

DigiCert: Creating a New Standard for SSL and Online Trust Communities

“Destiny is no matter of chance. It is a matter of choice: It is not a thing to be waited for, it is a thing to be achieved.” *William Jennings Bryan*

For the more than 70,000 enterprise and retail customers of DigiCert and the millions of consumers who put their trust in the SSL certificates that DigiCert secures, their online security has been changed by a decision by two young entrepreneurs in 2003 to improve the way web-based activity was secured.

It was at that time that Ken Bretschneider, a technology guru with a diverse background that included excelling in the fine arts, teamed with online marketing pioneer Chuck West to form DigiCert, Inc. from the ground up. Both had the right acumen to make it as entrepreneurs – most notably an undeterred belief in what they could offer the market and a willingness to take risks – and they knew that the companies that relied upon SSL certificates to secure the trust of their consumers deserved better. And so, they set off against the odds to earn browser trust and be in the position to build a business built on rock solid principles and values such as treating people fairly, bucking the norms by allowing certificates to secure multiple servers for one low price, and doing all of it in an efficient way that allowed business growth and profitability while adding value to the consumer and maintaining reasonable prices.

The rest is history. Now having recently celebrated completion of its 10th year in business, DigiCert continues to grow and expand its influence. As it gains market share, the company is also gaining the attention of the business community and industry analysts, the recipient of many awards for its business growth, value to and support of its customers, and for the way it treats its employees.

The decade to come offers many great opportunities for DigiCert. With a highly qualified and experienced executive team in place, the company maintains high goals for its growth and business practices. As a company, DigiCert is determined to do its part to lead with innovation and advocacy that belies the integrity of SSL and PKI technology and certifies serious companies within this space. While continuing to grow its core markets, DigiCert is expanding into emerging markets in need of strong identity vetting and binding, including the healthcare exchange sector.