

A MENTORING PROCESS

*Easy management, better service key for electronic design
automation leader MentorGraphics*

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Securing Digital Identities
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An Unrealized Challenge

Mentor Graphics, an electronic design automation (EDA) corporation out of Oregon, has been a satisfied Entrust Certificate Services customer since 2003. But for years they couldn't rationalize the need for a comprehensive management service. Buying SSL digital certificates — often one at a time from Entrust — worked fine for their business.

But managing the purchase, deployment, renewal and expiry of digital certificates for multiple Web servers, purposes and users — sometimes in many different locations — can be time-consuming and costly.

It wasn't until the day one of their certificates unexpectedly expired that Mentor knew there had to be a better way. That's when the value of the Entrust Certificate Management Service (CMS) was apparent.

"We didn't really get what CMS was until we had an incident where I wasn't able to renew a cert in enough time through the support team," said Mentor Graphics web administrator Cynthia Thorson. "Then it all became crystal clear as to where CMS fits in."

'It's A Beautiful Thing'

From that point, Mentor Graphics was sold on the value, flexibility and ease of use of CMS. At the core, the Web-based portal serves as a centralized certificate management hub that simplifies the purchase, deployment, renewal and expiry of digital certificates for multiple Web servers and users.

The self-service application is designed to streamline certificate management while providing secure certificates from a recognized brand in online security. To help ease issuance, customers purchase certificates from a pool of account licenses to minimize management headaches of unexpected certificate expiration — even on weekends or holidays.

"It's a beautiful thing to have the ability to generate certificates when we need them because we've paid for them up front. Or even have the ability to buy them ad hoc at the same time. It's just easy," said Thorson. "It was very, very helpful and it probably accounted for our increase in our number of certs. For our company, it's easier for our people to centrally get them through CMS, and to be able to revoke it or renew it."

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Web Administrator, Mentor Graphics***



About Mentor Graphics

Mentor Graphics is a leader in electronic design automation. They enable companies to develop better electronic products faster and more cost-effectively. The company's innovative products and solutions help engineers conquer design challenges in the increasingly complex worlds of board and chip design. Established in 1981, the company reported revenues of about \$1.02 billion during an off-set, 12-month fiscal calendar in 2011-12.

Founded: 1981

Headquarters: Wilsonville, Ore.

Offices: 70 Worldwide

Ticker Symbol: MENT (NASDAQ)

Web: www.mentor.com

Strong Momentum

Years later, Mentor's opinion of Entrust Certificate Services remains strong. In fact, the company believes that Entrust has further differentiated itself from the market. And this is concurrent to a struggling economy and a new age of online threats.

"There was some parity in the general market, but in 2008 Entrust really started to add more differentiators," said Mentor IT manager Jacob Mathai. "That was very compelling. Since then, Entrust has really built momentum with Mentor."

Those Entrust differentiators included expansive growth in the certificate portfolio — unified communications, wildcard, Adobe CDS, code-signing and secure email certificates, to name a few — as well as the introduction of a certificate discovery tool. This was in addition to an already expansive certificate offering that included extended validation (EV) multi-domain SSL certificates and a number of standard and advanced SSL digital certificates.

With such a breadth of certificate options, Mentor wasn't forced to use multiple vendors to solve various internal and external enterprise security challenges. One vendor did it all.

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IT Manager, Mentor Graphics***

Steady Growth, Stable Prices

As Mentor Graphics' business has grown and evolved, so has their digital certificate needs. In fact, the company's certificate inventory grew 36 percent from 2008 to 2011. And while they find great value in the aforementioned offerings, including the ability to re-purpose/reuse certificates without incurring additional costs, it was Entrust's stable, fair pricing that played a key role in their peace of mind.

Mentor didn't enjoy such a luxury with their previous certificate vendor, a leader in the market that has a knack for overcharging for the same standards-based technology.

"Every six months — or whenever we needed a new certificate — they would increase the price," said Thorson. "That was the catalyst for hunting for a new vendor.

"It was becoming ridiculous and Entrust's price was significantly better. And, from what I could tell, the certificates were identical. I couldn't see any difference and my perspective is that Entrust is a more credible security brand."

Unmatched Customer Satisfaction

While each of Entrust's customers are valued and unique, they all share similar success stories. In fact, more than 98.5 percent of CMS customer renew each year. Customers are assigned a dedicated account representative who's there to answer each question. And Entrust's around-the-clock support is also available — just in case.

Streamlined communication channels make it easier for customers like Mentor to stay in touch. From click-to-chat, phones, blogs, email and support, it's all been integrated with customer service top of mind.

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The Details — Entrust Certificate Management Service

Entrust's proven Web-based service provides the ability to set certificate expiry dates to suit project schedules and corporate policies, and have a workflow of email notifications ensuring certificates don't expire unexpectedly.

The service enables customers to pre-purchase a number of licenses and "pool" them into a re-useable and re-issuable inventory. While some vendors offer an unlimited re-issuance option on certificate products, the Entrust Certificate Management Service goes further and allows complete re-purposing at any point in the subscription period — maximizing the usage of every certificate license and keeping costs predictable and in control.

Entrust Certificate Services

Focused and dedicated, Entrust Certificate Services provide one of the industry's most comprehensive offerings of digital certificates and related services, tools and solutions. 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.