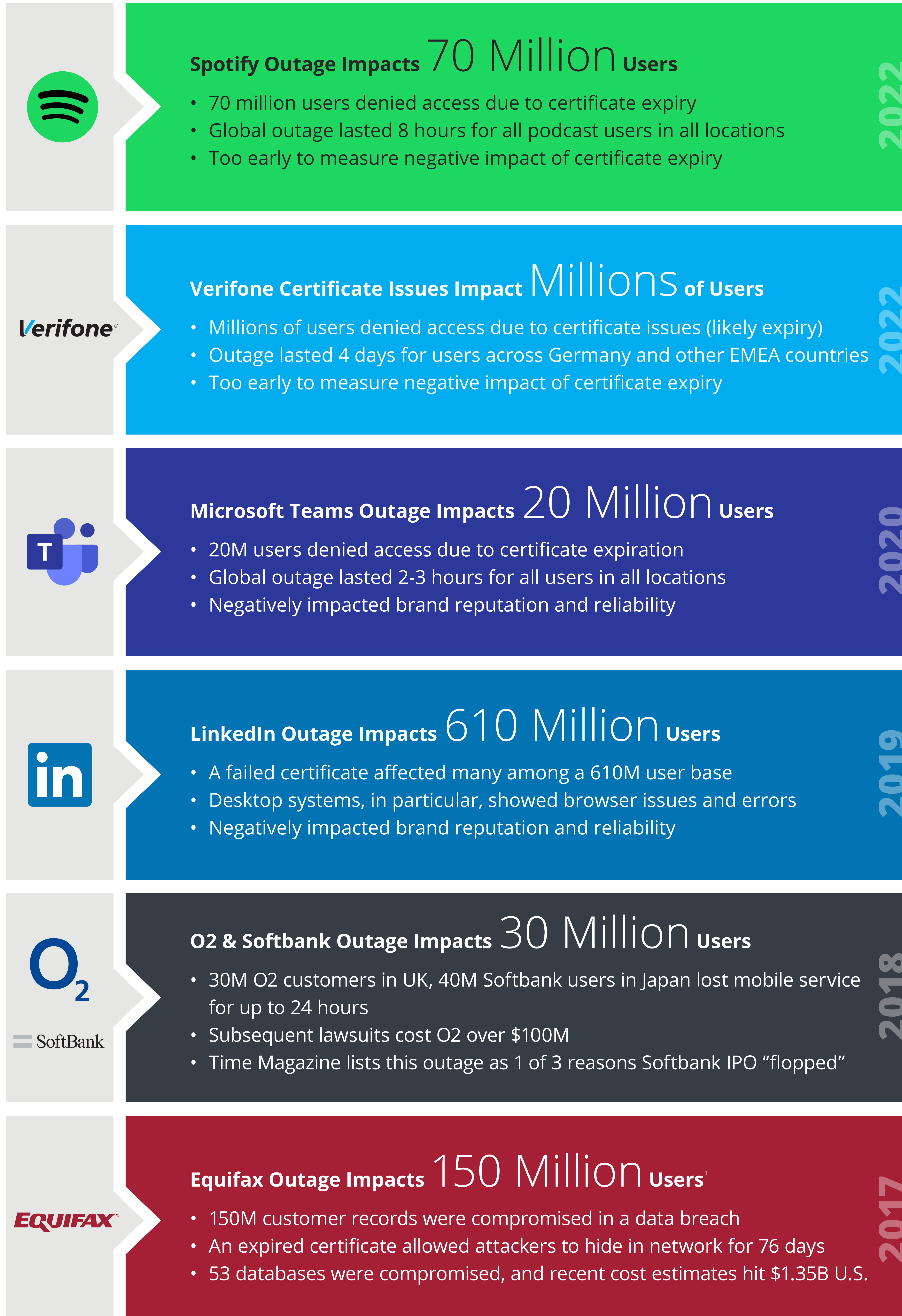# Over A Billion
impacted by major outages in the past 6 years

Every year, we see at least one major organization hit by an outage caused by an expired certificate. While these outages are clearly **security failures**, they have an immediate impact on revenues, customer satisfaction and competitive differentiation.

AFFECTED USERS

6 Major Outages in 6 Years

For the last 6 years, a security certificate failure has negatively impacted reputation and revenue for name-brand market players.

Spotify Outage Impacts 70 Million Users
2022
- 70 million users denied access due to certificate expiry
- Global outage lasted 8 hours for all podcast users in all locations
- Too early to measure negative impact of certificate expiry

Verifone Certificate Issues Impact Millions of Users
2022
- Millions of users denied access due to certificate issues (likely expiry)
- Outage lasted 4 days for users across Germany and other EMEA countries
- Too early to measure negative impact of certificate expiry

Microsoft Teams Outage Impacts 20 Million Users
2020
- 20M users denied access due to certificate expiration
- Global outage lasted 2-3 hours for all users in all locations
- Negatively impacted brand reputation and reliability

LinkedIn Outage Impacts 610 Million Users
2019
- A failed certificate affected many among a 610M user base
- Desktop systems, in particular, showed browser issues and errors
- Negatively impacted brand reputation and reliability

O2 & Softbank Outage Impacts 30 Million Users
2018
- 30M O2 customers in UK, 40M Softbank users in Japan lost mobile service for up to 24 hours
- Subsequent lawsuits cost O2 over $100M
- Time Magazine lists this outage as 1 of 3 reasons Softbank IPO "flopped"

Equifax Outage Impacts 150 Million Users
2017
- 150M customer records were compromised in a data breach
- An expired certificate allowed attackers to hide in network for 76 days
- 53 databases were compromised, and recent cost estimates hit $1.35B U.S.

SCOPE

How big is the problem?

PERSISTENCE

83%

CIOs who experienced a certificate-related outage in the last 12 months

COST

$5,600

Average cost per minute of a critical infrastructure outage[1]

FORECAST

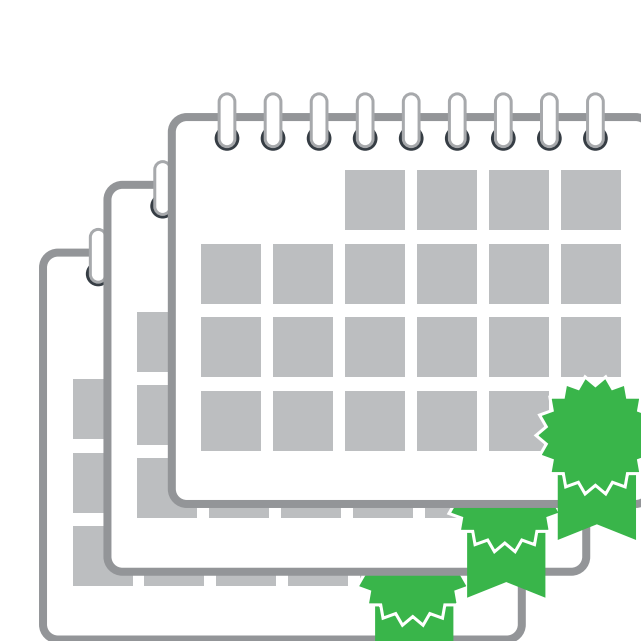## Will it get worse before it gets better?

INCREASED EXPOSURE

43%

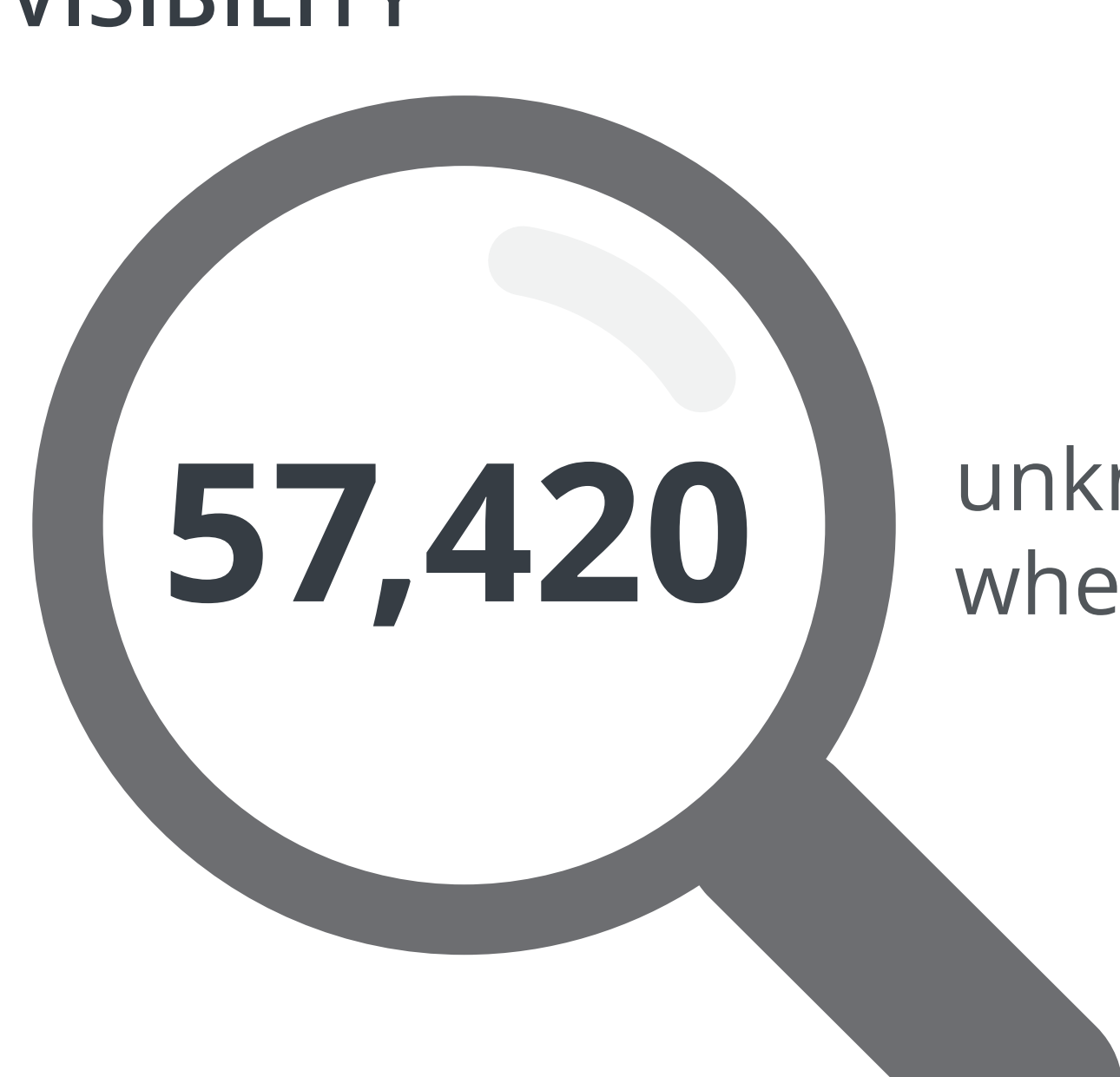CIOs are using 250,000 machine identities and expect this number to grow by 43% by 2024

SHORTER LIFECYCLES

90-day

Shorter certificate lifespans are becoming more common

LIMITED VISIBILITY

57,420

unknown keys and certificates are discovered, on average, when a machine identity protection solution is deployed[2]

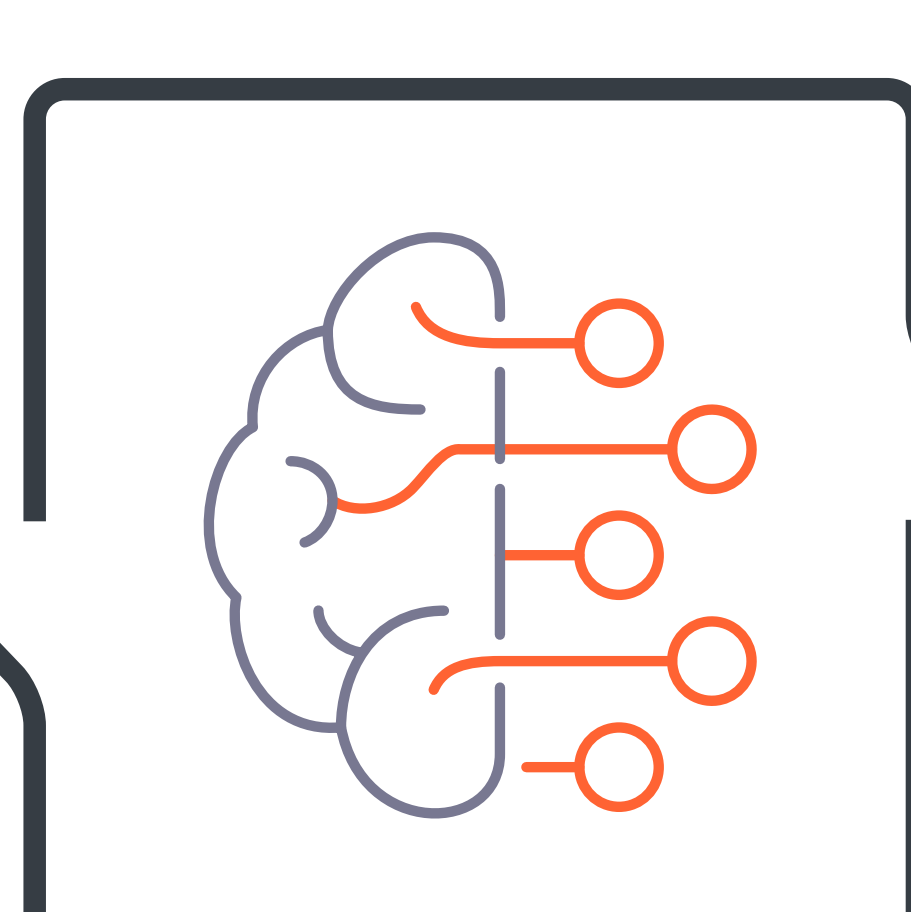## VIA VENAFI NO OUTAGES GUARANTEE

We are so certain that Venafi customers who follow the Venafi Way will not experience any certificate-based outages that we guarantee it.

- Based on best practices of companies that have actually eliminated certificate outages
- Prescriptive solution that combines people, process and technology for a complete solution
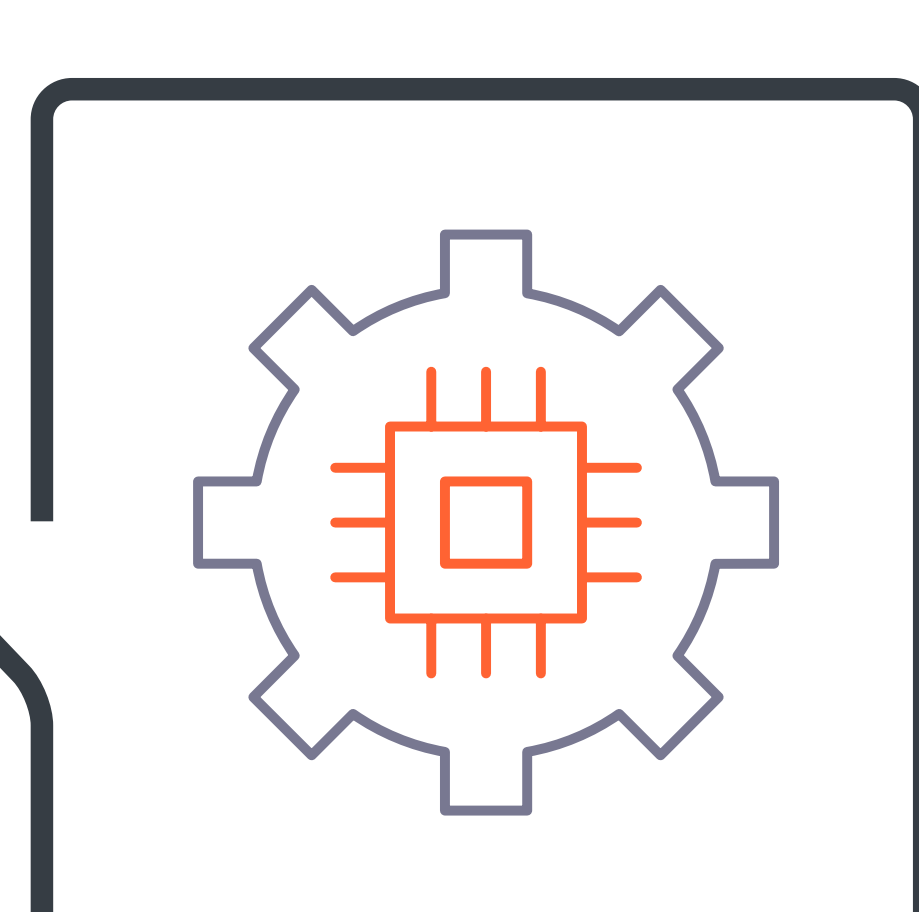- Delivers complete visibility, intelligence and automation of all machine identities

VIA Venafi

VISIBILITY · INTELLIGENCE · AUTOMATION

Learn more about the No Outages Guarantee at www.venafi.com/outages.

Venafi