

THE HIDDEN COST OF FREE SECURITY

The downside of free certificates

The idea of lowering certificate costs is attractive, but comes with drawbacks:

- Increasingly used by cybercriminals
- No live support for help
- No central management tools
- Limited offerings, lowest assurance
- Inadequate for certain industry & regional requirements

What is your time worth?

Always consider the ease-of-use and total cost of ownership when buying a certificate:

- Freemium offers have no user friendly platform
- Issues, industry updates and security incidences will need to be self-managed
- You want to focus on managing your business, not certificates

DigiCert vs. “Free”

	DigiCert	Free	Benefits
Live, global, 24/7 support	✓		<ul style="list-style-type: none"> • Live support when you need it from experienced experts
Centralized certificate management (CertCentral®)	✓		<ul style="list-style-type: none"> • Easy to use certificate management platform that helps reduce the risk of outages with key features like notifications, easy management and automation
Compliance control	✓		<ul style="list-style-type: none"> • Control users and their actions with features like audit trail, approver workflows, Single Sign On (SSO), and Multi-Factor Authentication
High-assurance certificates (OV, EV)	✓		<ul style="list-style-type: none"> • The highest level of security and assurance for your business and customers
Innovative products	✓		<ul style="list-style-type: none"> • You have access to premium features like CT Log Monitoring, Malware Scanning and a PQC Toolkit that helps you stay ahead of potential security issues (offered with Secure Site Pro)
Flexibility validity period	✓		<ul style="list-style-type: none"> • Choose which validity period works best for your business and use-case
Certificate Discovery	✓		<ul style="list-style-type: none"> • Discover, monitor and catalogue all certificates on your network • Access robust security reports on demand, including server and certificate vulnerabilities
Trust Seals	✓		<ul style="list-style-type: none"> • Boost conversions on your site and display brand protection with the DigiCert Secured Seal • Engage more customers by displaying the highest level of trust with the DigiCert Smart Seal