| Overview | |
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| **Target Personas** Director or Technical Manager level in Security, Application Development, Platform Engineering or Architect | Ideal customers for this sales play include those who have used Vault CE or other certificate management tools to generate PKI certificates. This sales play is a good fit for customers looking to automatically manage PKI certificates for closed ecosystems like mesh, mTLS, or looking to implement private certificate authorities. |

| Why & What |
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As compliance requirements tighten around certificate rotation and revocation, organizations must accelerate certificate deployment beyond the limits of today's manual processes. Currently, an operator may request a certificate via a helpdesk ticket, manually connect to the consuming workload, and restart it—an inefficient approach that fails to meet evolving compliance demands.

A 2024 Venafi survey found enterprises spend 110,000 hours deploying certificates, with automation still rare—29% rely on spreadsheets for tracking. Meanwhile, certificate-related outages have cost companies millions: in 2023, Starlink experienced service disruption due to an expired ground station certificate, and in 2022, Spotify's Megaphone was down for over nine hours due to an expired TLS certificate. A 2016 Ponemon Institute report estimates downtime costs at ~$9,000 per minute, meaning failure to modernize could result in losses of up to $4.8M per incident.

With HashiCorp's opinionated workflow, teams can eliminate inefficiencies, reducing certificate deployment effort by 99%. Vault automates issuance and lifecycle management, ensuring security leaders can protect valid identities, enforce compliance, and reduce operational costs—all within a unified, scalable platform.

| Business Value of Implementing Automatic Certificate Renewal with HashiCorp Vault | |
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Scale processes, procedures, and drive compliance for certificate management in a way that accelerates the automation of certificate renewal workflows.

* **Cost** - Fewer hours manually configuring and renewing certificates across all services within the organization
* **Speed** - Increase efficiency through automation of the certificate renewal process
* **Risk** - Meet accelerated certificate compliance guidelines, reduce risk of service downtime

| Resources | |
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| * 1st Call Deck (Pitch Deck) - for AM * Discovery Guide * Objection Handling Guide * 2nd Call Deck (Technical) | * Demo * Workshop * Deal Sizing Guide |