

< Let's Talk

"The Entrust system enables us to invalidate a certificate once it is no longer needed and use that certificate for a new client or a new URL. This flexibility is one of the greatest features with the type of business we do."

Active Network, Events



Founded: 1998

Employees: 3,000

Web: www.activeevents.com | www.activenetwork.com

Originally named WingateWeb, this Utah-based event management expert delivers specialized software and services to the world's top conferences, conventions and trade shows.

In fact, the company's success drew the attention of potential investors and interested parties. And this boom led to the acquisition by Active Network, an accelerated path of growth and a new name: Active Network, Events.

As growth continued, the corporate office at Active Network issued a challenge to departments within the organization: review all partnerships and vendors to ensure the company is getting the very best value. And even though Entrust had been a reliable partner of Active Network, Events for more than seven years, the Dallas-based security expert was not exempt from this review.

From a security perspective, Active Network, Events' goal was to complete a thorough audit of SSL digital certificate agreements with Entrust Certificate Services, an arm of Entrust that specializes in digital certificates.

The team compared prices, services, reputation, expertise, support and more. If it was more cost-effective to switch to a different SSL provider, without compromising service or support, the company wouldn't hesitate to migrate to a new security provider.

“We were a small start-up company that began with a single client and a single SSL certificate. As our client base increased, we began purchasing several SSL certificates for the different websites we hosted. The management of these certificates, as well as the cost, became more of an issue.”

— Jason Williams
Sr. Systems Administrator
Active Network, Events

Better Features, Less Money

That change never happened. Upon completing the review, Active Network, Events realized that Entrust provided more value, elite expertise, and comprehensive support and service. And this conclusion was made after a full juxtaposition of all competitors, big and small.

And it was Entrust's unique certificate pooling offering that Active Network, Events identified as one of the primary reasons for continuing the partnership — and key to the company saving money. Utilizing this method, Entrust delivers unlimited re-issuance and re-purposing of SSL certificates at no additional cost. This reduces costs by eliminating the need to buy more certificates when they expire or require renewal.

“The Entrust system enables us to invalidate a certificate once it is no longer needed and use that same certificate for a new client or a new URL,” said Active Network, Events senior systems administrator Jason Williams. “This flexibility is one of the greatest features with the type of business we do.”

Certificate Hub

As Active Network, Events grew, their need for a comprehensive, easy-to-use certificate management tool followed. The company had used the Entrust Certificate Management Service (CMS) since 2004 with strong success. The Web-based platform helped the company grow from a pool of just 10 SSL digital certificates to more than 60. It wasn't a service the company was easily going to forgo.

A centralized certificate management hub, Entrust's service simplifies the purchase, deployment, renewal and expiry of digital certificates for multiple Web servers and users. The platform enables Active Network, Events to add and remove certificates and domains as they see fit.



Figure 1: Entrust Certificate Management Service Dashboard

“The process to create a single certificate without the CMS tool can be tedious ... With the CMS tool, we are able to provision new domains and certificates quickly.”

— Jason Williams
Sr. Systems Administrator
Active Network, Events

Premium Support

Active Network, Events was even impressed by the level of service and support provided by Entrust. Selecting Premium Technical Support, the company was provided a dedicated North American-based account manager to assist with each and every query or concern.

Entrust Certificate Services

As discovered by Active Network, Events, Entrust digital certificates are the proven, cost-effective method for properly securing an organization. Whether it's a basic SSL certificate, more advanced EV multi-domain SSL certificates, or specialty certificates for secure email or Adobe PDFs, Entrust offers a comprehensive portfolio of today's most-used digital certificates. And all are supported by Entrust's world-class service.

About Active Network, Events

Born from The Active Network, Inc., acquisition of WingateWeb, Active Network, Events provides event management software and services to the world's top conferences, conventions and trade shows. The company optimizes strategy, maximizes audience and delivers perfect events for global organizations.

Active Network, Events is the leading provider of enterprise event management software. The company's software solutions offer more than just commodity online registration, they enable event managers to produce a truly spectacular event experience for their customers. Active Network, Events prides itself in driving innovation and value to events from start to finish. The company has been building innovative event management software and online registration tools for Fortune 100 companies since 1998.

About Entrust

A trusted provider of identity-based security solutions, Entrust empowers enterprises, governments, financial institutions, citizens and websites in more than 4,000 organizations spanning 60 countries. Entrust's customer-centric focus is the foundation to delivering organizations an unmatched level of security, trust and value. For strong authentication, credentialing, physical and logical access, mobile security, digital certificates, SSL and PKI, call 888-690-2424, email entrust@entrust.com or visit www.entrust.com. Let's talk.

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