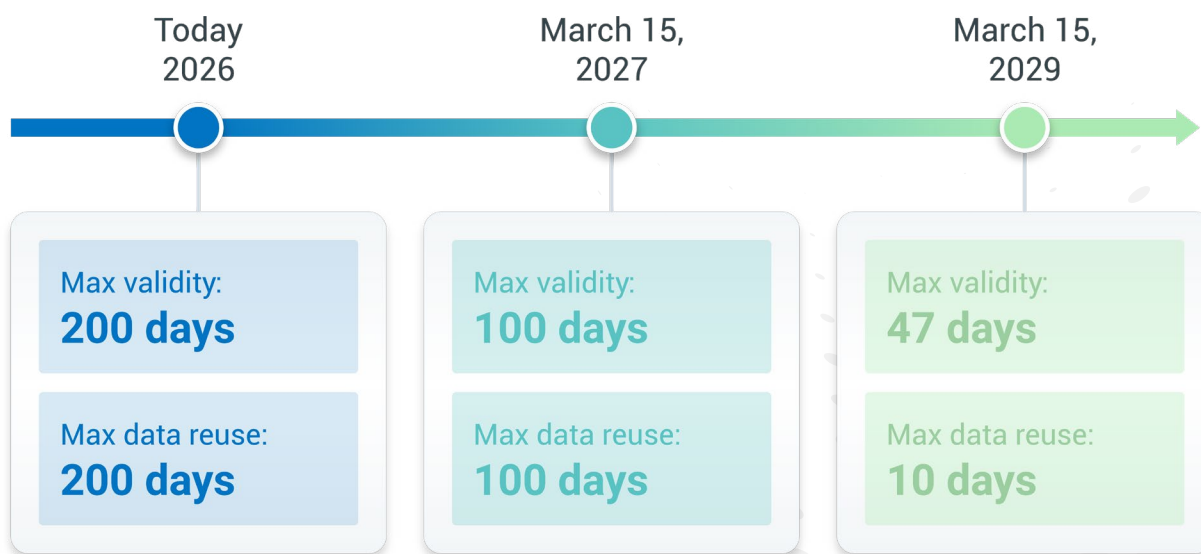


### Overview: navigating a shorter certificate lifecycle

In a time where digital connectivity is ubiquitous, trust is the foundational architecture enabling global communication. However, the landscape of digital trust is shifting rapidly. The [CA/B Forum](#) has announced a move toward a 47-day maximum certificate lifespan by 2029, a significant reduction from previous standards. As certificate lifespans shrink, manual management is no longer a viable strategy for maintaining uptime and security.

DigiCert is leading the transition from manual to modern by providing automated PKI workflows that eliminate human error and ensure continuous protection. By automating domain control and certificate issuance, organizations can transform their operations from fragmented and manual to centralized and automated, building a resilient digital footprint that adapts to evolving industry standards. Digital trust is the backbone of the connected world, and automation is the only way to scale that trust effectively.

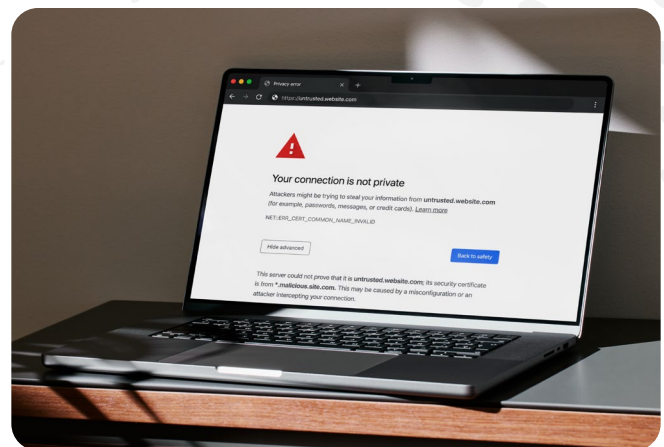


### The challenge: the risks of manual management and parked domains

Managing a vast portfolio of domains and sub-brands presents two critical vulnerabilities for modern enterprises:

- The automation gap:** As certificate renewals become more frequent, manual processes become a liability. A single missed expiration can lead to site outages, broken user experiences, and lost revenue. For large organizations, the sheer volume of certificates makes it impossible to manage them individually without significant risk.
- The redirect dilemma:** Organizations often maintain "parked" or unused domains for brand protection. Traditionally, redirecting these domains (e.g., from an old .net to a new .com) requires manual certificate management for every single endpoint. Without an active HTTPS certificate on the old domain, users encounter "Not Secure" browser warnings, which erodes trust and creates opportunities for impersonation and phishing.

Maintaining security across hundreds of sub-domains and redirects often results in operational chaos, where security teams are overwhelmed by administrative tasks rather than strategic defense. This manual burden prevents teams from focusing on innovation and leaves the door open for human-error-driven outages.

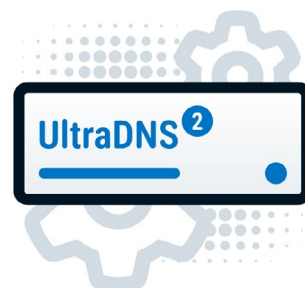


# The solution: UltraDNS HTTPS web forwarding

DigiCert's solution to these challenges is a seamless, automated approach to domain redirection and certificate management. [DigiCert CertCentral](#) enables organizations to securely redirect domains using HTTPS with zero manual certificate management. This feature is specifically designed to handle the complexity of modern digital footprints while maintaining the highest standards of security.

## Key capabilities and benefits:

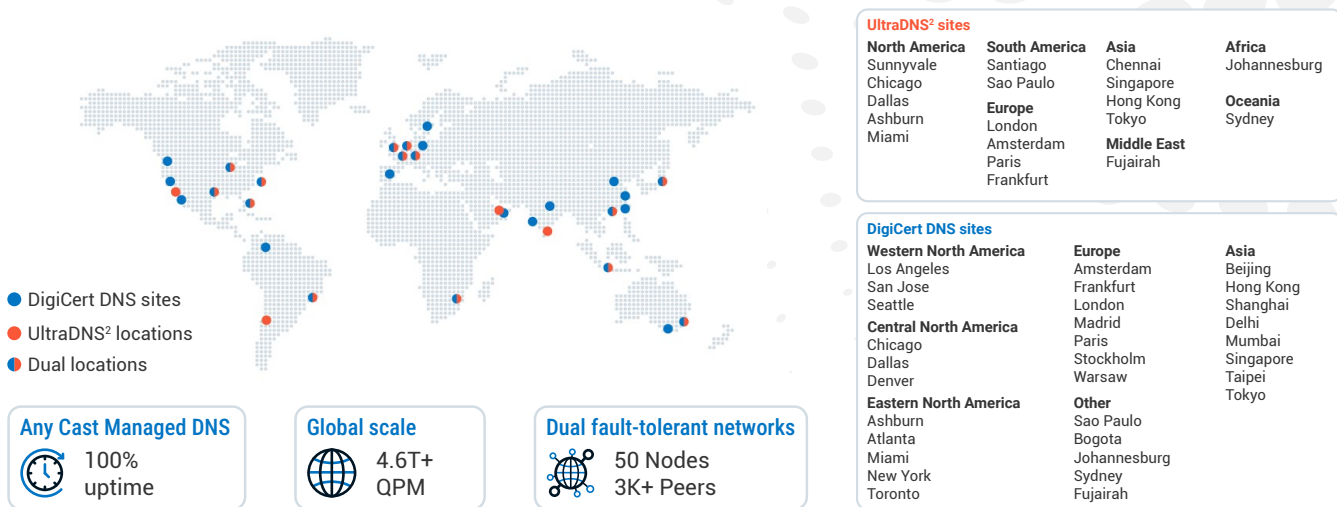
- **Automated certificate lifecycle:** Set up once and let UltraDNS handle the rest. The system automatically issues, deploys, and renews the necessary certificates for your redirects, ensuring they never expire even as industry standards move toward shorter lifespans.
- **Enhanced brand protection:** Securely redirect parked or unused domains to prevent them from being used in phishing or impersonation attacks. This ensures that your brand's reputation remains intact across all digital touchpoints.
- **Operational efficiency:** This "set it and forget it" model is ideal for customers with large domain portfolios or complex sub-brand structures, freeing up IT resources for higher-value tasks.
- **Digital trust for the real world:** By ensuring every user interaction is encrypted and authenticated—even during a simple redirect—DigiCert provides the secure support that is foundational to modern businesses.
- **Scalability:** As your organization grows and acquires more domains, the automated system scales with you, removing the need for additional headcount to manage certificate lifecycles.
- **SEO preservation:** Maintain search rankings and user experience with secure 301/302 redirects that preserve full path and query strings.



## Conclusion: lead with resilience

DigiCert's automation tools are designed with a clear purpose: to simplify the complex and secure the connected world. By adopting automated HTTPS web forwarding and PKI workflows, your organization doesn't just keep up with industry changes—it leads them. Digital trust is the framework that enables confidence between the digital world and its users, and DigiCert is the leading provider of that trust.

## UltraDNS worldwide coverage



## About DigiCert

DigiCert is a global leader in intelligent trust, securing people, data, and devices with AI-powered solutions built to stop threats today and prepare for a quantum-safe future.

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