

FROST & SULLIVAN

*GMO GLOBALSIGN*

**2022**  
**COMPETITIVE**  
**STRATEGY**  
**LEADER**

*GLOBAL*  
*HOLISTIC TLS CERTIFICATE INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. GMO GlobalSign excels in many of the criteria in the holistic TLS certificates space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

### *Digital Trust – A Necessity for Today’s Businesses*

Organizations of all kinds have embarked upon digital transformation journeys to prepare themselves for the rapid changes in the enterprise environment and deliver competitive advantage. One of the focal points of digital transformation is the customer journey, primarily through online platforms and digital touchpoints. The number of people connected to the internet has risen steadily in comparatively underdeveloped places, such as Southeast Asia and Africa. For example, the number of first-time internet users in Southeast Asia increased from 10 million in 2019 to 40 million in 2020. With the growth in digital engagement among end consumers, the demand for safe and secure digital transactions has gone up.

TLS certificates provide the assurance of authenticity and integrity to the end consumer; particularly vital given that digital trust is a crucial aspect of enterprise strategy today. As a result, organization adoption of TLS certificates has grown significantly in the last three years. Between 2018 and 2022, the number of public TLS certificates issued recorded a 36.0% compound annual growth rate (CAGR).

For certificate authorities (CAs), this is good news. CAs gain revenue and market share when organizations increase the average number of certificates. However, several CAs have exited the market in the last three years, and some of those that remain are exhibiting stagnating growth. A massive PKI infrastructure to maintain trust levels and the associated operational overhead is a notable market entry barrier and growth challenge for CAs. In addition, price wars and commoditized products due to tight regulation by the CA/Browser Forum are deterrents to smaller market participants. Service levels,

comprehensive portfolio, and vendors' credibility/experience all influence buying decisions. Very few CAs have withstood the turbulent competitive dynamics of the TLS certificate market.

GMO GlobalSign, founded in 1996, is one of the oldest and most longstanding CAs in the market. The company, headquartered in Japan, is a leading CA in the global public TLS certificate market, holding an 8.9% market share in 2021.

### ***Comprehensive Portfolio Addressing Customer Pain Points***

GlobalSign offers an extensive portfolio of products and services in the public key infrastructure (PKI) space. In addition to public TLS Certificates for websites, the CA also issues S/MIME, code signing, document signing, device and IoT certificates. GlobalSign is an accredited Qualified Trust Service Provider (QTSP), and issues EU and UK qualified website authentication services, qualified electronic signatures and seals, and qualified timestamps. The CA is the first leading CA to become QTSP recognized under the UK eIDAS law. The CA also offers users and machine authentication solutions to organizations.

In 2021, GlobalSign launched a cloud-based digital signature workflow solution, GMO Sign. GMO Sign helps organizations simplify end-to-end document signing, approval workflows, management, and storage. In addition to English, GMO Sign is available in Japanese, Spanish, Thai, Vietnamese, Burmese, and Portuguese.

GlobalSign's cloud-based digital signing service (DSS) helps enterprises and service providers deploy trusted digital signatures. Organizations can submit a hash of their documents in the DSS, and the CA will digitally sign the hash then time stamp with a trusted hierarchy producing a long term validated signature.

Traditionally, organizations could deploy trusted AATL digital signatures only for individuals within the organization. However, it is now possible to verify the identities of customers/contractors outside the

organization to support Business/Government to Consumer use cases.

*“GlobalSign offers a cloud-based certificate lifecycle management (CLM) platform, Atlas, which ensures high scalability, throughput, and availability for certificate issuance. With the help of automation, Atlas empowers IT teams to flexibly manage and authenticate a broad array of identities – users, machines, IoT and mobile devices, and servers.”*

***- Swetha R K, Senior Industry Analyst,  
Cybersecurity, Frost & Sullivan***

The company also released the latest version of its PKI automation solution AEG 6.4 and 7.5, which helps users automate PKI for most endpoints. AEG 6.4 supports Linux, iOS, and mobile devices with a cross-platform enrolment agent. Similarly, AEG 7.5 helps organizations to not only install S/MIME certificates to end-user devices, but also configure them silently. AEG 7.5 also includes key roaming capabilities.

GlobalSign offers a cloud-based certificate lifecycle management (CLM) platform, Atlas, which ensures high scalability, throughput, and availability for certificate issuance. With the help of automation, Atlas empowers IT teams to flexibly manage and authenticate a broad array of identities – users, machines, IoT and mobile devices, and servers. Atlas enables automation of various complex tasks, including key management, directory integration, and

support of multiple protocols to cover a wide array of endpoints.

By integrating with AEG, Atlas enables organizations to manage the identity of every endpoint connected to the active directory. The CA also introduced the Atlas environment for DevOps professionals using the HashiCorp vault, enabling seamless procurement, listing, and revocation of certificates.

GlobalSign positions itself as an identity services company and is on a mission to provide “Identity of Everything.” In this direction, the company has introduced several solutions for various devices, including IoT. The CA has created partnerships with EuroTech to embed strong verifiable device identities at the earliest point in industrial IoT supply chains. Moreover, it has engaged in a more extensive collaboration with Infineon and Microsoft to establish a trust chain for IoT devices.

### ***Boosting Growth through Customer-Friendly GTM Strategies***

Based on Frost & Sullivan's analysis, GlobalSign held the 4<sup>th</sup> position in the global holistic TLS certificate market in 2021. GlobalSign opened its 10<sup>th</sup> office in Latin America in 2021, making it the first international CA to have a full-service office in the region. The company plans to use this office to support organizations on certificate management, automation, and more.

GlobalSign has recorded an average YoY growth rate of 34.3% over the last three years. In particular, the CA's document signing service has been an enormous success. The CA recorded a 50.0% YoY growth in 2021 for its DSS product line.

*“GlobalSign believes in creating a superior user experience on its platforms so that customers will not need any support. GlobalSign also empowers customers with self-service with the help of its artificial intelligence (AI) chatbot.”*

***- Swetha R K, Senior Industry Analyst,  
Cybersecurity, Frost & Sullivan***

GlobalSign offers DSS on a subscription-based pricing model through which organizations can buy signatures rather than certificates. During the COVID-19 pandemic, the demand for procuring signatures over secure sessions went up. As a result, organizations were often scrambling to buy signatures but faced difficulty in forecasting the actual number of signatures required.

GlobalSign offers signature packs for every organization size, starting at 1,000 to over 5 million signatures. Organizations can opt for overage billing at a per-user price for any signature beyond the pack. A subscription-based model such as the DSS helped organizations scale up their identity management without incurring additional costs during the financial year.

On average, GlobalSign issued 2 million signatures a month, in 2021. GlobalSign also issues trusted timestamps for every digital signature applied to a hash. In 2021, the CA issued 12 million timestamps on its platform.

GlobalSign uses a variety of channels for customer acquisition. In addition to the traditional inbound marketing leads, the CA also offers a self-service option for organizations to enable a single purchase journey.

The company uses paid and syndicated marketing campaigns in partnership with companies such as BrightTalk and ISMG to capture the attention of technology companies. In addition, it leverages

databases such as LinkedIn and ZoomInfo to identify new leads.

GlobalSign's sales team engages with the customer to understand pain points and suggest the most suitable solution. Then, the sales team nurtures every lead generated through regular engagement with the customer. GlobalSign also leverages its extensive partner network to build its customer base. The company has over 500 channel partners enabling customer acquisition.

GlobalSign regularly publishes datasheets, whitepapers, webinars, and how-to guides on its website to create awareness. The CA also conducts surveys to understand customer needs and pain points. The recent 2021 Global PKI survey underscores the importance of certificate management solutions.

GlobalSign adopts a "Follow the sun" philosophy for its customer service initiatives. With 16 offices across the globe, it offers 24\*7 support for its customers in regional languages. In addition, GlobalSign believes in creating a superior user experience on its platforms so that customers will not need any support. GlobalSign also empowers customers with self-service with the help of its artificial intelligence (AI) chatbot. Security analysts can pose queries to the chatbot and receive responses immediately.

## Conclusion

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Demand for TLS certificates has increased with the rise in digital engagement with businesses and the growing significance of digital trust. However, the CAs have a hard time keeping up with the ever-increasing demands of organizations and the CA/browser Forum around user experience and certificate standards respectively. CAs must follow a multipronged strategy focused on customer needs to sustain growth in the Global TLS certificate market.

GlobalSign has established itself as a trusted CA among its customers for 25 years. Armed with a strong understanding of customer needs, the CA's product development and go-to-market strategies are relevant to customer pain points.

For its strong overall performance, GlobalSign earns Frost & Sullivan's 2022 Global Competitive Strategy Leadership Award in the holistic TLS certificate market.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

### Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Strategy Innovation*

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

