CASE STUDY

E-Commerce Leader WiggleCRC

Challenge

WiggleCRC was spending 1,000 man-hours a year manually installing SSL certificates. They had no visibility of the state of their certificates, or of which ones needed to be renewed. This resulted in occasional outages, frequent escalations and frustration.

Solution

Sectigo worked with WiggleCRC to implement a Certificate Lifecycle Management platform designed to automate certificate issuance, improve visibility of certificates and eliminate the risk of outages.

Industry: E-commerce for cycle, run and swim products

WiggleCRC's mission is to inspire people to experience the joy of sport. The company offers a range of cycle, run, and swim products at Wiggle.com, and serves specialized markets with other brands including Chain Reaction Cycles. WiggleCRC owns upwards of 1,000 domains used by around 800 users internally, from the executive level to warehouse packers.

Sectigo Products:

- Sectigo Certificate Manager
- Sectigo public TLS/ SSL certificates

Certificate Management Becomes Overwhelming and Costly

As a large e-commerce company, WiggleCRC handles a high volume of transactions and must provide a high level of security for its customers. But the company's certificate management process was becoming increasingly overwhelming for its IT administration team. WiggleCRC faced challenges in getting a reliable view of the state of SSL certificates across the network and which ones needed to be renewed. The process of issuing and installing certificates was taking up too much time and effort, and it was almost impossible for WiggleCRC to keep track of which certificates were due to expire.

"Historically, the management of certificates took a lot of time," said Ryan Drake, Senior Systems Administrator at WiggleCRC. "It was a manual process that required PO authorization, internal configuration processes, and external verification every time, as well as different requirements to deploy those certificates for different servers." Ryan summarized the situation: "It was a nightmare."

Compounding these challenges was the complexity of its environment. "Unique to its brands, WiggleCRC has a diverse range of information oriented services such as order management and individualized recommendations," said Rob Lusher, IT Operations Manager at WiggleCRC.

Wiggle CRC needed a solution that would provide the same level of security for all of its offerings, and the many domains the company oversees. "In the past, there were certificates deployed with no record of them, and we had especially poor visibility over 3rd-party certificates," Ryan adds.

These challenges even led to an unexpected service disruption. As Rob explained, "we had an incident when a 3rd-party's certificate expired, which affected our website for 4 hours, costing around £500,000."

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Reputational and Legal Concerns Contributed to Certificate Challenges

The WiggleCRC team had long been aware of the need to secure their website with SSL certificates, but struggled with the management of certificates. The process was time-consuming and error-prone, due to a lack of visibility into which certificates were in use and where. WiggleCRC recognized it needed a central solution that could automate the end-to-end lifecycle of all of their certificates.

Moreover, the solution would need to help ease its significant regulatory compliance efforts. "We also needed to keep up with security and privacy requirements in the UK," added Rob. From GDPR to PCI DSS, the team had its hands full. Rob noted "we carry out PCI audits every quarter, that we have to make sure we're 100% in compliance with." Failure to comply could have resulted in hefty fines, or worse, loss of customers' trust.

Not only that, but while they've historically had to deal with European regulations, "Our new arrangement with Signa Sports United will give massive strides in North America," which has implications for compliance with US laws and regulations.

Adding to the challenge, the WiggleCRC team had to handle constant security scans and insurance requirements around public certificates. "It's almost that we needed a full team to keep up with vulnerabilities to protect our brand and reputation," explained Rob.

Sectigo Certificate Manager Effortlessly Boosts Efficiency and Visibility

Having researched various options, WiggleCRC chose to work with Sectigo to implement the Sectigo Certificate Management platform, automating the entire certificate management process. This automation "reduced the amount of man-hours quite significantly," explained Ryan. "The time savings are phenomenal."

"Our ability to generate certificates quickly and apply them is, obviously, pivotal," Ryan noted. "Sectigo Certificate Manager provides that visibility - not only discovering what certificates WiggleCRC has installed but also when they need to be renewed. This has prevented any further outages from occurring."

> "We can monitor certificates that are used in 3rd-party solutions, so that even if the supplier manages the certificate themselves, we use the tool to see if it's due to expire and contact the supplier preemptively to ensure it gets renewed," said Ryan. "We now know a month in advance of any potential issues."

With Sectigo Certificate Manager, WiggleCRC was able to locate all of its certificates and get an inventory of all TLS/SSL certificates. "We can monitor certificates that are used in 3rd-party solutions, so even if the supplier manages the certificate themselves, we use the tool to see if it's due to expire and contact the supplier preemptively to ensure it gets renewed," said Ryan. "We now know a month in advance of any potential issues."

The peace-of-mind delivered by Sectigo Certificate Manager has had a positive impact on the WiggleCRC team as well. "What you save in reputational damage and dealing with potential legal fines easily stretches into six figures," said Ryan. While Wiggle CRC once used free encryption, Rob was always concerned about reliability. "It's important to opt for a reputable, trusted certificate authority. You get what you pay for."

In WiggleCRC's future roadmap, it plans to add additional automation to the Certificate Lifecycle Management process delivered by Sectigo. "Having an industry-recognized, one-stop-shop is the way to go," said Rob, highlighting the value of a comprehensive Certificate Lifecycle Management platform.

Ryan explained "we have no reason to use any other public CA." In contrast to legacy systems that "have a big barrier to entry, particularly for more junior administrators," Sectigo Certificate Manager provides "point-and-click administration and automation." The end result: "It does everything we need. We get as many certificates as we want. It's so much easier."

About Sectigo

Sectigo is a leading provider of digital certificates and automated certificate lifecycle management solutions to leading brands globally. As one of the longest-standing and largest Certificate Authorities (CA), Sectigo has over 20 years of experience delivering innovative security solutions to over 700,000 businesses worldwide. Sectigo is the leading certificate lifecycle management provider supporting multiple CA vendors and integrating with the largest software ecosystems in the world.

For more information, visit www.sectigo.com and follow @SectigoHQ.