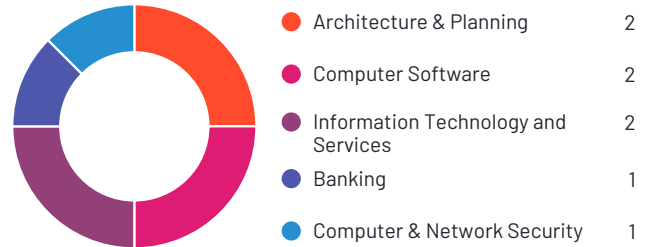ay have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Azure Key Vault at a rate of 95%. Azure Key Vault is also in the Encryption Key Management and Secrets Management Tools categories.

## Satisfaction Ratings

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

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

**Meets Requirements**
93%
Avg 90%

**Ease of Admin**
N/A
Avg 89%

**Ease of Doing Business With**
N/A
Avg 92%

**Ease of Setup**
90%
Avg 87%

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

## Top Industries Represented

| Industry | Count |
|---|---|
| ● Architecture & Planning | 2 |
| ● Computer Software | 2 |
| ● Information Technology and Services | 2 |
| ● Banking | 1 |
| ● Computer & Network Security | 1 |

## Highest-Rated Features

**Policy And Role-Based Access Controls**
97%
Avg 86%

**Workflow**
91%
Avg 84%

**Certificate Discovery**
89%
Avg 84%

## Lowest-Rated Features

**Automated Certificate Operations**
83%
Avg 87%

**Expiration Monitoring**
86%
Avg 88%

**Key Storage**
86%
Avg 88%

---
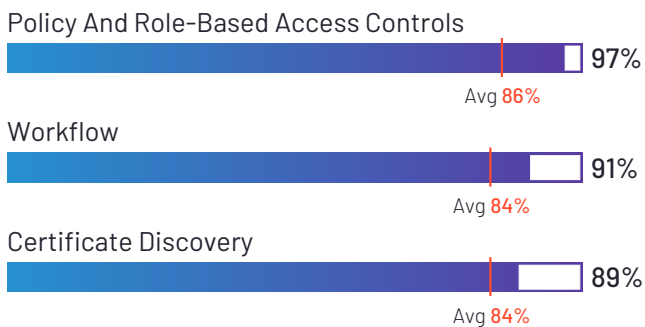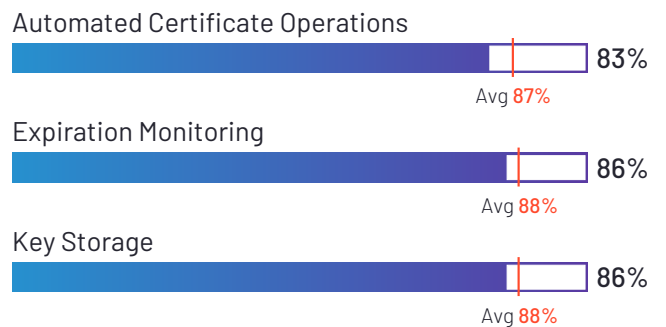
**Ownership**
Microsoft

**HQ Location**
Redmond, Washington

**Year Founded**
1975

**Employees (Listed On Linkedin)**
244,409

**Company Website**
microsoft.com

# Cloudflare Application Security and Performance

**4.5** ★★★★⯪ (529)

Cloudflare Application Security and Performance has been named a Contender product based on having a relatively low customer Satisfaction score and large 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.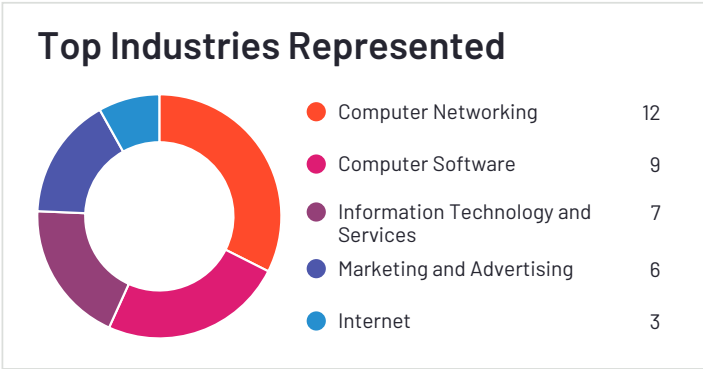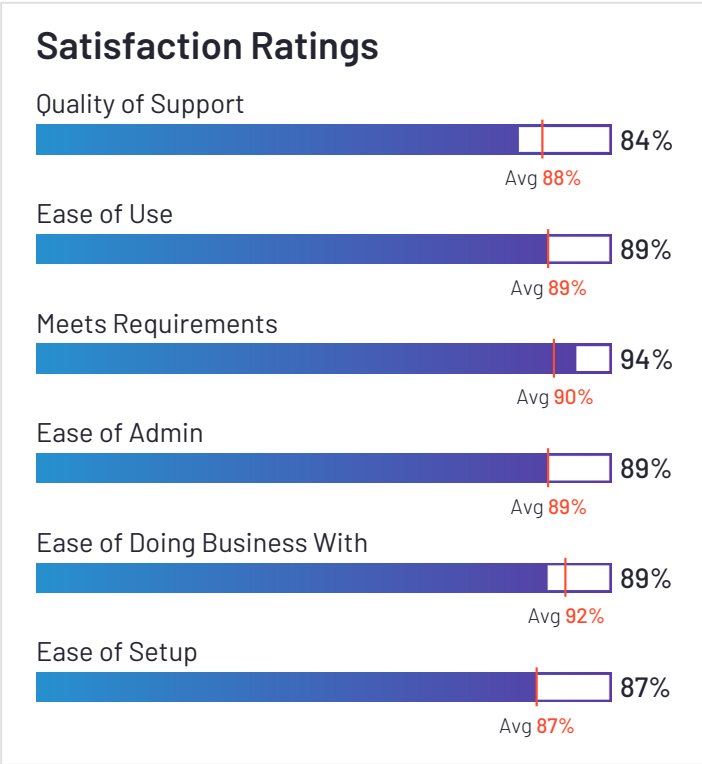 88% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend Cloudflare Application Security and Performance at a rate of 88%. Cloudflare Application Security and Performance is also in the Client-Side Protection, API Security, DNS Security Solutions, SSL & TLS Certificates, Bot Detection and Mitigation, Enterprise Content Delivery Network (eCDN), Web Application Firewall (WAF), Website Security, Application Shielding, DDoS Protection, Load Balancing, Threat Intelligence, Enterprise Content Management (ECM), Content Delivery Network (CDN), and Managed DNS Providers categories.

## Satisfaction Ratings

Quality of Support
**84%**
Avg **88%**

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

Meets Requirements
**94%**
Avg **90%**

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

Ease of Doing Business With
**89%**
Avg **92%**

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

## Top Industries Represented

- ● Computer Networking — 12
- ● Computer Software — 9
- ● Information Technology and Services — 7
- ● Marketing and Advertising — 6
- ● Internet — 3

**Ownership**
Cloudflare, Inc.

**HQ Location**
San Francisco, California

**Year Founded**
2009

**Employees (Listed On Linkedin)**
4,885
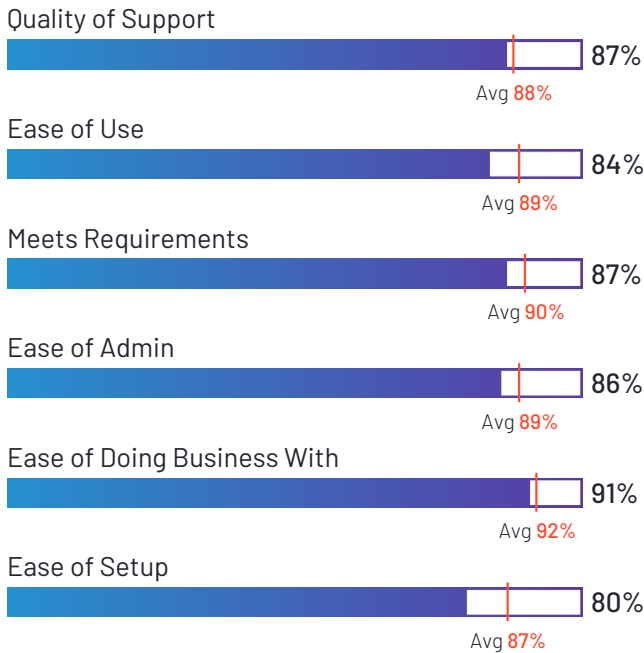
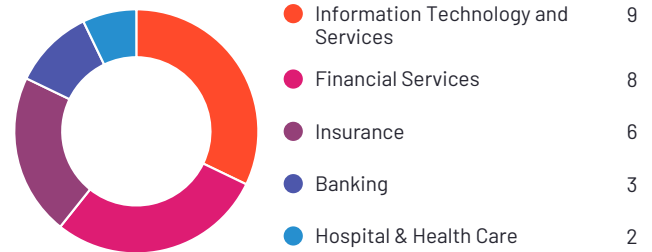**Company Website**
cloudflare.com

# Keyfactor Command

**4.5** ★★★★½ (56)

Keyfactor Command has been named a Contender product based on having a relatively low customer Satisfaction score and large 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. 98% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Keyfactor Command at a rate of 89%. Keyfactor Command is also in the Encryption Key Management category.

## Satisfaction Ratings
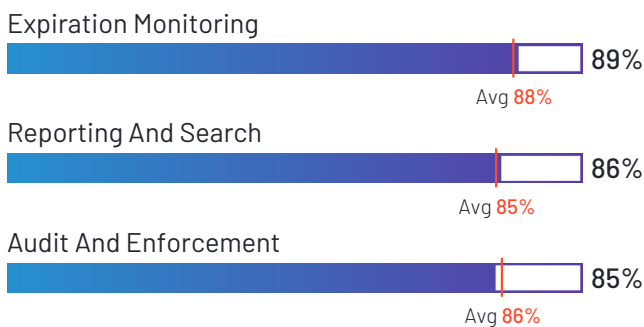
Quality of Support
**87%**
Avg **88%**

Ease of Use
**84%**
Avg **89%**

Meets Requirements
**87%**
Avg **90%**

Ease of Admin
**86%**
Avg **89%**

Ease of Doing Business With
**91%**
Avg **92%**

Ease of Setup
**80%**
Avg **87%**

## Top Industries Represented

| | |
|---|---|
| ● Information Technology and Services | 9 |
| ● Financial Services | 8 |
| ● Insurance | 6 |
| ● Banking | 3 |
| ● Hospital & Health Care | 2 |

## Highest-Rated Features

Expiration Monitoring
**89%**
Avg **88%**

Reporting And Search
**86%**
Avg **85%**

Audit And Enforcement
**85%**
Avg **86%**

## Lowest-Rated Features

Workflow
**79%**
Avg **84%**

Automated Certificate Operations
**80%**
Avg **87%**

Certificate Discovery
**81%**
Avg **84%**
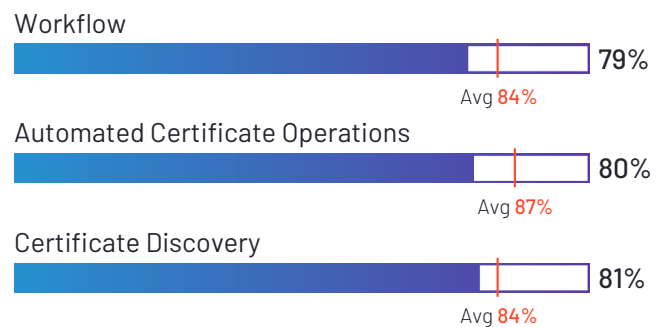
**Ownership**
Keyfactor

**HQ Location**
Independence, Ohio

**Year Founded**
2001

**Employees (Listed On Linkedin)**
440

**Company Website**
keyfactor.com

# Microsoft Active Directory Certificate Services (AD CS)

**3.4** ★★★½☆ (12)

Microsoft Active Directory Certificate Services (AD CS) has been named a Contender product based on having a relatively low customer Satisfaction score and large 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. 64% of users rated it 4 or 5 stars, 70% of users believe it is headed in the right direction, and users said they would be likely to recommend Microsoft Active Directory Certificate Services (AD CS) at a rate of 68%.
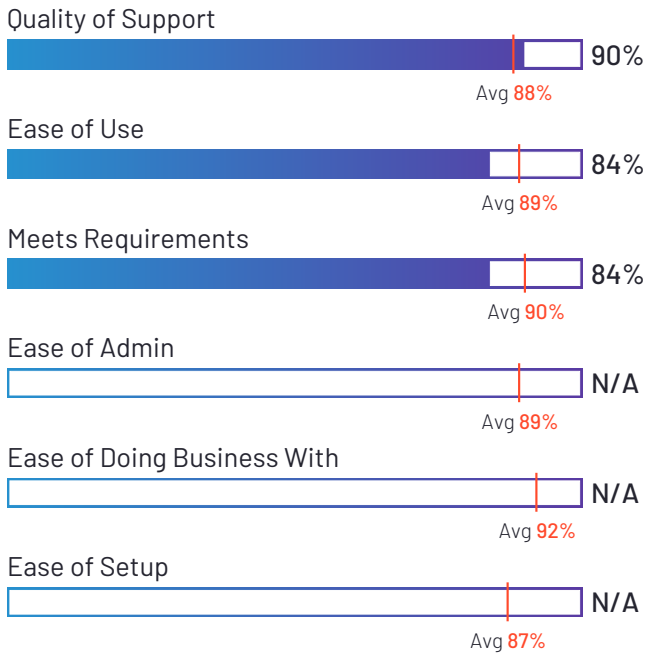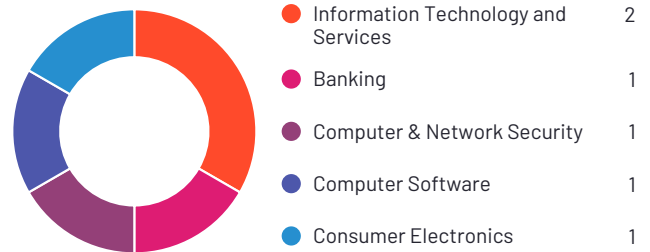
## Satisfaction Ratings

**Quality of Support**
90%
Avg **88%**

**Ease of Use**
84%
Avg **89%**

**Meets Requirements**
84%
Avg **90%**

**Ease of Admin**
N/A
Avg **89%**

**Ease of Doing Business With**
N/A
Avg **92%**

**Ease of Setup**
N/A
Avg **87%**

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

## Top Industries Represented

| | | |
|---|---|---|
| ● Information Technology and Services | 2 |
| ● Banking | 1 |
| ● Computer & Network Security | 1 |
| ● Computer Software | 1 |
| ● Consumer Electronics | 1 |

## Highest-Rated Features

**Expiration Monitoring**
80%
Avg **88%**

**Reporting And Search**
80%
Avg **85%**

**Automated Certificate Operations**
77%
Avg **87%**

## Lowest-Rated Features

**Protocol Support**
68%
Avg **86%**

**Audit And Enforcement**
68%
Avg **86%**

**Certificate Discovery**
70%
Avg **84%**
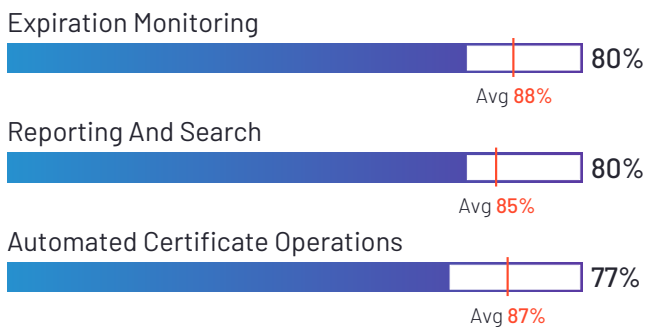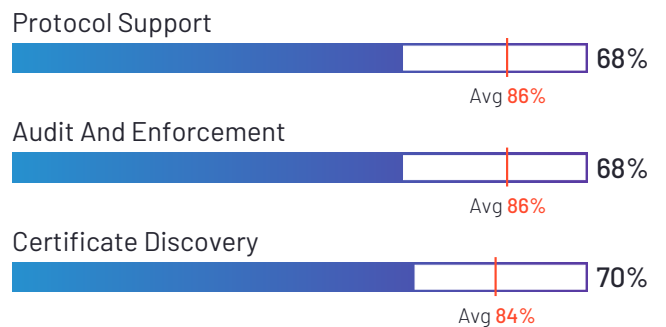
**Ownership**
Microsoft

**HQ Location**
Redmond, Washington

**Year Founded**
1975

**Employees (Listed On Linkedin)**
244,409

**Company Website**
microsoft.com

## DigiCert CertCentral

**4.4** ★★★★½ (30)

DigiCert CertCentral has been named a Niche product based on having a relatively low Satisfaction score 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. 93% of users rated it 4 or 5 stars, 78% of users believe it is headed in the right direction, and users said they would be likely to recommend DigiCert CertCentral at a rate of 87%. DigiCert CertCentral is also in the SSL & TLS Certificates category.

### Satisfaction Ratings

Quality of Support
**91%**
Avg **88%**

Ease of Use
**92%**
Avg **89%**

Meets Requirements
**99%**
Avg **90%**
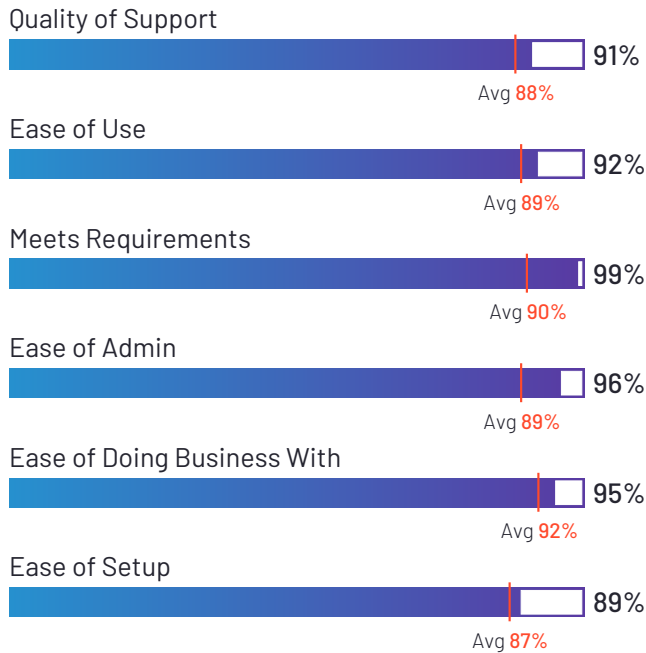
Ease of Admin
**96%**
Avg **89%**

Ease of Doing Business With
**95%**
Avg **92%**

Ease of Setup
**89%**
Avg **87%**

### Top Industries Represented

| Industry | Count |
|---|---|
| Information Technology and Services | 4 |
| Computer Software | 2 |
| Accounting | 1 |
| Business Supplies and Equipment | 1 |
| Defense & Space | 1 |

**Ownership**
digicert

**HQ Location**
Lehi, UT

**Year Founded**
2003

**Employees (Listed On Linkedin)**
1,513

**Company Website**
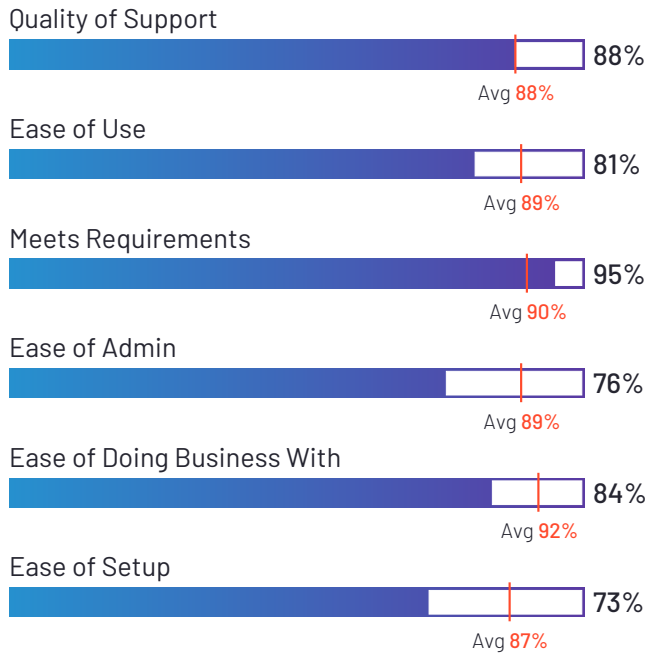digicert.com

# Keyfactor EJBCA®

**Keyfactor EJBCA**

**4.5** ★★★★½ (11)

Keyfactor EJBCA® has been named a Niche product based on having a relatively low Satisfaction score 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. 100% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Keyfactor EJBCA® at a rate of 89%.

## Satisfaction Ratings

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

Ease of Use
**81%**
Avg **89%**

Meets Requirements
**95%**
Avg **90%**

Ease of Admin
**76%**
Avg **89%**

Ease of Doing Business With
**84%**
Avg **92%**

Ease of Setup
**73%**
Avg **87%**

## Top Industries Represented



| | |
|---|---|
| ● Information Technology and Services | 5 |
| ● Banking | 1 |
| ● Computer & Network Security | 1 |
| ● Consulting | 1 |
| ● Defense & Space | 1 |

## Highest-Rated Features

Key Storage
**89%**
Avg **88%**

Protocol Support
**88%**
Avg **86%**

Audit And Enforcement
**86%**
Avg **86%**

## Lowest-Rated Features

Certificate Discovery
**66%**
Avg **84%**

Reporting And Search
**73%**
Avg **85%**

Workflow
**75%**
Avg **84%**

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**Ownership**
Keyfactor

**HQ Location**
Independence, Ohio

**Year Founded**
2001

**Employees (Listed On Linkedin)**
440

**Company Website**
keyfactor.com

# Userify

**4.4** ★★★★⯪ (18)

Userify has been named a Niche product based on having a relatively low Satisfaction score 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. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Userify at a rate of 88%.
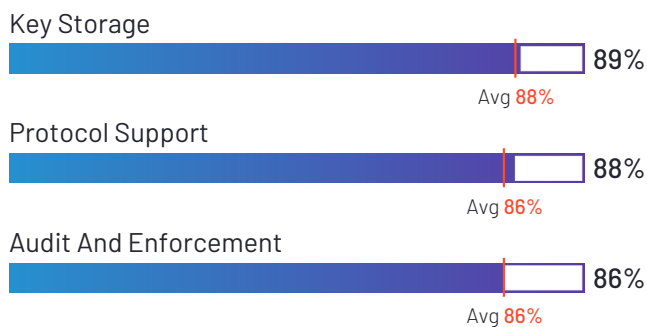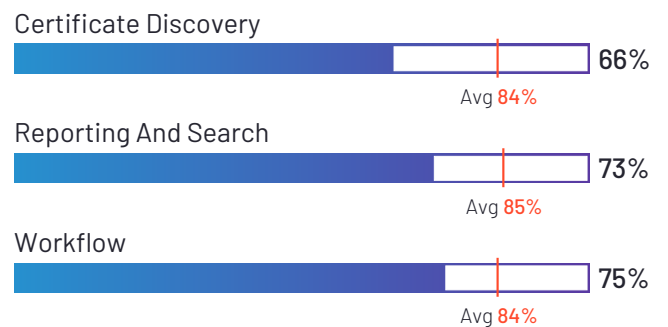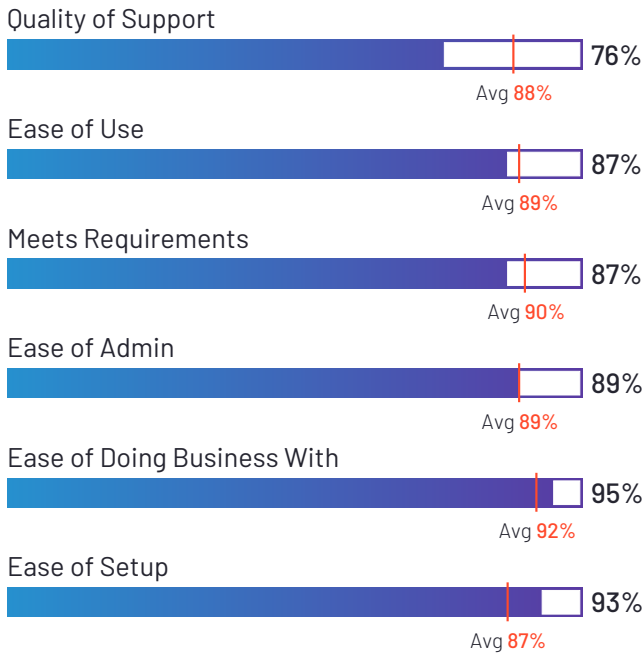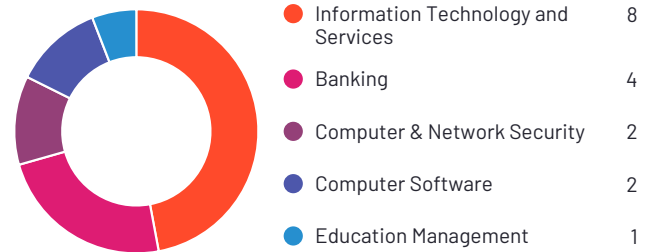
## Satisfaction Ratings

Quality of Support
76%
Avg 88%

Ease of Use
87%
Avg 89%

Meets Requirements
87%
Avg 90%

Ease of Admin
89%
Avg 89%

Ease of Doing Business With
95%
Avg 92%

Ease of Setup
93%
Avg 87%

## Top Industries Represented



| | | |
|---|---|---|
| ● | Information Technology and Services | 8 |
| ● | Banking | 4 |
| ● | Computer & Network Security | 2 |
| ● | Computer Software | 2 |
| ● | Education Management | 1 |

## Highest-Rated Features

Key Storage
96%
Avg 88%

Automated Certificate Operations
90%
Avg 87%

Reporting And Search
90%
Avg 85%

## Lowest-Rated Features

Workflow
83%
Avg 84%

Audit And Enforcement
84%
Avg 86%

Expiration Monitoring
84%
Avg 88%

**Ownership**
Userify

**Employees (Listed On Linkedin)**
2

**Company Website**
userify.com

# ZeroSSL

**4.3** ★★★★½ (42)

ZeroSSL has been named a Niche product based on having a relatively low Satisfaction score 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. 92% of users rated it 4 or 5 stars, 69% of users believe it is headed in the right direction, and users said they would be likely to recommend ZeroSSL at a rate of 86%. ZeroSSL is also in the SSL & TLS Certificates category.
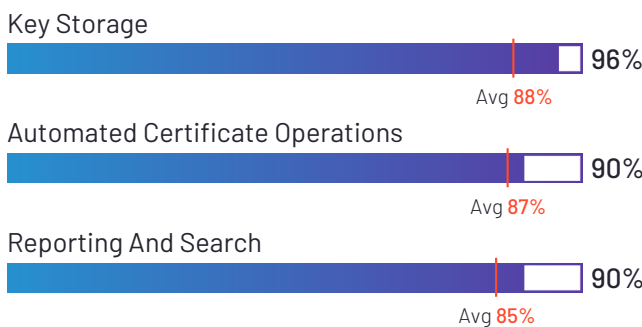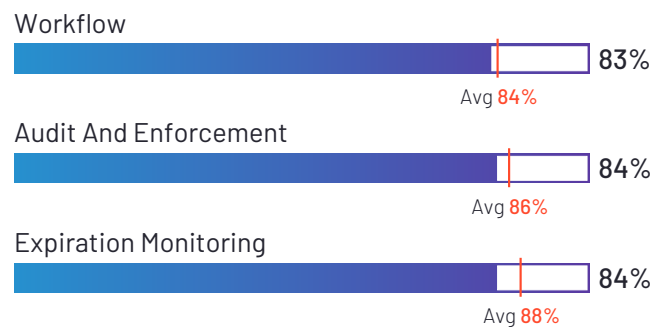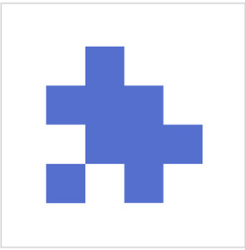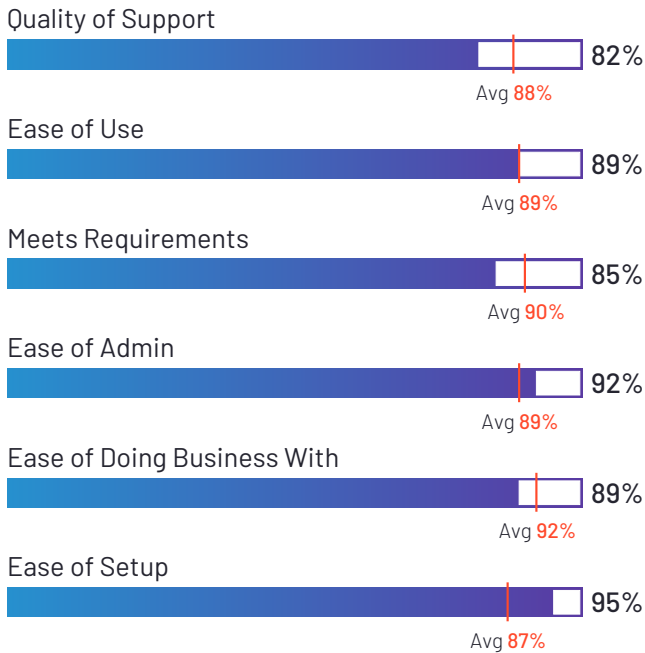
## Satisfaction Ratings

Quality of Support
82%
Avg 88%

Ease of Use
89%
Avg 89%

Meets Requirements
85%
Avg 90%

Ease of Admin
92%
Avg 89%

Ease of Doing Business With
89%
Avg 92%

Ease of Setup
95%
Avg 87%

## Top Industries Represented

| | | |
|---|---|---|
| 🔴 Computer Software | | 7 |
| 🔴 Marketing and Advertising | | 7 |
| 🟣 Internet | | 4 |
| 🔵 Computer & Network Security | | 2 |
| 🔵 Computer Networking | | 2 |

## Highest-Rated Features

Expiration Monitoring
93%
Avg 88%

Key Storage
90%
Avg 88%

## Lowest-Rated Features

Automated Certificate Operations
81%
Avg 87%

Protocol Support
87%
Avg 86%

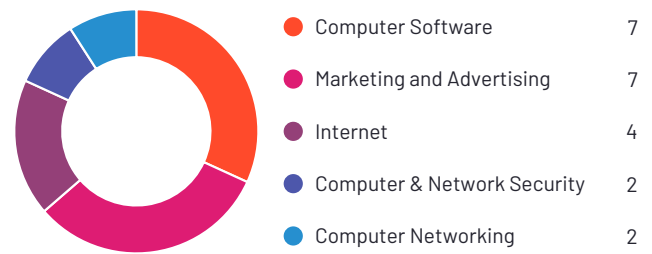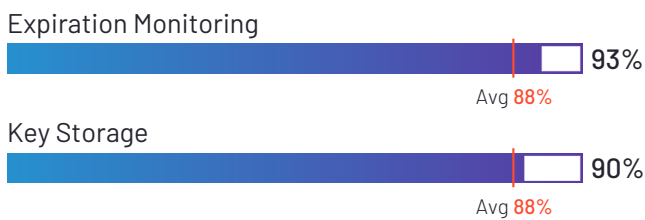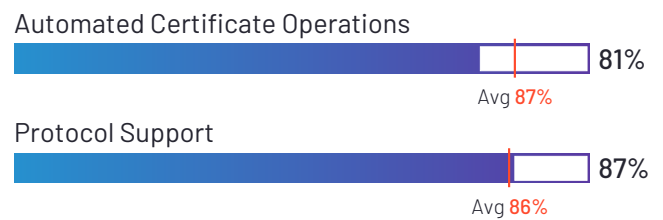| | | | | |
|---|---|---|---|---|
| **Ownership** HID Global | **HQ Location** Austin, TX | **Year Founded** 1991 | **Employees (Listed On Linkedin)** 3,571 | **Company Website** hidglobal.com |

# Keystash

🔒 Keystash

**4.1** ★★★★☆ (15)

Keystash has been named a Niche product based on having a relatively low Satisfaction score 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. 100% of users rated it 4 or 5 stars, 67% of users believe it is headed in the right direction, and users said they would be likely to recommend Keystash at a rate of 82%.

## Satisfaction Ratings
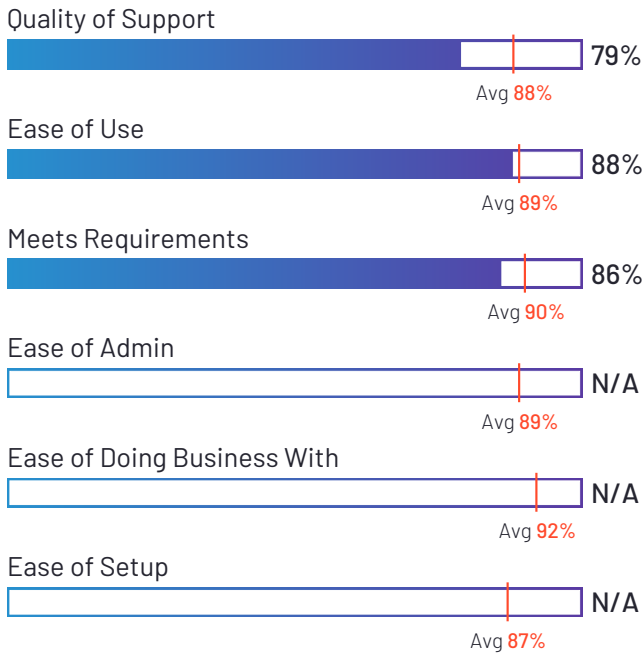
**Quality of Support**
79%
Avg **88%**

**Ease of Use**
88%
Avg **89%**

**Meets Requirements**
86%
Avg **90%**

**Ease of Admin**
N/A
Avg **89%**

**Ease of Doing Business With**
N/A
Avg **92%**

**Ease of Setup**
N/A
Avg **87%**

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

## Top Industries Represented

| | |
|---|---|
| ● Computer Software | 4 |
| ● Information Technology and Services | 3 |
| ● Accounting | 2 |
| ● Computer & Network Security | 1 |
| ● Health, Wellness and Fitness | 1 |

## Highest-Rated Features

**Key Storage**
91%
Avg **88%**

## Lowest-Rated Features

**Policy And Role-Based Access Controls**
83%
Avg **86%**
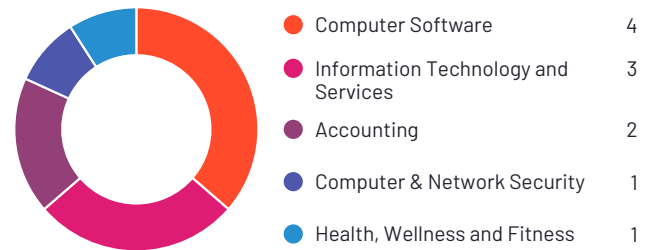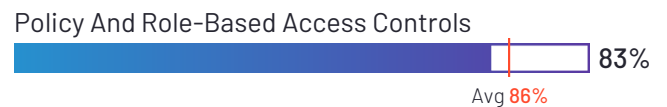
**Ownership**
Keystash

**HQ Location**
Ruislip, London

**Year Founded**
2022

**Employees (Listed On Linkedin)**
1

**Company Website**
keystash.io

# **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 | |
| Sectigo Certificate Manager | 92% | 91% | 93% | 95% | 94% | 94% | 92% | 93% | 88 |
| Google Cloud Certificate Authority Service | 89% | 90% | 93% | 92% | 95% | 88% | 83% | 91% | 65 |
| SecureW2 JoinNow | 93% | 83% | 93% | 85% | 91% | 91% | 86% | 85% | 78 |
| AppViewX CERT+ | 89% | 100% | 89% | 87% | 90% | 93% | 84% | 87% | 56 |
| TrackSSL | 94% | 90% | 94% | 93% | 90% | 91% | 91% | 94% | 73 |
| Akeyless Platform | 89% | 83% | 88% | 88% | 100% | 96% | 79% | 94% | 70 |
| 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 |
| Cloudflare Application Security and Performance | 88% | 98% | 94% | 89% | 89% | 84% | 87% | 89% | 58 |
| 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 |
| DigiCert CertCentral | 87% | 78% | 99% | 96% | 95% | 91% | 89% | 92% | 64 |
| Keyfactor EJBCA® | 89% | 89% | 95% | 76% | 84% | 88% | 73% | 81% | 54 |
| Userify | 88% | 100% | 87% | 89% | 95% | 76% | 93% | 87% | 66 |
| ZeroSSL | 86% | 69% | 85% | 92% | 89% | 82% | 95% | 89% | 56 |
| Keystash | 82% | 67% | 86% | N/A | N/A | 79% | N/A | 88% | 26 |
| Average | 88% | 87% | 90% | 89% | 92% | 88% | 87% | 89% | 61 |

*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 |
|---|---|---|---|---|---|---|---|---|---|
| **Sectigo Certificate Manager** | 89% | 96% | 89% | 90% | 92% | 94% | 95% | 94% | 93% |
| **Google Cloud Certificate Authority Service** | 91% | 91% | 90% | 86% | 87% | 89% | 89% | 90% | 92% |
| **SecureW2 JoinNow** | 83% | 86% | 92% | 82% | 82% | 92% | 82% | 86% | 89% |
| **AppViewX CERT+** | 95% | 95% | 91% | 91% | 93% | 91% | 92% | 93% | 88% |
| **TrackSSL** | 94% | 95% | 93% | 86% | 87% | 91% | 93% | 92% | 89% |
| **Akeyless Platform** | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| **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% |
| **Cloudflare Application Security and Performance** | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| **Keyfactor Command** | 81% | 89% | 80% | 85% | 79% | 81% | 86% | 85% | 84% |
| **Microsoft Active Directory Certificate Services (AD CS)** | 70% | 80% | 77% | 73% | 75% | 68% | 80% | 68% | 76% |
| **DigiCert CertCentral** | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| **Keyfactor EJBCA®** | 66% | 82% | 81% | 81% | 75% | 88% | 73% | 86% | 89% |
| **Userify** | 86% | 84% | 90% | 84% | 83% | 86% | 90% | 84% | 96% |
| **ZeroSSL** | | 93% | 81% | | | 87% | | | 90% |
| **Keystash** | N/A | N/A | N/A | 83% | N/A | N/A | N/A | 89% | 91% |
| **Average** | 84% | 88% | 87% | 86% | 84% | 86% | 85% | 86% | 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.) |
|---|---|---|---|
| **Sectigo Certificate Manager** | 10% | 56% | 34% |
| **Google Cloud Certificate Authority Service** | 34% | 44% | 22% |
| **SecureW2 JoinNow** | 4% | 43% | 52% |
| **AppViewX CERT+** | 0% | 20% | 80% |
| **TrackSSL** | 47% | 27% | 27% |
| **Akeyless Platform** | 11% | 11% | 78% |
| **AWS Certificate Manager** | 17% | 58% | 25% |
| **Azure Key Vault** | 10% | 20% | 70% |
| **Cloudflare Application Security and Performance** | 78% | 18% | 4% |
| **Keyfactor Command** | 2% | 9% | 88% |
| **Microsoft Active Directory Certificate Services (AD CS)** | 18% | 45% | 36% |
| **DigiCert CertCentral** | 43% | 29% | 29% |
| **Keyfactor EJBCA®** | 27% | 45% | 27% |
| **Userify** | 28% | 17% | 56% |
| **ZeroSSL** | 70% | 22% | 8% |
| **Keystash** | 67% | 27% | 7% |
| **Average** | 29% | 31% | 40% |

*(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) |
| **Sectigo Certificate Manager** | 72% | 28% | 1.6 | 59% | 33% | 4% | 4% | 7 | 24 |
| **Google Cloud Certificate Authority Service** | 91% | 9% | 1.1 | 63% | 25% | 0% | 13% | 7 | 12 |
| **SecureW2 JoinNow** | 94% | 6% | 1.5 | 63% | 31% | 0% | 6% | 175 | 14 |
| **AppViewX CERT+** | 33% | 67% | 4.2 | 41% | 55% | 0% | 5% | 17 | 17 |
| **TrackSSL** | 60% | 40% | 0.8 | 56% | 33% | 11% | 0% | 12 | 14 |
| **Akeyless Platform** | 60% | 40% | N/A | 67% | 33% | 0% | 0% | 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 |
| **Cloudflare Application Security and Performance** | 87% | 13% | 0.6 | 94% | 6% | 0% | 0% | 7 | 4 |
| **Keyfactor Command** | 48% | 52% | 6.3 | 58% | 36% | 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 |
| **DigiCert CertCentral** | 71% | 29% | 0.4 | 88% | 13% | 0% | 0% | 3 | 14 |
| **Keyfactor EJBCA®** | 43% | 57% | 9.0 | 100% | 0% | 0% | 0% | 17 | N/A |
| **Userify** | 67% | 33% | N/A | 40% | 20% | 20% | 20% | N/A | N/A |
| **ZeroSSL** | 67% | 33% | 2.8 | 90% | 10% | 0% | 0% | 3 | 0 |
| **Keystash** | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |

*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 |
| Sectigo Certificate Manager | 71% |
| Google Cloud Certificate Authority Service | 59% |
| SecureW2 JoinNow | 75% |
| AppViewX CERT+ | 64% |
| TrackSSL | 38% |
| Akeyless Platform | N/A |
| AWS Certificate Manager | N/A |
| Azure Key Vault | N/A |
| Cloudflare Application Security and Performance | 85% |
| Keyfactor Command | 51% |
| Microsoft Active Directory Certificate Services (AD CS) | N/A |
| DigiCert CertCentral | 71% |
| Keyfactor EJBCA® | 53% |
| Userify | N/A |
| ZeroSSL | 59% |
| Keystash | N/A |
| Average | 63% |

*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 |
|---|---|---|---|---|
| **Sectigo Certificate Manager** | Sectigo | 1998 | 408 | 46,350 |
| **Google Cloud Certificate Authority Service** | Google | 1998 | 302,228 | 34,631,050 |
| **SecureW2 JoinNow** | SecureW2 | 2014 | 97 | 3,821 |
| **AppViewX CERT+** | AppViewX | 2008 | 536 | 46,174 |
| **TrackSSL** | TrackSSL | | 1 | 7 |
| **Akeyless Platform** | Akeyless | 2018 | 96 | 7,731 |
| **AWS Certificate Manager** | Amazon Web Services (AWS) | 2006 | 133,710 | 9,696,240 |
| **Azure Key Vault** | Microsoft | 1975 | 244,409 | 23,897,870 |
| **Cloudflare Application Security and Performance** | Cloudflare, Inc. | 2009 | 4,885 | 981,338 |
| **Keyfactor Command** | Keyfactor | 2001 | 440 | 14,848 |
| **Microsoft Active Directory Certificate Services (AD CS)** | Microsoft | 1975 | 244,409 | 23,897,870 |
| **DigiCert CertCentral** | digicert | 2003 | 1,513 | 80,327 |
| **Keyfactor EJBCA®** | Keyfactor | 2001 | 440 | 14,848 |
| **Userify** | Userify | | 1 | 1 |
| **ZeroSSL** | HID Global | 1991 | 3,571 | 122,584 |
| **Keystash** | Keystash | 2022 | 1 | 5 |

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