

To Build or to Buy?

Why This Software Company Chose to Buy with Censys

Industry

Enterprise Software

Region

North America

Size

300-500 employees

The Challenge

The company wanted to enhance its certificate management capabilities to scan the internet for certificates without investing the significant time and resources needed to meet their speed and scale requirements.

The Goal

To enhance its certificate management solution, the company needed to identify the most efficient way to gain access to fast, reliable certificate data.

The Outcome

Censys's certificate scanning capabilities enabled the company to quickly enhance its certificate management solution and continues to save the company time and resources.

A machine identity management software company needed reliable internet certificate data to enrich its commercially-available certificate management solution.

When looking to expand business capabilities, companies often confront the classic build-or-buy question. Is it better to rely on in-house resources to achieve what's needed, or consider external solutions? **In the case of cybersecurity tech, specifically access to internet intelligence at scale, the answer to this question is almost always a resounding "buy."** That's because it would take significant time and resources to build an internet-wide scanning solution with the depth, breadth, and accuracy that established solutions like Censys already offer.

A Need for Robust Certificate Scanning

A machine identity management software company arrived at a similar conclusion when deciding how to scan internet security certificates at scale. The company wanted to enhance the certificate management capabilities of their commercially-available machine identity management products, but needed access to high-volume, fast-paced certificate scanning to do so.

The company initially looked to meet this need by developing an in-house internet certificate scanner. The solution required a dedicated team of 7-10 engineers to build. However, as their senior product manager put it, "Our option was not sustainable."

In addition to the time, human resources, and cost required to run the in-house solution, the company's principal engineer noted the challenge of maintaining an infrastructure extensive enough to meet the company's CT log processing and storage needs: **"We needed something that could run 24/7 and quickly answer the question 'where are my certificates?' And we realized we needed to develop something with the infrastructure and search capabilities that Censys had already built."**

The team decided that going the "buy" route and partnering with an established internet scanning solution was in their best interest long-term. After considering two other providers, they ultimately chose to partner with Censys, stating that Censys APIs were easier to use and best aligned with their use case. Censys is also the provider with the largest certificate repository in existence (9.5+ billion certificates).



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Senior Product Manager

Accelerating Time-to-Market & Gaining Efficiency

After adopting Censys, the company **accelerated the go-to-market timeline for its certificate management enhancements by several months**, and benefitted from overall resource savings as a result of choosing to access data from a third-party rather than housing data onsite.

Their senior product manager notes that speed of certificate access with Censys has been a key value add and differentiator for their company, sharing: **"I want to underline the wow factor that we provide via Censys: we're able to say to our customers that we can provide them with certificate data in less than 30 seconds."**

Over the five years that the company has worked with Censys, they've established a productive partnership that allows them to optimize how Censys scanning meets their needs. Their team collaborates with Censys team on feedback for new product features and leverages Censys direct messaging channels to get their questions resolved quickly.

As the principal product engineer said, **"I was very pleasantly surprised and delighted honestly to be able to go any time on the channel and raise an issue,"** adding, "I liked the fact that there was always someone on the other side to hear our requests and concerns."

The Authority for Internet Intelligence and Insights

Censys leads the industry in internet scanning capabilities to provide the largest, most comprehensive dataset of Internet intelligence available. Censys enables security teams to identify risks, act fast, and protect their organizations by scanning 45x more services than the nearest competitor and conducting daily scans on the top 137 ports and top 1440 ports in the cloud.



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Censys' mission is to be the one place to understand everything on the internet. Frustrated by the lack of trustworthy Internet intelligence, we set out to create the industry's most comprehensive, accurate, and up-to-date map of the Internet. Today, Censys delivers real-time Internet intelligence and actionable threat insights to global governments, over 50% of the Fortune 500, and leading threat intelligence providers worldwide.