VENAFI®

// The Leader in
Machine Identity Management

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Venafi: The Machine Identity Management Leader

// Executive Summary

As organizations embrace digital business and transformation, the use of machines—physical machines, virtual machines, containers, clusters, applications, APIs, services, algorithms and more—is exploding. As a result, machine identities—the cryptographic keys and digital certificates used to identify machines to their networks—are also increasing exponentially. To effectively manage this growing number of machine identities throughout their lifecycles, organizations must replace traditional methods of identifying and managing machine identities, such as spreadsheets, with machine identity management programs that take people, processes, and technology into account.

Venafi invented the technology that manages machine identities. With more than 30 patents, Venafi combines deep domain expertise with technological innovation and deep customer and technology partnerships. Hundreds of the largest and most security-conscious organizations in the world rely on Venafi.

In July 2020, research firm Gartner released Hype Cycle for Identity and Access Management Technologies, 2020 and in it, introduced Machine Identity Management as a category. A complimentary copy of this Hype Cycle is available at **venafi.com/gartner/iam**.

// 6 Reasons to Make Venafi Your Machine Identity Management Partner

Choosing a machine identity management platform requires a solution that can resolve complex technical challenges across hundreds of different use cases. Your machine identity management partner must be able to solve today's critical machine identity problems. And because machine identities are continually expanding, you should have confidence that your partner can help you solve tomorrow's challenges.

Machine identities are used widely across every organization, so an effective machine identity management solution must integrate with all applications that produce and consume machine identities. Unlike providers that offer point solutions, Venafi is the only machine identity management provider with a sustained, comprehensive technology partner network that includes a generous development fund. Venafi also offers a powerful combination of expertise and customer success programs designed to ensure that the rollout of your machine identity program is successful.

Machine identity solutions must be secure. Venafi is the only machine identity management platform that is Common Criteria Certified. This rigorous verification is overseen by the National Information Assurance Partnership (NIAP) and Common Criteria Testing Laboratories (CCTLs), and it is recognized by 26 nations. It is a requirement for IT solutions used by federal and national security organizations.

Here's why Venafi is uniquely qualified to be your machine identity management partner:

1. Solves Multiple Machine Identity Management Challenges

Addressing machine identity challenges across a global enterprise requires a platform that works with the broad set of machine identities used throughout organizations. The Venafi Trust Protection Platform delivers measurable business outcomes for this broad set of identities, including:

- Eliminating costly machine identity-related outages
- Securing multicloud architecture
- Accelerating DevOps methodologies
- Preventing SSH audit failures
- Securing code signing processes

Venafi delivers these outcomes by providing comprehensive visibility, intelligence, and automation of machine identities. Visibility into all machine identities in play at your organization ensures you understand the scope of your exposure. Intelligence enables you to make informed decisions based on their location, ownership, behavior and cryptographic characteristics. Finally, automation continually checks for and remediates the repair of all machine identity weaknesses or vulnerabilities.

2. Guarantees Results

For the majority of Venafi customers, their initial and most immediate machine identity challenge is outages. Venafi offers a proven methodology, VIA Venafi, the Venafi Way for eliminating certificate-based outages. Venafi has been so successful in helping organizations eliminate outages that VIA Venafi offers a No Outage Guarantee. More about VIA Venafi and the No Outage Guarantee is available at **venafi.com/solutions/VIA/no-outages**.

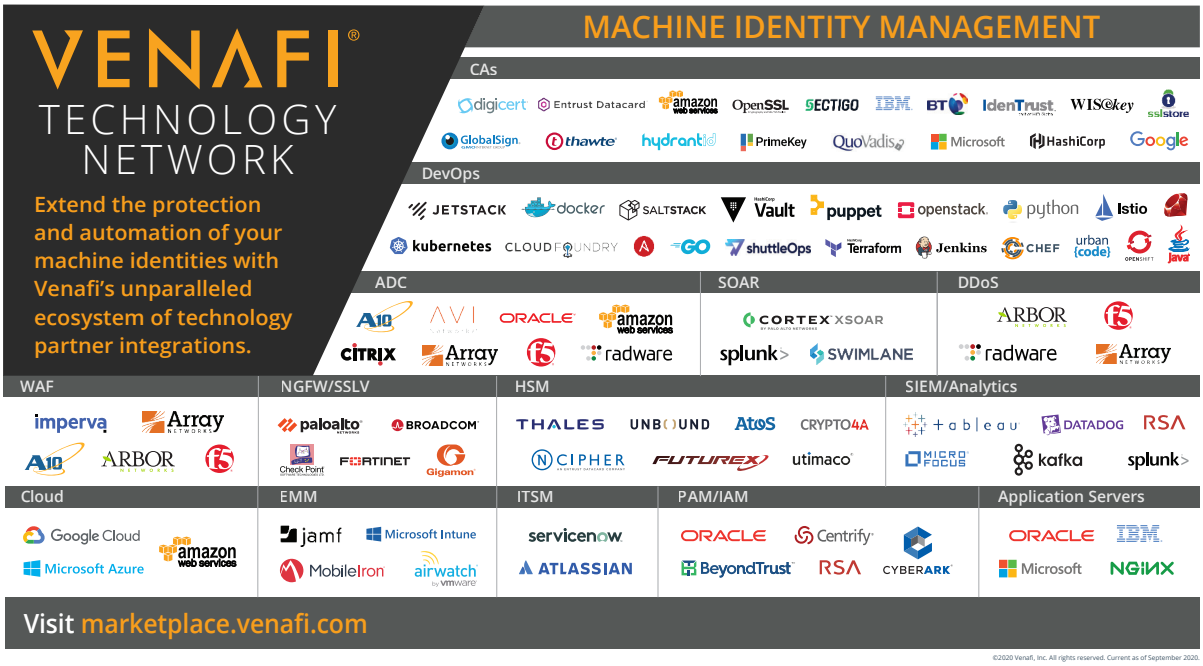
In addition to the No Outage Guarantee, Venafi has third-party research and tools that quantify the results organizations have received from using Venafi and predict the value your organization can achieve by implementing and using Venafi for specific functions and workflows. These materials and information are freely available to any organization considering Venafi.

3. Integrates With Your Unique Technology Ecosystem

Venafi innovation fuels an unparalleled ecosystem that makes it easier and faster to automate and manage machine identities. Integrations range from the world's leading providers of security solutions to the hottest DevOps consultancies. Leaders everywhere have joined Venafi to create more than 1,000 technology integrations that automatically coordinate access to machine identities.

In addition, with the Machine Identity Protection Development Fund, the number and scope of important, business-enabling integrations continues to grow. The $12.5-million Development Fund is unique, and only a dominant category leader like Venafi can offer a such a program to future-proof your success in managing and protecting machine identities.

Details about Venafi technology and development partners are available at **marketplace.venafi.com.**



4. Enables Developers to Move Quickly

CISOs and InfoSec leaders have long relied on Venafi to establish, assure and manage the protection of machine identities. At the same time, cloud and application development teams have learned to rely on do-it-yourself methods and native tools to achieve the speed and agility they rely on. For them, wrangling complex encryption keys and TLS certificates has been viewed as less crucial in short-lived environments, as a slow-down to CI/CD pipelines and as a burden that requires developers to reinvent their own PKI for every integration.

Venafi is in the unique position to enable InfoSec teams, accelerate developers, support dynamic and elastic workloads, and adapt to constantly changing DevOps environments. Starting with integrations built by Venafi and trusted ecosystem partners that integrate Venafi with popular DevOps tools, InfoSec can deliver machine identity management services to even the fastest-moving development teams. These services are delivered in native toolchains and environments, making it possible for both teams—development and InfoSec—to meet their goals with fast, secure application delivery in any environment.

Active Developer Community

Not only does Venafi enable developers to move quickly, Venafi supports a robust and active developer community. Here are a few examples:

1. Venafi has created and contributed to multiple open source projects. Venafi Git repositories are available at **github.com/Venafi**
2. Venafi has invested $12.5M into a Machine Identity Management Development Fund. New developers are added each month, advancing solutions for DevOps, cloud, IoT, microservices, distributed applications, quantum and more to manage and protect machine identities. **venafi.com/ecosystem/machine-identity-management-fund**
3. In 2019, Venafi acquired JetStack, the world's leading provider of open source software for managing machine identities. This open source software is used by thousands of organizations worldwide. **jetstack.io**

5. Leverages Extensive Experience

Venafi has invested over $400 million in developing industry-leading technology, intellectual property and domain expertise over the last 10 years.

Venafi has more than 10 million hours of production usage across hundreds of complex customer environments. With more than 30 patents, Venafi is the only machine identity management solution provider with this level of experience and proven expertise to solve today's complex machine identity management challenges. These organizations include 25 of the Fortune 50, including:

- 5 of the 5 Top U.S. Health Insurers
- 5 of the 5 Top U.S. Airlines
- 4 of the 5 Top U.S. Banks
- 4 of the 5 Top U.K. Banks
- 4 of the 5 Top South African Banks
- 4 of the 5 Top Australian Banks
- 4 of the 5 Top Payment Card Issuers
- 3 of the 5 Top Accounting/Consulting Firms
- 3 of the 5 Top U.S. Retailers

Venafi is the only company that leverages the collective learnings from these interactions and combines them into a set of best practices. Venafi Proven Path, VIA Venafi Direct, Digital Transformation, Accelerated Automation and other service packages provide proven frameworks to ensure customers have success with people, processes and technology as they solve machine identity management challenges.

6. Future-Proofs Your Investment

Venafi has grown rapidly since its inception in 2004. The company is profitable and has grown and thrived through multiple economic cycles. This track record of success enables Venafi to be a long-term strategic partner for machine identity management, enabling support of both your current technology stack and future architecture.

Venafi has continually expanded our product portfolio and product capabilities to meet customer needs, such as introducing new products to support unique machine identity types like code signing certificates, introducing Venafi-as-a-Service SaaS-based solutions, and extending solutions to the development community through the acquisition of JetStack, the leader in open source machine identity protection software for Kubernetes and cloud native ecosystems.

For customers, a long-term partnership with Venafi means reduced cost and risk. Venafi adapts to work with the technology used in your organization, by the people who are using that technology and within their ever-changing workflows and processes.

// Venafi: The Machine Identity Management Leader

Venafi is the cybersecurity market leader in and the inventor of machine identity management. Here are some of the reasons why Venafi is the undisputed leader in machine identity management:

- **Solves the toughest machine identity management challenges.** With over 30 patents, Venafi combines deep domain expertise with technological innovation and deep customer and technology partnerships to deliver unparalleled protection for machine identities. We provide this on any infrastructure, regardless of where it's located across the extended enterprise.
- **Track record of innovation.** Venafi has continually expanded our product portfolio and product capabilities to meet customer needs, such as introducing new products to support unique machine identity types like code signing certificates, introducing Venafi-as-a-Service SaaS-based solutions, and extending solutions to the development community through the acquisition of JetStack and cert-manager.
- **High customer satisfaction.** Venafi has 99 percent customer satisfaction rating and renewal rates at higher than 98 percent. In addition, multiple Venafi customers have contributed reviews to Gartner Peer Insights at **gartner.com/reviews/market/security-solutions-others/vendor/venafi**.
- **Strong return on investment.** A Forrester Total Economic Impact™ study, commissioned by Venafi in September 2020, determined an ROI of 157% using Venafi, based on interviews and analysis with four existing customers.
- **Financially sound.** Venafi is growing rapidly and is the only solution provider that meets the stringent financial measures required to ensure longevity, to continually innovate and to deliver world-class support to the largest, most demanding global customers.

About Venafi

Venafi is the cybersecurity market leader in machine identity management, securing the cryptographic keys and digital certificates on which every business and government depends to deliver safe machine-to-machine communication. Organizations use Venafi key and certificate security to protect communications, commerce, critical systems and data, and mobile and user access.

To learn more, visit venafi.com

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