SaaS Provider Protects Enterprise Client Data in the Cloud and Lowers Costs with GeoTrust SSL Certificates

ClyTel develops software-as-a-service applications that allow business to create and administer account management programs. With a focus on enterprise clients, ClyTel specializes in helping large companies improve planning, customer collaboration, and transparency to increase sales and boost customer loyalty. Based in Palo Alto, California, ClyTel serves a large client base in the United States and extends its global reach into Asia and Europe.

Challenge: Secure Sensitive Account Data and Build Credibility with Enterprise Clients

When Boris Glants founded ClyTel in 2009, he realized that there was a tremendous opportunity to help enterprise companies streamline how they manage accounts. "Account planning is a great way for any business to retain clients and boost revenue, but it's particularly useful for large companies," he says. "Given how big and complex enterprises can be, our software is ideal for helping them grow their accounts and maximize their relationships with customers."

As Glants quickly discovered, the key to working with large companies is proving that the ClyTel software is secure and safe to use within enterprise networks. "Our software handles sales data and other highly sensitive information, so we face a lot of scrutiny when we approach new clients," he says. "Even more importantly, enterprises often have rigorous security audits that we absolutely must pass. If there's any doubt about our ability to deliver a secure experience, a client won't work with us. It's as simple as that."

To reassure clients and build confidence in its software-as-a-service application, ClyTel began to search for a well-known SSL provider that would be considered credible by IT teams in enterprise organizations. "We not only wanted the peace of mind that our clients' data would be protected, but we also needed to prove that our software is safe and that we take security seriously," says Glants.

Solution: Making the Switch to a Credible, Cost-Effective SSL Provider

When ClyTel launched the initial version of its cloud-based account planning software, Glants and his team decided to use SSL certificates from their domain registrar, Go Daddy. However, ClyTel experienced problems with its Go Daddy SSL certificates almost immediately. "With Go Daddy, we ran into compatibility issues. Some of our users who were using older browsers would get pop-up messages asking if our application should be trusted," Glants says. "Some of our users didn't know, so they would either submit a support ticket or use the application less, both of which cost us money in the end."

Solution Summary

ClyTel's enterprise clients demand strong, reliable security a standard that the company's previous SSL provider—Go Daddy—just couldn't meet. After switching to GeoTrust® SSL certificates, ClyTel eliminated any doubts about the safety of its software-as-a-service application, helping the company pass rigorous enterprise security audits.

Industry:
• Account planning software-as-a-service (SaaS)

Key Challenges:
• Protect sensitive enterprise account information by securing cloud-based application
• Work with a credible SSL provider to reassure clients and pass rigorous, enterprise-level security audits
• Provide seamless integration with other enterprise applications and single sign-on systems

Solution:
• GeoTrust® QuickSSL® Premium

Even more troubling for Glants was the fact that using Go Daddy SSL certificates was being flagged as a concern during the security audits that enterprise IT teams use to evaluate new technology solutions and services. "When you're working with large clients, they have their own audit teams that look at how secure your infrastructure really is, and one of the first things they look at is what type of SSL you have," he says. "The enterprise IT teams we were working with wanted brand name SSL from a credible provider, and Go Daddy didn't meet that standard."

To address these concerns, Glants and his team began searching for affordable, enterprise-ready SSL certificates from a provider that had a reputation for strong, reliable security. They quickly decided on GeoTrust. "There are a lot of things that I have to explain during a security audit, and I didn't want our choice of SSL to be one of them," says Glants. "With GeoTrust, there's no explanation needed. Clients know that GeoTrust SSL is credible and provides solid security, so it gives them the confidence to use our software without any concerns."

While brand name recognition was important, Glants also appreciated GeoTrust's offer to switch ClyTel's Go Daddy SSL certificate to a GeoTrust QuickSSL certificate at no cost. "We knew we wanted to go with GeoTrust because they're a recognized security provider, but their promise to switch us for free told us a lot about GeoTrust as a company," he says. "It communicated that GeoTrust is invested in the lifetime value of their customers, and that was really important to us."

Results: Boosting Client Confidence While Lowering Costs

After switching to GeoTrust, ClyTel has been able to eliminate any doubts about its SSL security, helping the company build customer confidence in its software and quickly grow its base of enterprise clients. "With GeoTrust, I don't have to worry about our application being compromised or our users' data getting hacked," says Glants. "Even better, we can prove to our clients that security is a top concern for our company. They hear the name GeoTrust and tick off the box for SSL security. It's a non-issue for them, and that's a big benefit for us."

As Glants points out, using GeoTrust certificates has also helped ClyTel lower costs by dramatically reducing the number of support tickets the company receives. "Since GeoTrust certificates are compatible with a range of web browsers, our users don't get pop-up messages like they used to," he says. "That means that we get fewer help requests, so not only do we save money on customer support, but we also have more time to focus on developing our software. Using GeoTrust SSL certificates has been great for our bottom line."

Future: Relying on GeoTrust to Secure Future Growth

In the future, Glants and his team will continue building easy-to-use software-as-a-service applications while working to expand ClyTel's global reach. As the company grows, Glants plans to continue relying on GeoTrust for SSL security. "As we develop our software and add even more domains, we absolutely plan to stick with GeoTrust," he says. "GeoTrust has become our go-to SSL provider, and we don't see that changing anytime soon."

Results:
- **Effectively reassures enterprise clients that their cloud software-as-a-service application is secure**
- **Eliminated security pop-up messages and reduced number of help tickets**
- **Improved revenue by lowering cost of customer support and encouraging increased use of software**

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—Boris Glants, President, ClyTel

About GeoTrust

The internet's one million most-visited domains rely on GeoTrust SSL more than any other certificate authority.* GeoTrust is the largest low-cost SSL brand solely focused on security. With GeoTrust, you get inexpensive SSL without sacrificing convenience, choice or reliability. We're a trusted security partner with a proven track record for reliability, quality and convenience.

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* August 4, 2010: Netcraft Survey Shows GeoTrust SSL Secures More Alexa Top 1 Million Domains than Any Other SSL Provider