

CASE STUDY

Keyko SSLTrust

Keyko, a Trusted Service Provider for the ANZ Region

Based in Sydney, Keyko Pty Ltd provides a range of web application and security services to 10,000+ local and international customers of all sizes. The company's offerings include penetration testing, security risk assessment, incident response planning, application security, and training and education. Keyko is known for its exceptional level of support and aims to create a seamless experience for all customers. The company delivers timely support via phone, email, or online chat from its Australian office.

SSL Trust Fills a Gap in the Australian Market

In 2015, Keyko established SSLTrust to meet the growing demand for SSL certificates and support in the Australian market. SSLTrust, focused on providing and provisioning SSL products, functions as a separate business entity from Keyko, but the companies share a large number of customers.

Prior to SSLTrust, a significant number of Keyko clients sought SSL certificates for their websites, aiming for a stronger level of security and assurance for visitors. Eventually, the requests for SSL certificates and support ballooned, as customers also needed certificates for internal and mail servers and required help with SSL configurations. Since no local Certificate Authority (CA) existed, Australian-based organizations had very few options.

As a result, these organizations lacked high-quality, trusted certificates and the support services to configure them. Keyko wanted to fill that void, so it created SSLTrust.

Industry

Web Application and Security Services.

Challenge

Keyko faced surging demand for SSL certificates and support, and launched SSLTrust to meet that need. To stay competitive, SSLTrust needed to provide more timely, high-quality support, faster issuance, and economically priced solutions.

Solution

Sectigo provided the right solution for SSLTrust's needs and helped the company remain financially competitive. SSLTrust is now able to offer high-quality support and deliver more timely and secure certificates to customers, and it's able to be more competitively priced.

Sectigo Products

- SSL Certificates
- Malware Scanners
- PKI Management Software

SSLTrust initially filled this local market gap and quickly grew to service the overall ANZ region, providing SSL certificates through multiple resellers and offering installation support. On SSLTrust's user-friendly web portal, customers can easily purchase and manage their SSL certificates and related products. To keep prices competitive, reseller partnerships originally made the most sense for SSLTrust. However, as SSLTrust's client base grew, the need for faster certificate issuance grew in parallel.

Sectigo Gives SSLTrust a Competitive Edge

In 2021, Sectigo became SSLTrust's primary CA. This partnership gives SSLTrust a custom control panel and direct API access, creating more flexibility in what it can provide to customers. The control panel has helped simplify the process for customers to configure their certificates and offers tips on obtaining SSL certificates quickly. SSLTrust can also monitor customer progress and provide assistance when needed.

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Result

Sectigo allows SSLTrust to remain competitive in the SSL market and build a stronger customer base via a range of affordable solutions that can be issued in as little as 5 minutes.

A direct partnership with Sectigo means speedier certificate issuance and integration - some domain validation certificates can be issued within five minutes of the order. Additionally, with Sectigo, SSLTrust can differentiate itself in the local market and remain financially competitive, ensuring its customers have access to the best pricing available.

The Sectigo relationship has helped SSLTrust steadily grow its customer base. Paul Baka, Technical Director at Keyko, noted “We pursued a partnership with Sectigo because it's one of the most well-known Certificate Authorities in the industry and its products are trusted and most often selected by our customers. This was a natural progression of our business since we want to offer customers high-quality products at a great price.”

SSLTrust offers the full range of Sectigo SSL certificates, and also provides Sectigo malware scanners and PKI management software. The most popular product is Sectigo's Multi-Domain SSL Certificate, as its versatility makes it an attractive option for SSLTrust customers.

Looking ahead, Keyko and SSLTrust are considering additional Sectigo products they can offer clients. “Leveraging Sectigo products has allowed us to provide comprehensive customer service and support,” continued Baka. “We are thrilled with the response from our clients and hope to bring even more Sectigo products to our market through SSLTrust.”

