

Your business is
already in the cloud.
Your PKI belongs
there, too.

Let Entrust operate your PKI
so your IT team can focus
on running your business.



ENTRUST

SECURING A WORLD IN MOTION

Technology has become the fabric of our lives, with devices and services becoming indispensable and often all but invisible. But the growth and sophistication of all that technology comes with a dramatically larger attack surface that needs to be secured.

The attack surface is growing



« No clear ownership, insufficient resources and [insufficient] skills are the top three challenges to enabling applications to use PKI.1 »»

Your organization no longer exists within your four walls. With mobile devices, laptops, a remote workforce, and an ever-larger cloud infrastructure, more people and things need access to your networks, internal systems, and data. Every one of them needs to be protected, lest they become vectors for attacks on your company.

To keep your company's data, infrastructure, and reputation safe, you have to get security right. Controlling your public key infrastructure can be a heavy burden for under-resourced IT teams that are already stretched—not to mention a skills shortage that makes specialized cybersecurity professionals particularly hard to find. You can balance security and productivity with a cloud-based PKI that is quick to deploy and highly secure, scales on demand, and runs where you do business.



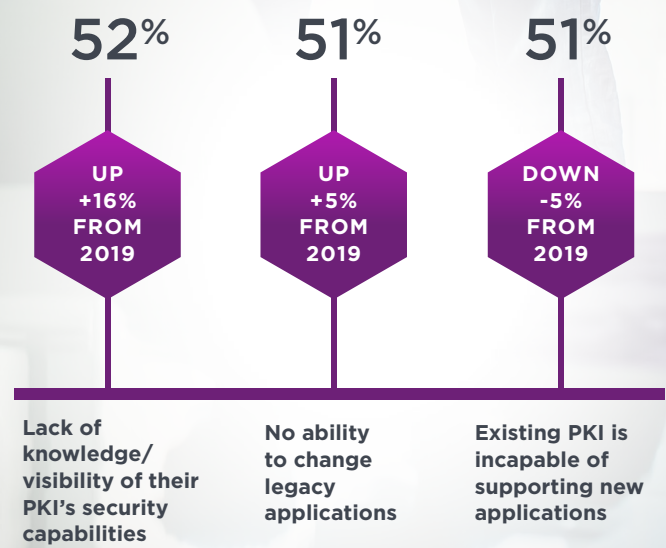
PKI is vital but can be complex

To effectively manage its own PKI, an organization needs clear ownership of it, and must have the expertise in house to manage change. Also, as companies grow—either organically or through acquisitions—they frequently take on diverse architectures and platforms that may use different PKI solutions.

The lack of visibility into their PKI and a lack of understanding of how to control it present challenges to organizations that need to maintain their security posture and infrastructure.

It makes sense to offload responsibility for maintaining your certificates and keys to an experienced partner you can

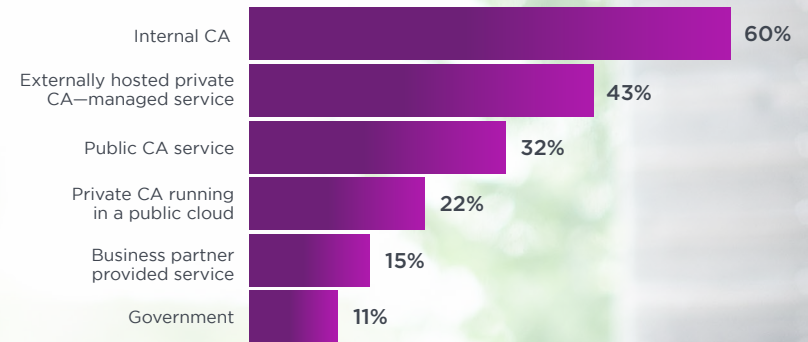
trust to manage that part of your security. The more critical your applications, the more important it is that you have knowledge and control over your PKI. That's especially true as security environments become more distributed and business needs and use cases require a PKI that can adapt and scale.



The old answer to securing new use cases was to add a new certificate authority (CA); it was easy, certificates were long-lived, and not a lot of thought was devoted to managing PKI. But those years of ad hoc adoption created a sprawl that has led to massive management overhead and huge maintenance problems.

A growing security infrastructure means more control problems

How is PKI deployed?



Organizations with internal CAs use an average of 7 separate CAs¹



Your old PKI won't fit your new needs

Organizations already dealing with cloud migration and the security issues that presents are already feeling overwhelmed trying to get a handle on PKI, but the use cases keep coming. A PKI that you stood up 20 or even 10 years ago is unlikely to be able to accommodate new business needs. Many enterprises feel out of control of their PKI and believe that their existing PKI is limiting their digital transformation efforts.


PKIaaS: Cloud-based turnkey PKI

Lean teams, tight budgets, and ever-more-critical security needs demand an efficient solution for your PKI. [PKI as a Service](#) (PKIaaS) simplifies and centralizes the infrastructure, automation, control, billing, and distribution of certificates. Those smarter resources remove a big burden from IT staff and set them up for success.

Not every PKIaaS partner has the right resources to do cloud-based PKI right. You should look for a partner that has:

- Dedicated staff who are trained and up to date on security and regulatory requirements
- Rigorous adherence to policies and procedures based on best practices
- An automated scalable platform that simplifies PKI deployments to meet each customer's requirements
- The ability to issue reports and alerts of any certificate events or actions, reducing the risk associated with expired certificates





PKIaaS allows you to scale PKI on demand while maintaining control and reducing the number of services and software applications you need to run on your own premises.

Four reasons to switch to PKIaaS

1

SPEED

Business is getting faster. Your PKI needs to keep up and run where you do business. PKIaaS deploys and expands within minutes, providing a quick solution to secure your business use cases.

2

SCALE

Modern use cases rely on more certificates, often with shorter validity periods. PKIaaS is an extensible, cloud-native system with nearly limitless capacity and grows as required.

3

SIMPLICITY

With Entrust PKIaaS, we manage the PKI so you don't have to. PKIaaS is simple to deploy and adaptable, so it won't get in the way of your doing business. Turnkey approaches to use cases make PKIaaS easy to start and easy to run.

4

SECURITY

Entrust PKIaaS gives you the assurance you expect, with dedicated certificate authorities and your keys protected in our data centers, secured by Entrust nShield hardware security modules (HSMs).



PKIaaS makes the transition easy with pre-built use cases

Entrust makes the [migration to PKIaaS](#) easy, with pre-built secure use cases that are ready to deploy at the click of a button. Among our growing list of use cases are:

Active Directory PKI Service (WSTEP), for organizations moving email, Active Directory, user authentication, or device management systems to the cloud

Private TLS/SSL ACME Service, for organizations scaling up private TLS/SSL to secure new services and application communication

Intune MDM, for enrollment and management for Windows 10, Android, iOS, and macOS



25
YEARS OF
UNPARALLELED
PKI SERVICE

Trust Entrust

To make PKIaaS a reality, Entrust brings more than 25 years of unparalleled PKI experience, innovation, and technology to the cloud. We were the first commercial certificate authority and are trusted by governments, financial institutions, and other organizations worldwide in the most demanding security environments. Our stellar service has helped us become an industry leader.

Our comprehensive portfolio of digital security solutions and services can provide a complete trust infrastructure that allows your business to be productive and mitigate the risk of cyberthreats.

Entrust makes it simple to be secure. Our PKI seamlessly

integrates into your existing workflows and applications. Paired with Certificate Hub, our certificate lifecycle platform management provides visibility, control, and automation of your digital certificate environment from a single pane of glass.

Get in touch and get your business moving

Entrust PKIaaS is a PKI that is quick to deploy, allows you to maintain control, scales on demand, and runs anywhere you do business. Choose a PKI that secures your organization and enables you to keep pace with the rapidly changing threat landscape in today's world.

[Learn more](#) about how Entrust PKIaaS can help your business.



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¹ Ponemon Institute 2020 Global PKI and IoT Trends Study