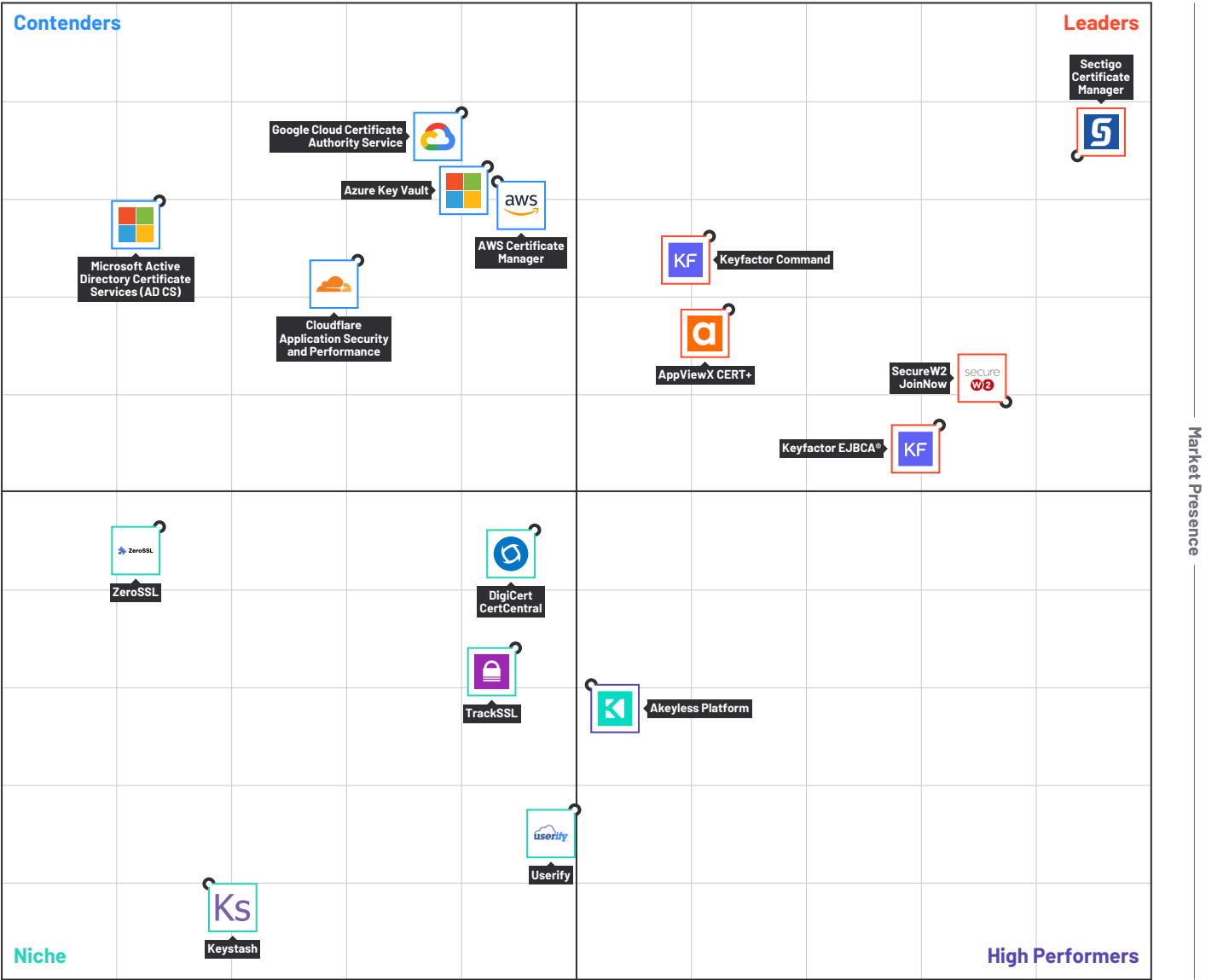


# Grid® Report for Certificate Lifecycle Management (CLM)

## Fall 2025



## Certificate Lifecycle Management (CLM) Software



G2 Grid® Scoring

(Certificate Lifecycle Management (CLM) Software continues on next page)

# Certificate Lifecycle Management (CLM) Software (continued)

## Certificate Lifecycle Management (CLM) Software Definition

Certificate lifecycle management (CLM) and PKI software help companies with the process of authenticating and encrypting information using digital certificates. Public key infrastructure (PKI) is a cryptography framework that secures digital communication and protects data, devices, machines, and people from impersonation, unauthorized interception, tampering, or other attacks. The main benefit of this software is that it provides visibility and automation throughout the certificate lifecycle—certificate issuance, discovery, inventory, provisioning, deployment, securing, monitoring, renewal, and revocation. CLM and PKI software often replaces manual certificate management methods, such as tracking on spreadsheets, which helps companies prevent unplanned system downtime and system vulnerabilities stemming from errors or certificate expiration.

CLM and PKI software provide capabilities for the issuance, management, and automation of digital certificates, including but not limited to [SSL & TLS certificates](#), client authentication certificates, digital signature, and SSH certificates. Use cases for PKI and CLM software include user authentication, machine-to-machine authentication for servers and containers, digitally signing code and documents, encryption and integrity for IoT devices, and much more.

To qualify for inclusion in the Certificate Lifecycle Management (CLM) and PKI category, a product must:

- ▶ Automate CLM, including discovery, inventory, provisioning, deployment, securing, monitoring, renewal, and revocation (some vendors will offer certificate issuance solutions via public certificate authority or private PKI functionality)
- ▶ Provide centralized visibility, control of, and reporting on certificates, keys, and ciphers
- ▶ Monitor and notify administrators when certificate expiration dates are nearing or use workflow to automatically take a specified action, such as certificate renewal or revocation
- ▶ Support certificates from multiple certificate authorities (CAs)

## Certificate Lifecycle Management (CLM) Grid® Scoring Description

Products shown on the Grid® for Certificate Lifecycle Management (CLM) have received a minimum of 10 reviews/ratings in data gathered by August 12, 2025. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [Sectigo Certificate Manager](#), [SecureW2 JoinNow](#), [Keyfactor Command](#), [Keyfactor EJBCA®](#), and [AppViewX CERT+](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [Akeyless Platform](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [Google Cloud Certificate Authority Service](#), [Azure Key Vault](#), [AWS Certificate Manager](#), [Cloudflare Application Security and Performance](#), and [Microsoft Active Directory Certificate Services \(AD CS\)](#)
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [DigiCert CertCentral](#), [TrackSSL](#), [Userify](#), [ZeroSSL](#), and [Keystash](#)



# Grid® Scores for Certificate Lifecycle Management (CLM) Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

## Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Sectigo Certificate Manager	63	97	88	92
SecureW2 JoinNow	31	90	60	75
Keyfactor Command	53	62	79	71
Keyfactor EJBCA®	30	84	57	71
AppViewX CERT+	42	64	71	67

## High Performers

Akeyless Platform	10	52	28	40
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## Contenders

Google Cloud Certificate Authority Service	32	40	93	66
Azure Key Vault	10	42	87	64
AWS Certificate Manager	12	43	85	64
Cloudflare Application Security and Performance	52	30	76	53
Microsoft Active Directory Certificate Services (AD CS)	11	12	83	47

## Niche

DigiCert CertCentral	14	46	46	46
TrackSSL	30	44	32	38
Userify	18	50	14	32
ZeroSSL	37	12	46	29
Keystash	15	16	5	11

\* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



# Grid® Methodology

## Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Certificate Lifecycle Management (CLM) category algorithmically based on data sourced from product reviews shared by G2 users and data sourced from third parties.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

## Grid® Scoring Methodology

The Grid® Report for Certificate Lifecycle Management (CLM) | Fall 2025 is based on reviews collected through August 12, 2025. We apply unique algorithms to this data to calculate Satisfaction (v4.0) and Market Presence (v7.0) scores for the Fall 2025 report quarter. To view the Certificate Lifecycle Management (CLM) Grid® with the most recent data, please visit the [Certificate Lifecycle Management \(CLM\)](#) page. For more details on Grid® Scoring, please view the [G2 Scoring Methodology here](#).

## Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

## Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and third-party data collected by G2 up through August 12, 2025. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

## Trust

Keeping our ratings unbiased is our top priority. G2 follows defined community guidelines to ensure privacy, and authenticity for users and reviews. For more details, please view the [G2 Community Guidelines here](#).

*(Grid® Methodology continues on next page)*

\*\*Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.



# Grid® Methodology (continued)

## Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Certificate Lifecycle Management \(CLM\) category](#).

## Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.

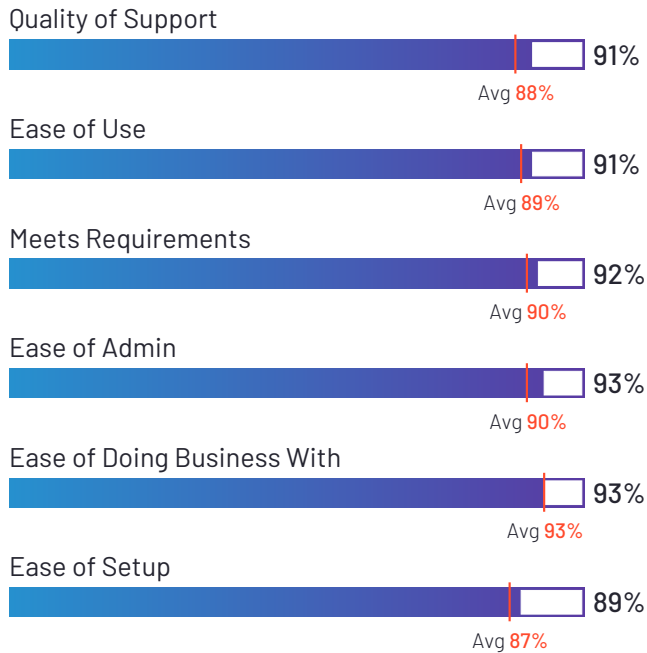


4.6 ★★★★★ (81)

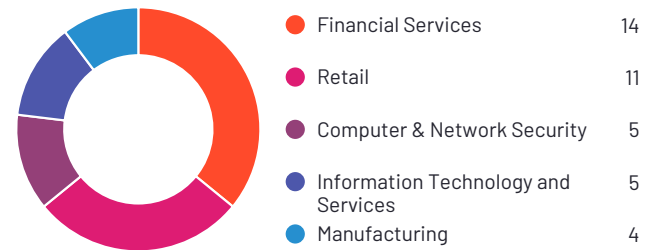


Sectigo Certificate Manager has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Sectigo Certificate Manager received the highest Satisfaction score among products in Certificate Lifecycle Management (CLM). 98% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend Sectigo Certificate Manager at a rate of 92%. Sectigo Certificate Manager is also in the SSL & TLS Certificate Tools category.

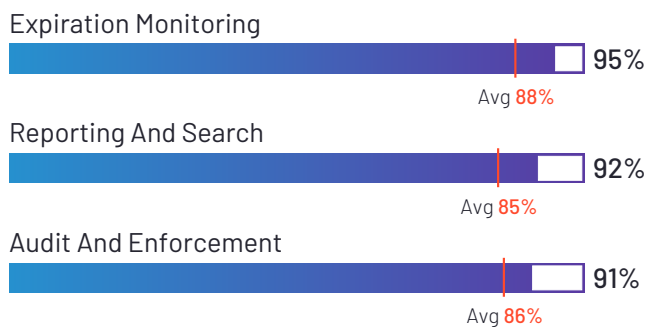
## Satisfaction Ratings



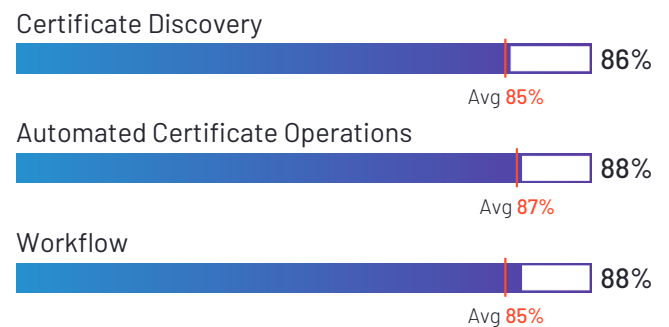
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Sectigo



**HQ Location**  
Scottsdale, Arizona



**Year Founded**  
1998



**Employees (Listed On LinkedIn)**  
559



**Company Website**  
[sectigo.com](https://sectigo.com)



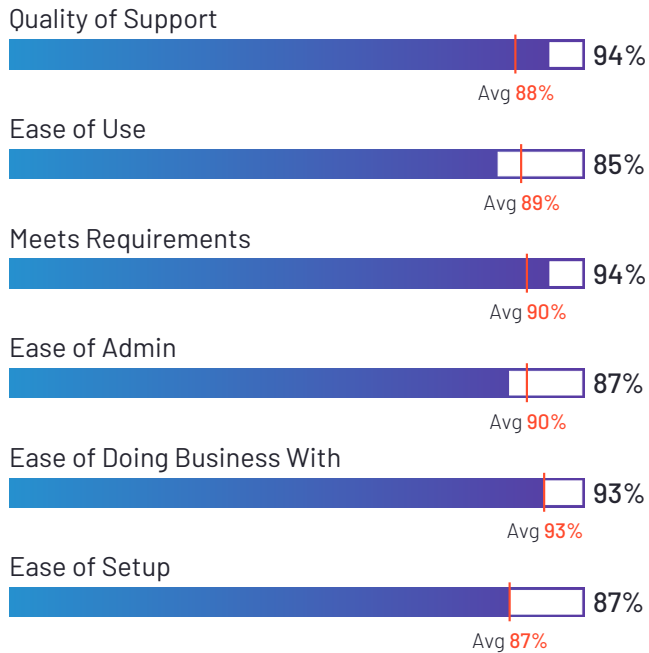
## SecureW2 JoinNow

4.7 ★★★★★ (78)

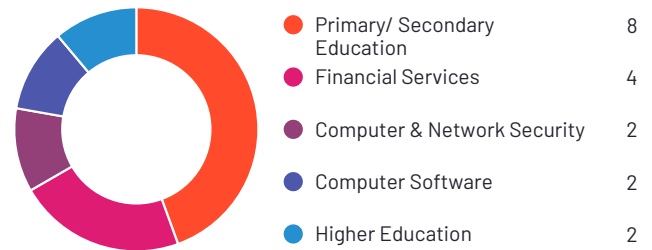


SecureW2 JoinNow has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend SecureW2 JoinNow at a rate of 95%. SecureW2 JoinNow is also in the Microsegmentation, Zero Trust Networking, SSL & TLS Certificate Tools, and Network Access Control (NAC) categories.

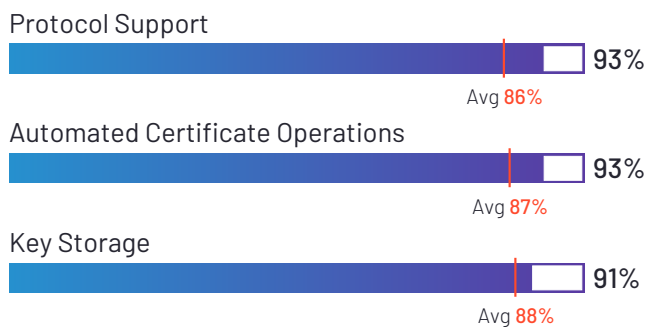
### Satisfaction Ratings



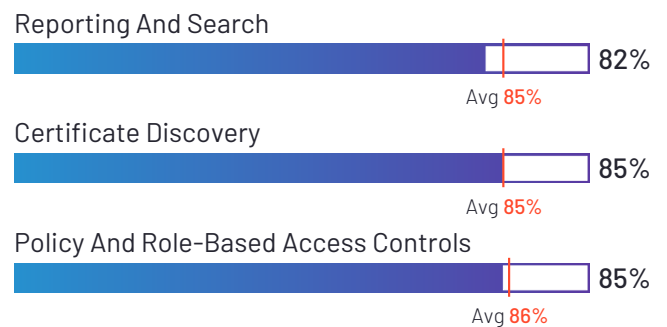
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
SecureW2



**HQ Location**  
Seattle, US



**Year Founded**  
2014



**Employees (Listed On LinkedIn)**  
109



**Company Website**  
[securew2.com](https://securew2.com)

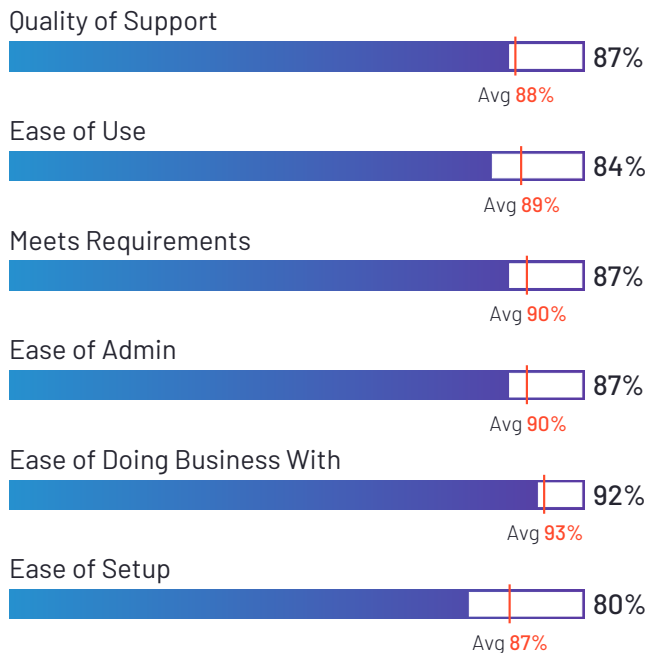


4.5 ★★★★★ (67)

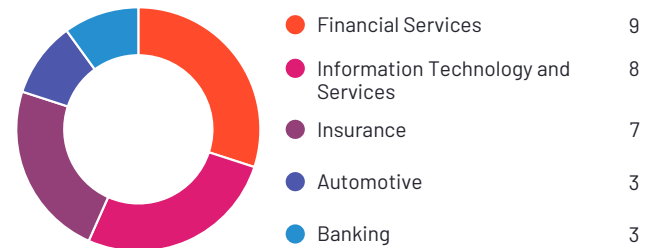


Keyfactor Command has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Keyfactor Command at a rate of 90%. Keyfactor Command is also in the Encryption Key Management category.

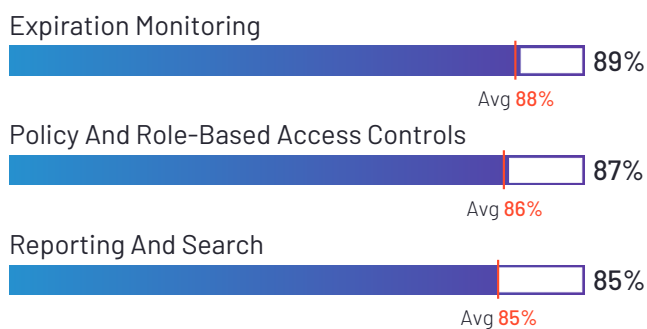
## Satisfaction Ratings



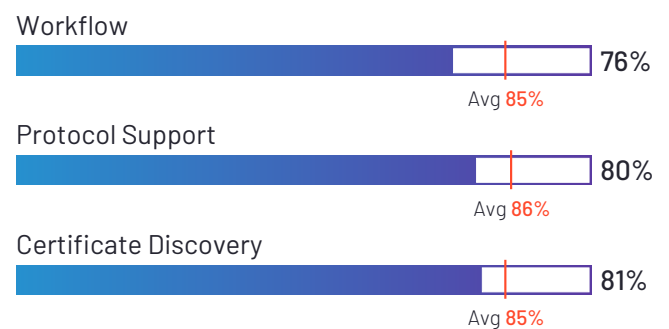
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Keyfactor



**HQ Location**  
Independence, Ohio



**Year Founded**  
2001



**Employees (Listed On LinkedIn)**  
499



**Company Website**  
[keyfactor.com](https://keyfactor.com)





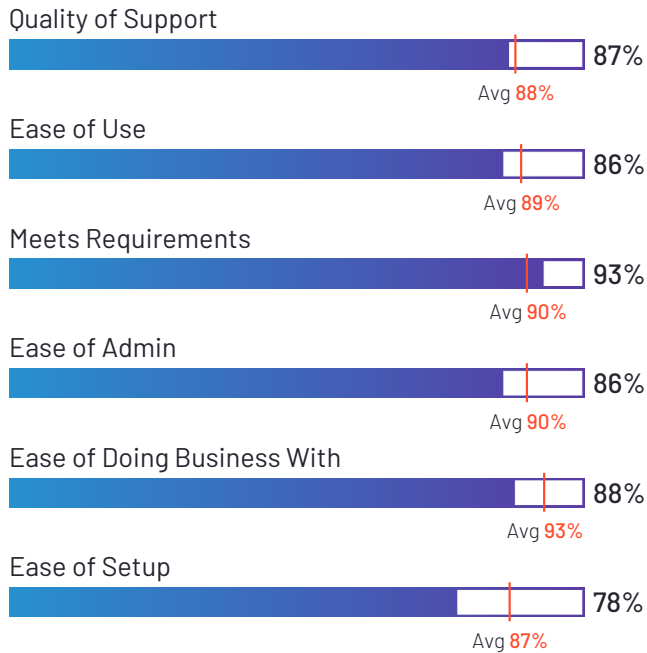
## Keyfactor EJBCA®

4.5 ★★★★★ (31)

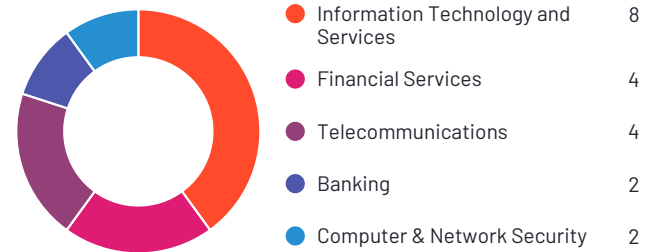


Keyfactor EJBCA® has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Keyfactor EJBCA® at a rate of 90%.

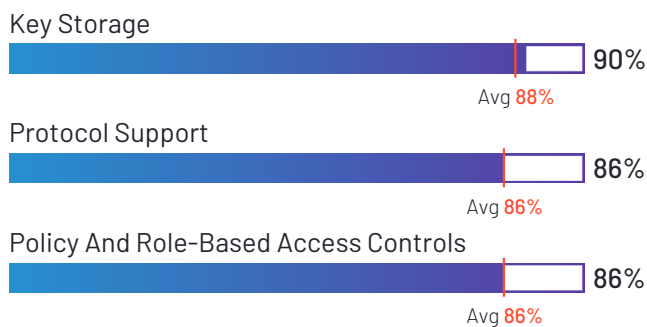
### Satisfaction Ratings



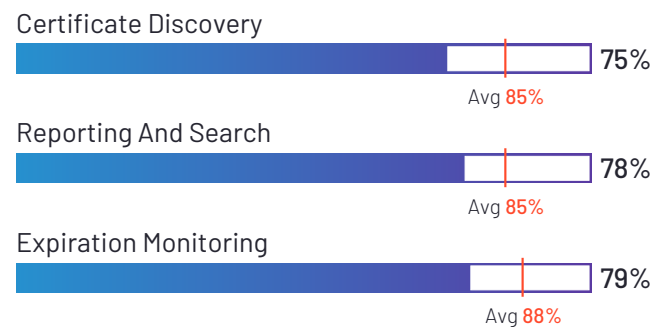
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Keyfactor



**HQ Location**  
Independence, Ohio



**Year Founded**  
2001



**Employees (Listed On LinkedIn)**  
499



**Company Website**  
[keyfactor.com](https://keyfactor.com)



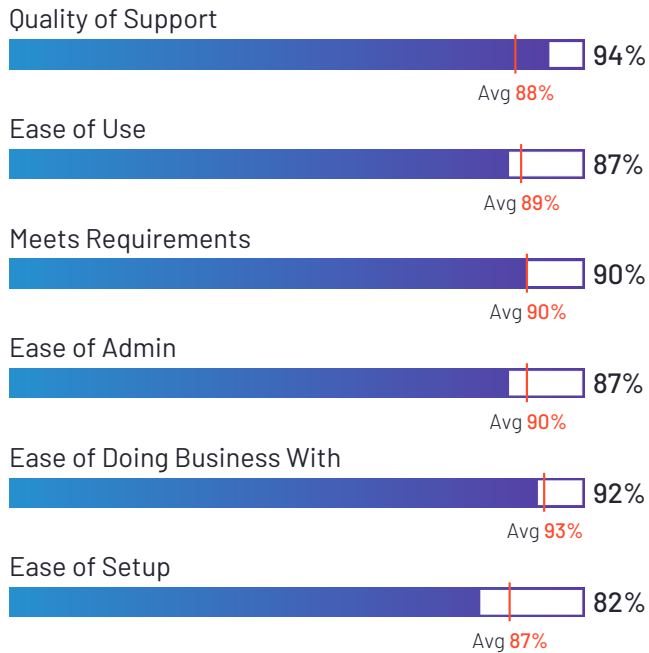
## AppViewX CERT+

4.5 ★★★★★ (42)

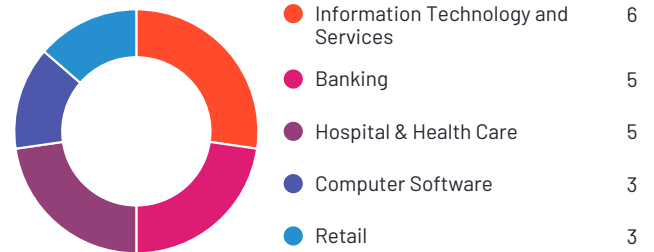


AppViewX CERT+ has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend AppViewX CERT+ at a rate of 90%.

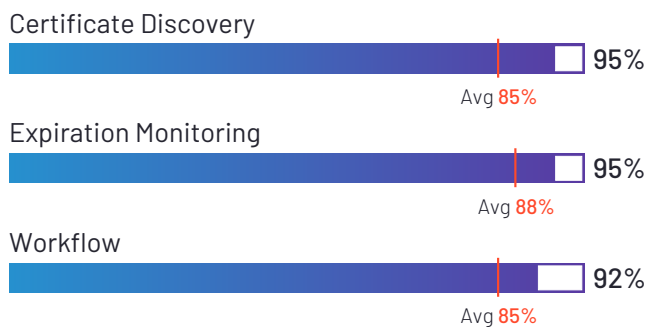
### Satisfaction Ratings



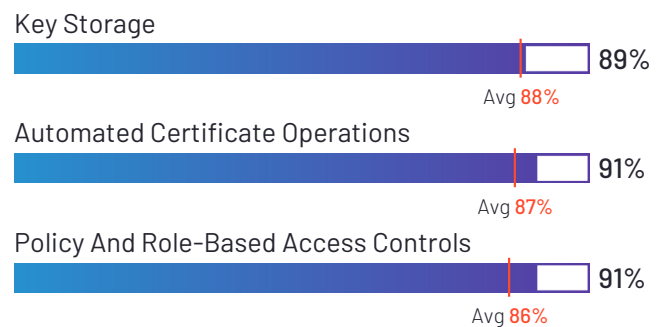
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
AppViewX



**HQ Location**  
Plano, TX



**Year Founded**  
2008



**Employees (Listed On LinkedIn)**  
534



**Company Website**  
[appviewx.com](https://appviewx.com)



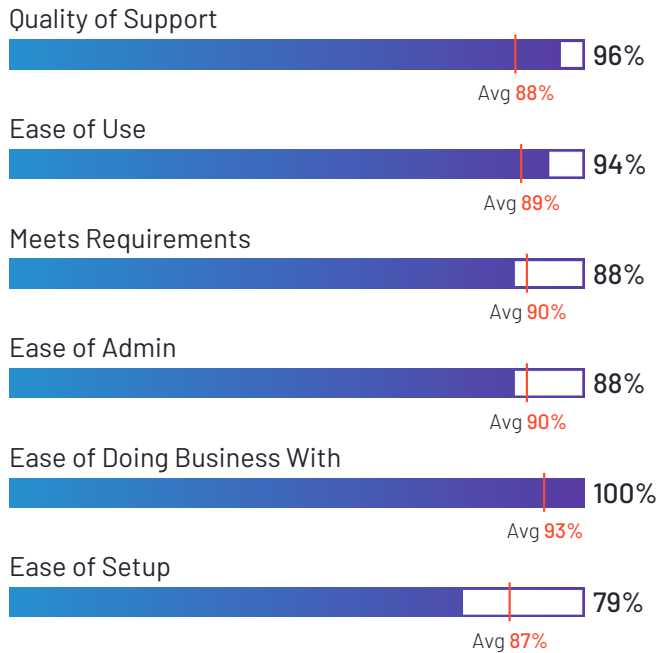
## Akeyless Platform

4.5 ★★★★★ (77)

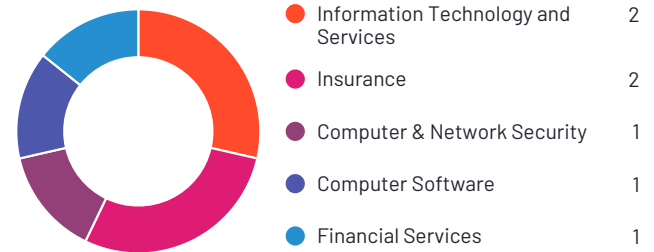


Akeyless Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Akeyless Platform at a rate of 89%. Akeyless Platform is also in the Secrets Management Tools, Password Managers, Encryption Key Management, and Privileged Access Management (PAM) categories.

### Satisfaction Ratings



### Top Industries Represented



**Ownership**  
Akeyless



**HQ Location**  
Ramat Gan, Israel



**Year Founded**  
2018



**Employees (Listed On LinkedIn)**  
95



**Company Website**  
[akeyless.io](https://akeyless.io)

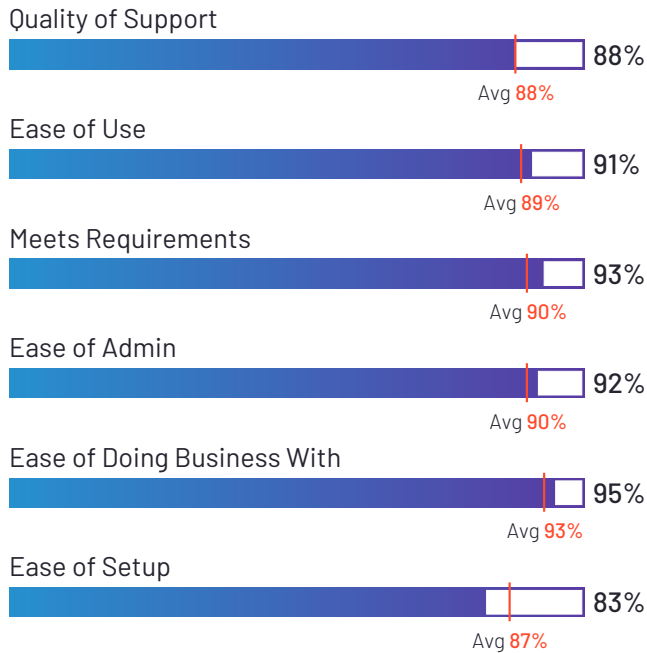


# Google Cloud Certificate Authority Service

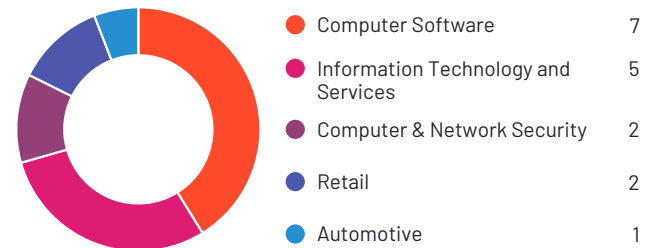
4.5 ★★★★★ (35)

Google Cloud Certificate Authority Service has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Google Cloud Certificate Authority Service has the largest Market Presence among products in Certificate Lifecycle Management (CLM). 97% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend Google Cloud Certificate Authority Service at a rate of 89%.

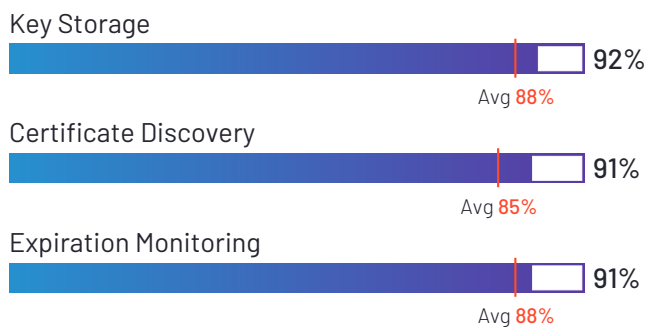
## Satisfaction Ratings



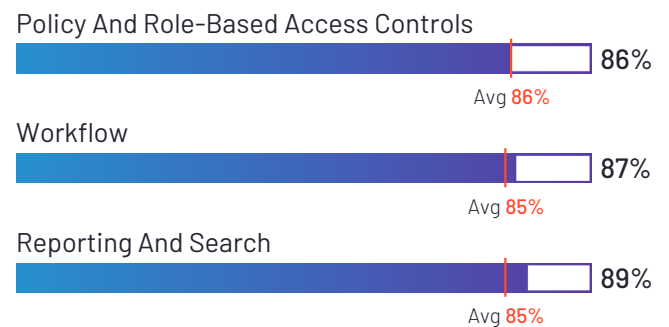
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Google



**HQ Location**  
Mountain View, CA



**Year Founded**  
1998



**Employees (Listed On LinkedIn)**  
314,476



**Company Website**  
[cloud.google.com](https://cloud.google.com)

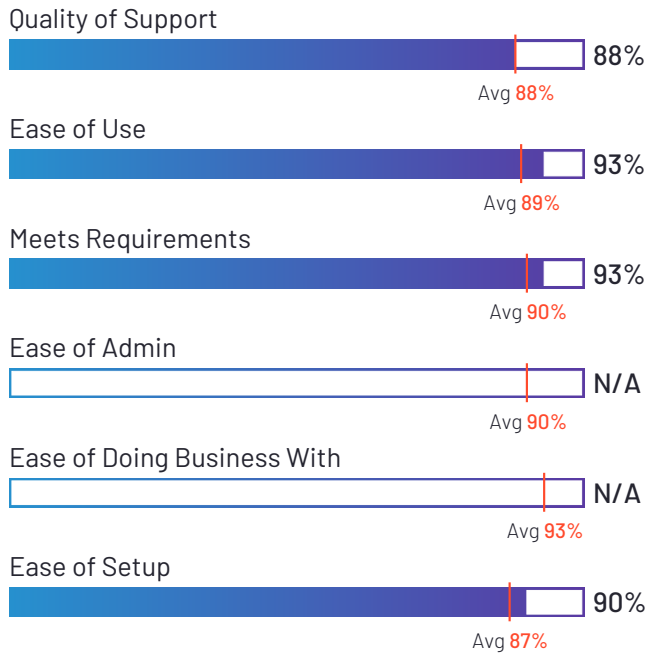


## Azure Key Vault

4.5 ★★★★★ (59)

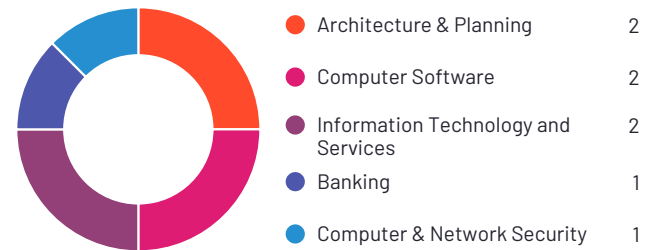
Azure Key Vault has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Azure Key Vault at a rate of 95%. Azure Key Vault is also in the Encryption Key Management and Secrets Management Tools categories.

### Satisfaction Ratings

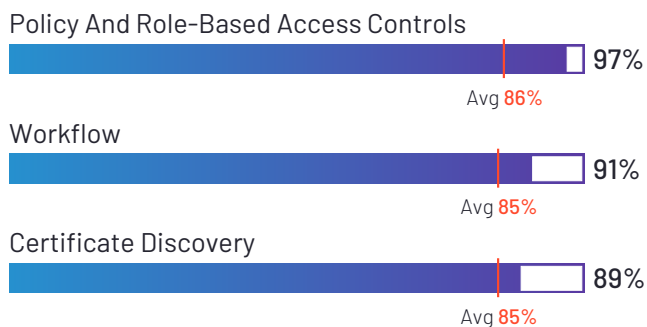


\*N/A is displayed when fewer than five responses were received for the question.

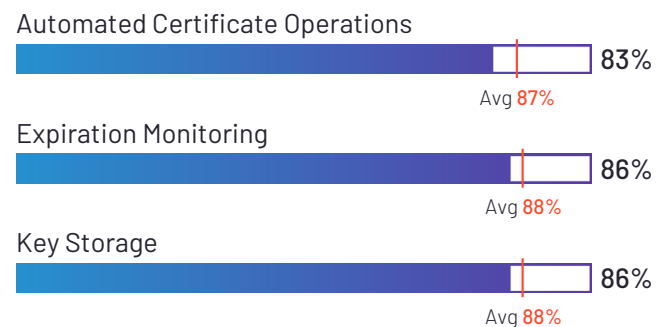
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Microsoft



**HQ Location**  
Redmond,  
Washington



**Year Founded**  
1975



**Employees (Listed  
On LinkedIn)**  
232,306



**Company Website**  
[microsoft.com](https://microsoft.com)

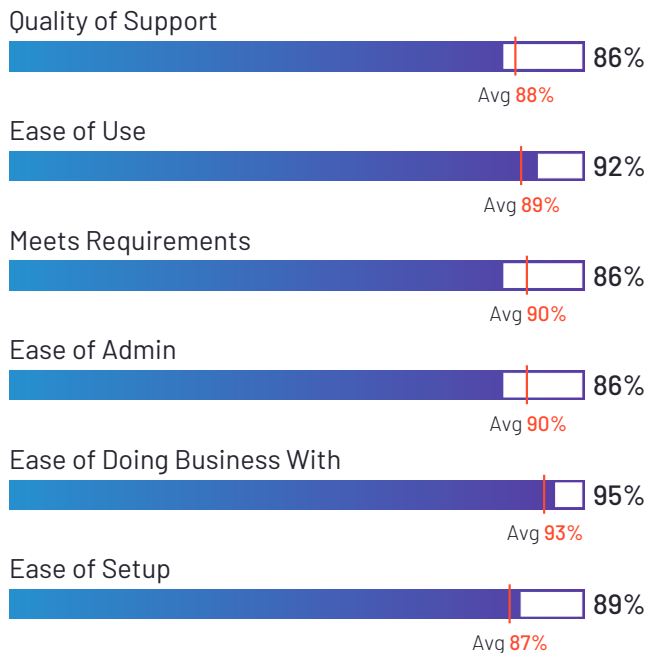


# AWS Certificate Manager

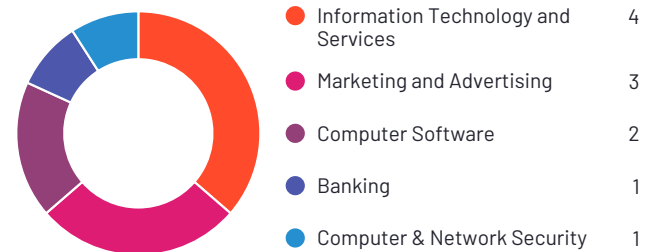
4.5 ★★★★★ (63)

AWS Certificate Manager has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 92% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend AWS Certificate Manager at a rate of 87%. AWS Certificate Manager is also in the SSL & TLS Certificate Tools category.

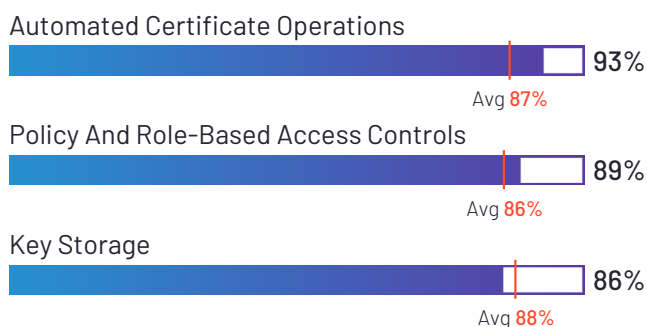
## Satisfaction Ratings



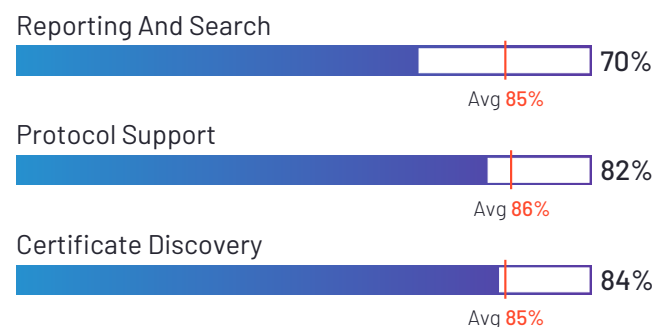
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Amazon Web Services(AWS)



**HQ Location**  
Seattle, WA



**Year Founded**  
2006



**Employees (Listed On LinkedIn)**  
146,691



**Company Website**  
[aws.amazon.com](https://aws.amazon.com)

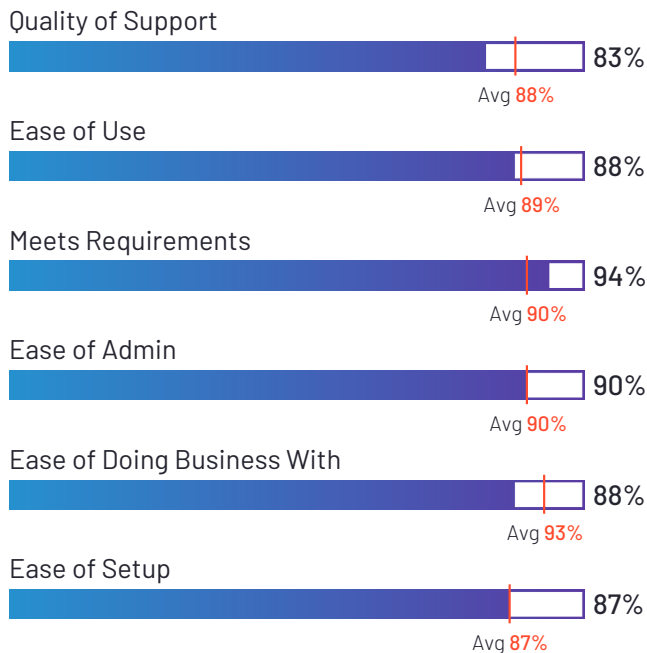


## Cloudflare Application Security and Performance

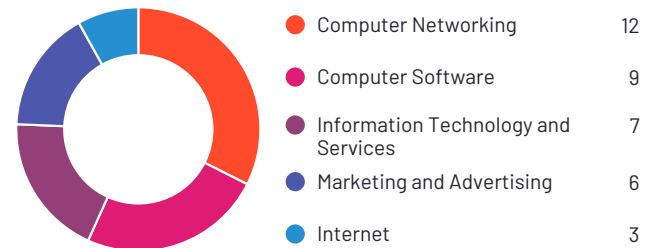
4.5 ★★★★★ (555)

Cloudflare Application Security and Performance has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 88% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend Cloudflare Application Security and Performance at a rate of 88%. Cloudflare Application Security and Performance is also in the Client-Side Protection, API Security, DNS Security Solutions, SSL & TLS Certificate Tools, Bot Detection and Mitigation, Enterprise Content Delivery Network (eCDN), Web Application Firewall (WAF), Website Security, Application Shielding, DDoS Protection, Load Balancing, Threat Intelligence, Enterprise Content Management (ECM), Content Delivery Network (CDN), and Managed DNS Providers categories.

### Satisfaction Ratings



### Top Industries Represented



**Ownership**  
Cloudflare, Inc.



**HQ Location**  
San Francisco,  
California



**Year Founded**  
2009



**Employees (Listed  
On LinkedIn)**  
5,449



**Company Website**  
[cloudflare.com](https://cloudflare.com)

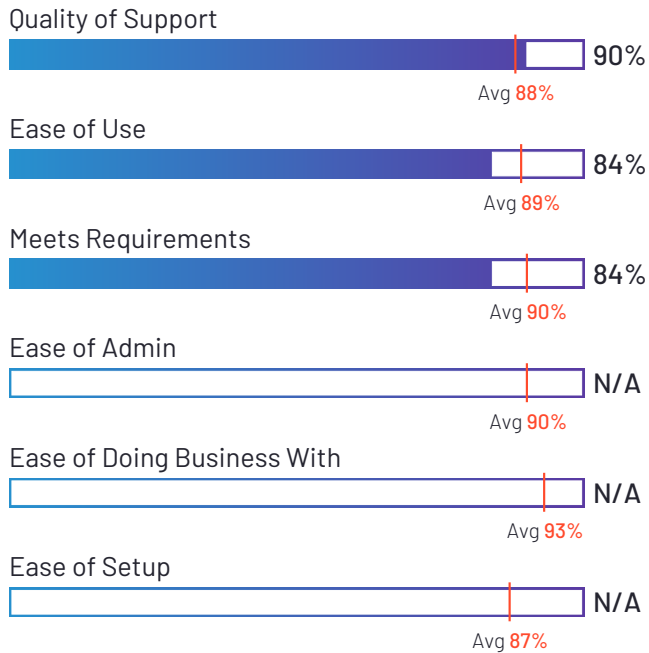


## Microsoft Active Directory Certificate Services (AD CS)

3.4 ★★★★★ (12)

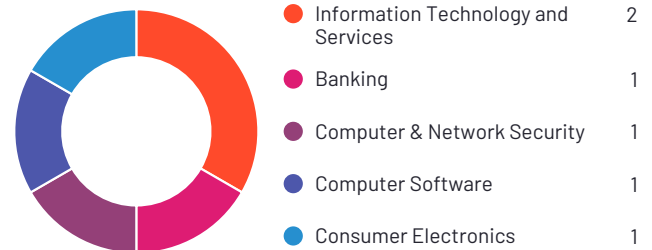
Microsoft Active Directory Certificate Services (AD CS) has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 64% of users rated it 4 or 5 stars, 70% of users believe it is headed in the right direction, and users said they would be likely to recommend Microsoft Active Directory Certificate Services (AD CS) at a rate of 68%.

### Satisfaction Ratings

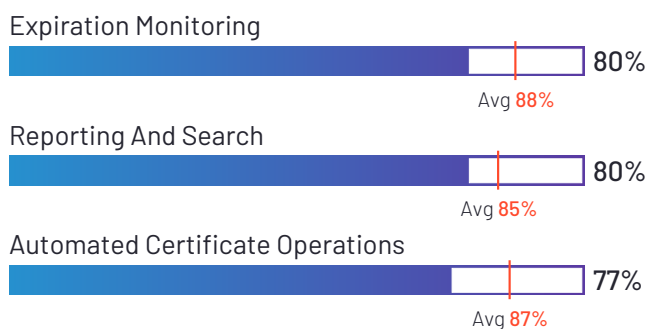


\*N/A is displayed when fewer than five responses were received for the question.

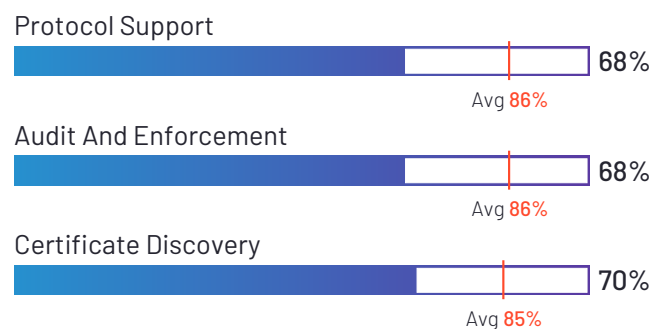
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Microsoft



**HQ Location**  
Redmond,  
Washington



**Year Founded**  
1975



**Employees (Listed  
On LinkedIn)**  
232,306



**Company Website**  
[microsoft.com](https://microsoft.com)



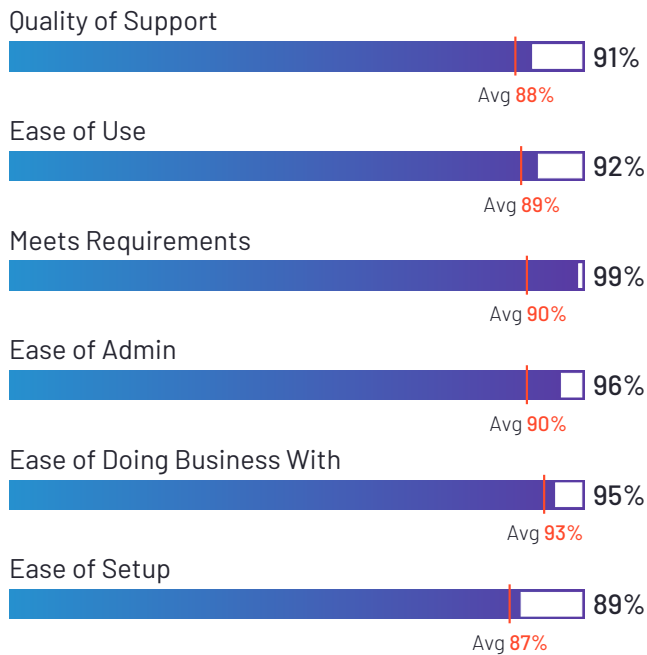


## DigiCert CertCentral

4.4 ★★★★★ (31)

DigiCert CertCentral has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% of users rated it 4 or 5 stars, 78% of users believe it is headed in the right direction, and users said they would be likely to recommend DigiCert CertCentral at a rate of 87%. DigiCert CertCentral is also in the SSL & TLS Certificate Tools category.

### Satisfaction Ratings



### Top Industries Represented



**Ownership**  
digicert



**HQ Location**  
Lehi, UT



**Year Founded**  
2003



**Employees (Listed On LinkedIn)**  
1,722



**Company Website**  
[digicert.com](https://digicert.com)

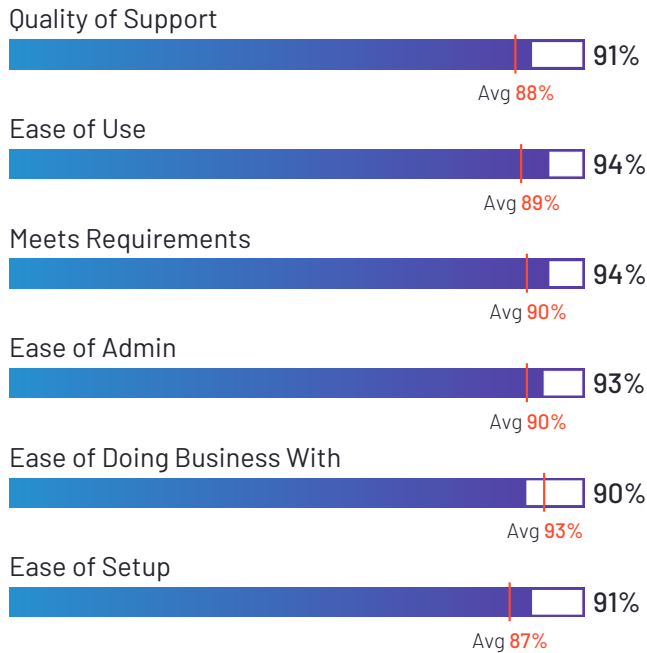


## TrackSSL

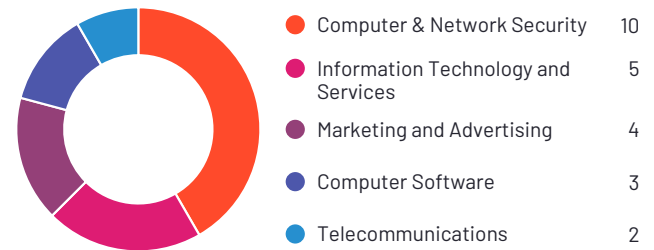
4.7 ★★★★★ (30)

TrackSSL has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend TrackSSL at a rate of 94%.

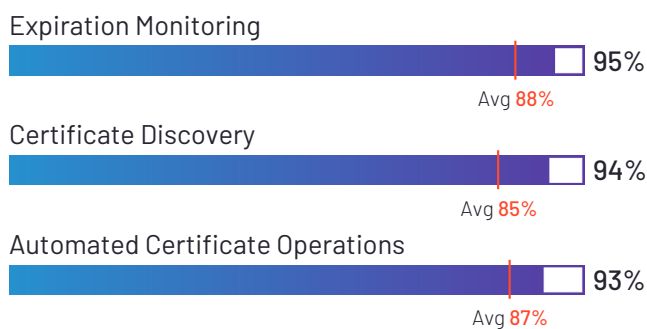
### Satisfaction Ratings



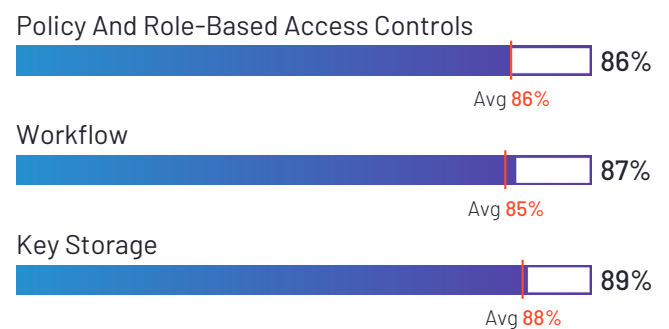
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
TrackSSL



**HQ Location**  
None, GB



**Employees (Listed On LinkedIn)**  
2



**Company Website**  
[trackssl.com](https://trackssl.com)

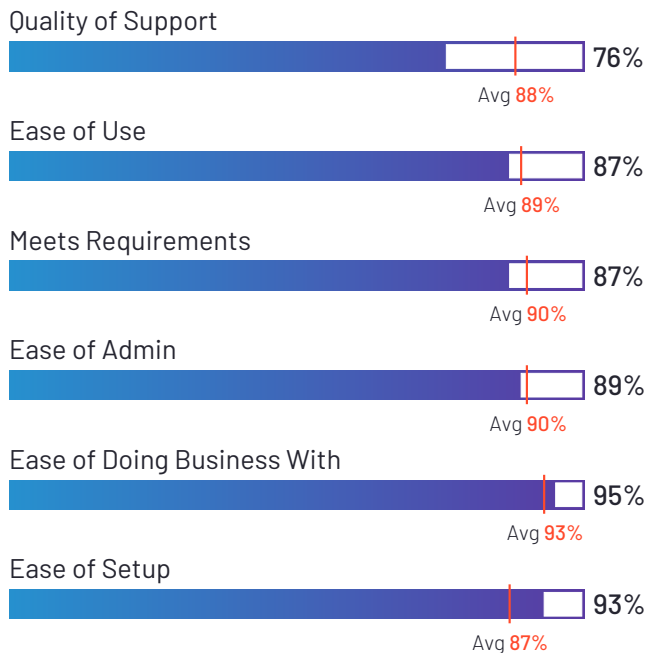


## Userify

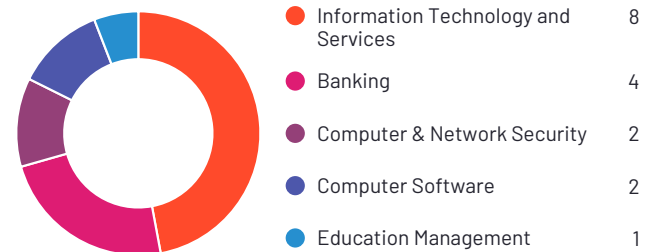
4.4 ★★★★★ (18)

Userify has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Userify at a rate of 88%.

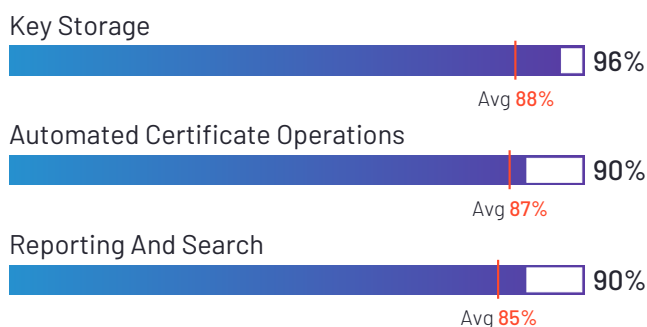
### Satisfaction Ratings



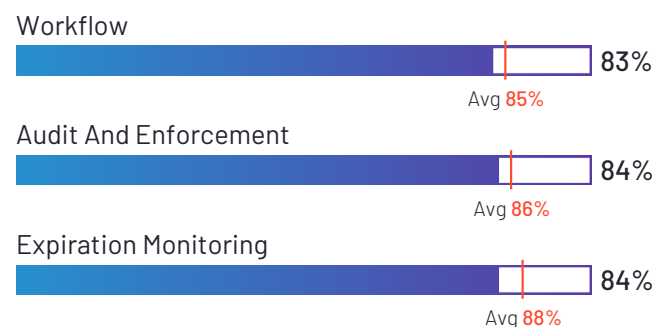
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



Ownership  
Userify

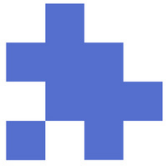


Employees (Listed  
On LinkedIn)

2



Company Website  
[userify.com](https://userify.com)

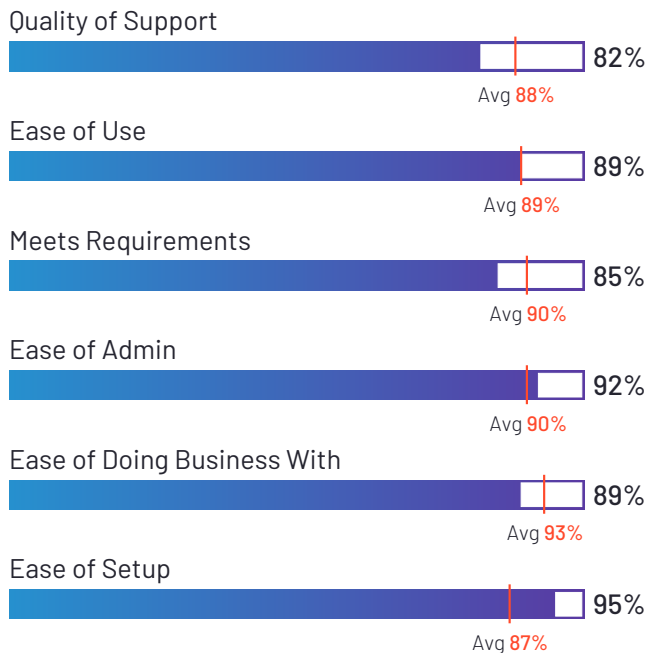


# ZeroSSL

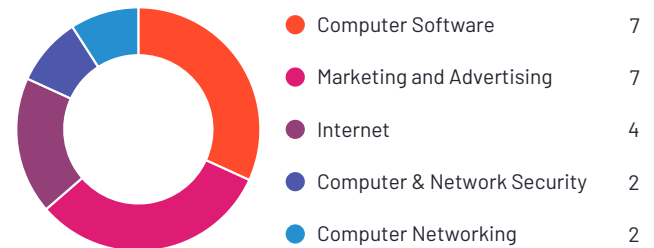
4.3 ★★★★★ (42)

ZeroSSL has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 92% of users rated it 4 or 5 stars, 69% of users believe it is headed in the right direction, and users said they would be likely to recommend ZeroSSL at a rate of 86%. ZeroSSL is also in the SSL & TLS Certificate Tools category.

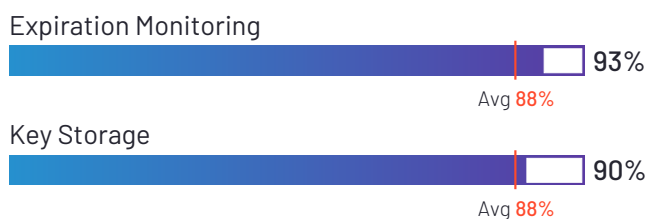
## Satisfaction Ratings



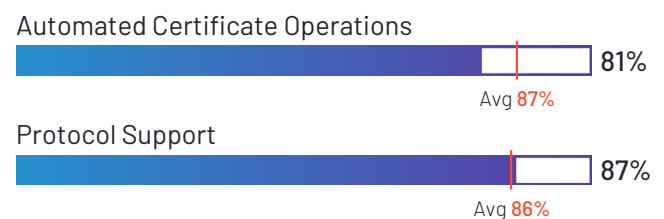
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
HID Global



**HQ Location**  
Austin, TX



**Year Founded**  
1991



**Employees (Listed On LinkedIn)**  
3,708



**Company Website**  
[hidglobal.com](https://hidglobal.com)

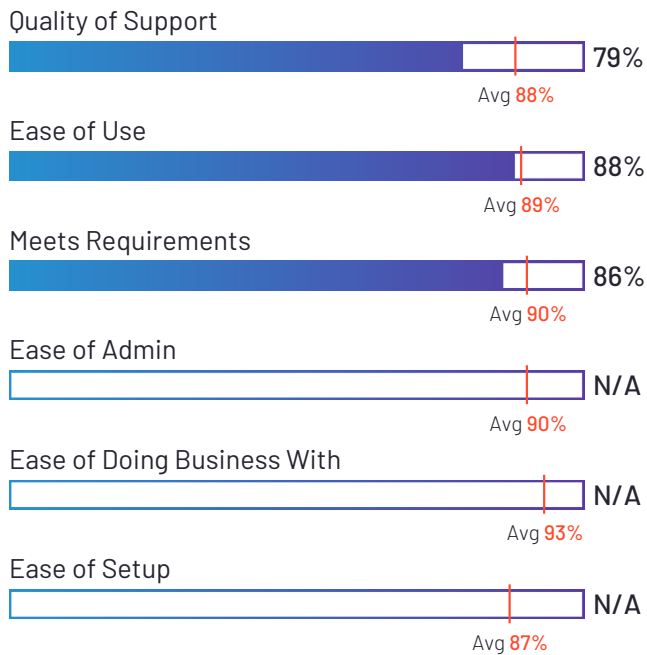


## Keystash

4.1 ★★★★★ (15)

Keystash has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 67% of users believe it is headed in the right direction, and users said they would be likely to recommend Keystash at a rate of 82%.

### Satisfaction Ratings



\*N/A is displayed when fewer than five responses were received for the question.

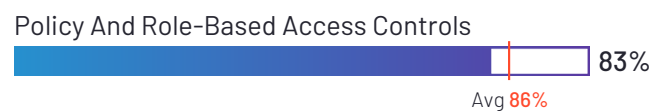
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Keystash



**HQ Location**  
Ruislip, London



**Year Founded**  
2022



**Employees (Listed On LinkedIn)**  
1



**Company Website**  
[keystash.io](https://keystash.io)



# Satisfaction Ratings for Certificate Lifecycle Management (CLM)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
<b>Sectigo Certificate Manager</b>	92%	87%	92%	93%	93%	91%	89%	91%	83
<b>SecureW2 JoinNow</b>	95%	88%	94%	87%	93%	94%	87%	85%	83
<b>Keyfactor Command</b>	90%	93%	87%	87%	92%	87%	80%	84%	76
<b>Keyfactor EJBCA®</b>	90%	93%	93%	86%	88%	87%	78%	86%	68
<b>AppViewX CERT+</b>	90%	100%	90%	87%	92%	94%	82%	87%	61
<b>Akeyless Platform</b>	89%	83%	88%	88%	100%	96%	79%	94%	70
<b>Google Cloud Certificate Authority Service</b>	89%	90%	93%	92%	95%	88%	83%	91%	65
<b>Azure Key Vault</b>	95%	100%	93%	N/A	N/A	88%	90%	93%	90
<b>AWS Certificate Manager</b>	87%	100%	86%	86%	95%	86%	89%	92%	58
<b>Cloudflare Application Security and Performance</b>	88%	98%	94%	90%	88%	83%	87%	88%	57
<b>Microsoft Active Directory Certificate Services (AD CS)</b>	68%	70%	84%	N/A	N/A	90%	N/A	84%	9
<b>DigiCert CertCentral</b>	87%	78%	99%	96%	95%	91%	89%	92%	64
<b>TrackSSL</b>	94%	90%	94%	93%	90%	91%	91%	94%	73
<b>Userify</b>	88%	100%	87%	89%	95%	76%	93%	87%	66
<b>ZeroSSL</b>	86%	69%	85%	92%	89%	82%	95%	89%	56
<b>Keystash</b>	82%	67%	86%	N/A	N/A	79%	N/A	88%	26
<b>Average</b>	88%	88%	90%	90%	93%	88%	87%	89%	63

\*N/A is displayed when fewer than five responses were received for the question.

\*\*Net Promoter Score ranges from -100 to +100



# Feature Comparison for Certificate Lifecycle Management (CLM)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Functionality

	Certificate Discovery	Expiration Monitoring	Automated Certificate Operations	Policy And Role-Based Access Controls	Workflow	Protocol Support	Reporting And Search	Audit And Enforcement	Key Storage
<b>Sectigo Certificate Manager</b>	86%	95%	88%	88%	88%	89%	92%	91%	91%
<b>SecureW2 JoinNow</b>	85%	87%	93%	85%	85%	93%	82%	86%	91%
<b>Keyfactor Command</b>	81%	89%	81%	87%	76%	80%	85%	82%	82%
<b>Keyfactor EJBCA®</b>	75%	79%	84%	86%	82%	86%	78%	82%	90%
<b>AppViewX CERT+</b>	95%	95%	91%	91%	92%	92%	92%	92%	89%
<b>Akeyless Platform</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Google Cloud Certificate Authority Service</b>	91%	91%	90%	86%	87%	89%	89%	90%	92%
<b>Azure Key Vault</b>	89%	86%	83%	97%	91%	N/A	N/A	N/A	86%
<b>AWS Certificate Manager</b>	84%	84%	93%	89%	84%	82%	70%	84%	86%
<b>Cloudflare Application Security and Performance</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Microsoft Active Directory Certificate Services (AD CS)</b>	70%	80%	77%	73%	75%	68%	80%	68%	76%
<b>DigiCert CertCentral</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>TrackSSL</b>	94%	95%	93%	86%	87%	91%	93%	92%	89%
<b>Userify</b>	86%	84%	90%	84%	83%	86%	90%	84%	96%
<b>ZeroSSL</b>		93%	81%			87%			90%
<b>Keystash</b>	N/A	N/A	N/A	83%	N/A	N/A	N/A	89%	91%
<b>Average</b>	85%	88%	87%	86%	85%	86%	85%	86%	88%

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.

# Additional Data for Certificate Lifecycle Management (CLM)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

## Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise ( >1000 emp.)
Sectigo Certificate Manager	8%	47%	45%
SecureW2 JoinNow	3%	52%	45%
Keyfactor Command	2%	8%	90%
Keyfactor EJBCA®	14%	31%	55%
AppViewX CERT+	5%	21%	74%
Akeyless Platform	11%	22%	67%
Google Cloud Certificate Authority Service	34%	44%	22%
Azure Key Vault	10%	20%	70%
AWS Certificate Manager	17%	58%	25%
Cloudflare Application Security and Performance	79%	17%	4%
Microsoft Active Directory Certificate Services (AD CS)	18%	45%	36%
DigiCert CertCentral	43%	29%	29%
TrackSSL	47%	27%	27%
Userify	28%	17%	56%
ZeroSSL	70%	22%	8%
Keystash	67%	27%	7%
Average	28%	30%	41%

(Additional Data for Certificate Lifecycle Management (CLM) continues on next page)

\*N/A is displayed when data is not publicly available.





# Additional Data for Certificate Lifecycle Management (CLM) (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

## Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Sectigo Certificate Manager	68%	32%	1.8	57%	34%	6%	3%	7	24
SecureW2 JoinNow	92%	8%	1.4	58%	38%	0%	4%	462	16
Keyfactor Command	62%	38%	6.0	51%	41%	5%	2%	17	19
Keyfactor EJBCA®	33%	67%	6.6	84%	11%	5%	0%	17	18
AppViewX CERT+	33%	67%	3.7	42%	54%	0%	4%	17	17
Akeyless Platform	60%	40%	N/A	67%	33%	0%	0%	N/A	N/A
Google Cloud Certificate Authority Service	91%	9%	1.1	63%	25%	0%	13%	7	12
Azure Key Vault	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
AWS Certificate Manager	100%	0%	N/A	100%	0%	0%	0%	N/A	N/A
Cloudflare Application Security and Performance	88%	13%	0.6	94%	6%	0%	0%	7	4
Microsoft Active Directory Certificate Services (AD CS)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
DigiCert CertCentral	71%	29%	0.4	88%	13%	0%	0%	3	14
TrackSSL	60%	40%	0.8	56%	33%	11%	0%	12	14
Userify	67%	33%	N/A	40%	20%	20%	20%	N/A	N/A
ZeroSSL	67%	33%	2.8	90%	10%	0%	0%	3	0
Keystash	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(Additional Data for Certificate Lifecycle Management (CLM) continues on next page)

\*N/A is displayed when data is not publicly available.

## Additional Data for Certificate Lifecycle Management (CLM) (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

### User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Sectigo Certificate Manager	67%	9
SecureW2 JoinNow	70%	6
Keyfactor Command	49%	16
Keyfactor EJBCA®	58%	12
AppViewX CERT+	65%	13
Akeyless Platform	N/A	N/A
Google Cloud Certificate Authority Service	59%	N/A
Azure Key Vault	N/A	N/A
AWS Certificate Manager	N/A	N/A
Cloudflare Application Security and Performance	86%	9
Microsoft Active Directory Certificate Services (AD CS)	N/A	N/A
DigiCert CertCentral	71%	N/A
TrackSSL	38%	10
Userify	N/A	N/A
ZeroSSL	59%	12
Keystash	N/A	N/A
Average	62%	11

(Additional Data for Certificate Lifecycle Management (CLM) continues on next page)

\*N/A is displayed when data is not publicly available.



## Additional Data for Certificate Lifecycle Management (CLM) (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

### Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers
Sectigo Certificate Manager	Sectigo	1998	559	67,529
SecureW2 JoinNow	SecureW2	2014	109	4,168
Keyfactor Command	Keyfactor	2001	499	19,707
Keyfactor EJBCA®	Keyfactor	2001	499	19,707
AppViewX CERT+	AppViewX	2008	534	51,929
Akeyless Platform	Akeyless	2018	95	9,123
Google Cloud Certificate Authority Service	Google	1998	314,476	38,267,709
Azure Key Vault	Microsoft	1975	232,306	25,997,468
AWS Certificate Manager	Amazon Web Services (AWS)	2006	146,691	10,129,305
Cloudflare Application Security and Performance	Cloudflare, Inc.	2009	5,449	1,067,149
Microsoft Active Directory Certificate Services (AD CS)	Microsoft	1975	232,306	25,997,468
DigiCert CertCentral	digicert	2003	1,722	119,441
TrackSSL	TrackSSL		1	11
Userify	Userify		1	1
ZeroSSL	HID Global	1991	3,708	140,836
Keystash	Keystash	2022	1	6

\*N/A is displayed when data is not publicly available.