

CASE STUDY

GlobalSign CloudSSL Secures HotelPlanner.com's Online Reservation Services for 100k+ Partners



Challenge

HotelPlanner.com, the leading provider of online services in the global group hotel marketplace, uses SSL to secure their custom hotel-booking solutions for their 100,000+ partners and affiliates. In the past, HotelPlanner.com relied on the partners to issue and manage these certificates, which often caused delays in solution deployment and required constant monitoring to ensure no certificates expired unexpectedly.

As their customer base continued to grow, and the number of domains and associated SSL Certificates with it increased, HotelPlanner.com sought a solution that would take the burden of SSL away from their partners and instead allow HotelPlanner.com to manage certificate administration themselves in a more cost- and time-efficient manner.

“A lot of our partners are Fortune 500 companies, who are often balancing many projects at once, so to get them to issue an SSL Certificate for a project like a hotel booking engine could be very difficult. On top of that, it was becoming extremely expensive and cumbersome to manage so many certificates with our previous provider, Symantec,” said John Prince, Co-founder and CIO at HotelPlanner. “I thought there had to be a better way and started looking for a Certificate Authority with more flexible solutions that would allow us to manage SSL ourselves. We found that with GlobalSign CloudSSL.”

Solution Requirements

- Provide SSL for all partners and affiliates without burdening HotelPlanner.com support teams
- Remove the need for HotelPlanner.com partners to understand and manage SSL themselves
- Issue certificates quickly with the ability to dynamically add and remove domains to accommodate HotelPlanner's growing customer base
- Able to include multiple Wildcard SANs on one certificate
- Support fourth level Wildcards (e.g., *.es.hotelplanner.com)

CUSTOMER PROFILE

- **INDUSTRY**
Travel Services
- **CUSTOMER BASE**
100,000+ hotel partners worldwide
- **GLOBALSIGN SOLUTION**
CloudSSL

AT A GLANCE

- **PROBLEM**
HotelPlanner.com relies on SSL to secure their custom online hotel-booking solutions for partners, but they wanted to bring SSL administration in-house, rather than relying on the partners to supply and manage.
- **SOLUTION**
GlobalSign's CloudSSL solution allows them to quickly issue and easily manage SSL for their partners' domains, eliminating the burden on their partners and saving significant time and resources for everyone involved.

Solution

GlobalSign's CloudSSL platform and certificates, designed specifically for service providers, are a perfect fit for HotelPlanner's needs, allowing them to secure large numbers of customer domains with one certificate and quickly add or remove domains as needed. CloudSSL certificates are issued to the service provider, in this case HotelPlanner, with customer or partner domains added as Domain Validated (DV) SANs.

CloudSSL eliminates virtually all SSL involvement from the partner perspective. All HotelPlanner's partners and affiliates need to do is set up their domain(s) and add HotelPlanner.com as a CNAME in their DNS. From there, HotelPlanner.com is able to handle the rest of the SSL administration, including verifying domain ownership (a required step in the SSL issuance process). CloudSSL supports several options for domain verification; HotelPlanner.com does this by adding a specific snippet of code to one of the partner's files.

"It's really incredible, honestly. Before the CloudSSL platform, certificates were generally a nightmare for me," added said John Prince, Co-founder and CIO at HotelPlanner. *"I had so many to manage and certificates by nature can be a little sensitive; you need to make sure everything is properly configured or you can end up denying access to a site. Now, we can standardize and the entire process is pretty painless."*

Results

- All HotelPlanner.com booking services are secured with SSL without partners or affiliates having to worry about SSL administration
- New partner domains are secured within minutes; old domains can be removed on-demand
- Switching to GlobalSign's CloudSSL from Symantec has saved HotelPlanner.com tens of thousands of dollars per year
- CloudSSL's flexibility and ease-of-use saves HotelPlanner.com ~50 hours/year on maintenance

About GlobalSign

GlobalSign is the leading provider of trusted identity and security solutions enabling businesses, large enterprises, cloud service providers and IoT innovators around the world to secure online communications, manage millions of verified digital identities and automate authentication and encryption. Its high-scale Public Key Infrastructure (PKI) and identity solutions support the billions of services, devices, people and things comprising the Internet of Everything (IoE).

"I'd give GlobalSign, and specifically the CloudSSL platform, an A+! From the first conversation, the entire process has been very smooth and everyone has been very responsive. They've really made my life, and my partners' lives for that matter, a lot easier. I'm a firm believer that the whole internet should be over SSL and GlobalSign is empowering that with flexible solutions and a good long term vision of the market."

- John Prince
Co-founder and CIO,
HotelPlanner.com

About HotelPlanner.com

HotelPlanner.com is the leading provider of online services in the global group hotel marketplace. Listed among the top 50 travel sites in the world and ranked number one in group travel, HotelPlanner.com is on track to produce nearly 1 million group leads this year, and is providing group hotel booking services to over 3,000 groups per day. The company's robust technology and automated rate checkers provide customers with the guaranteed lowest available rates from a network of more than 100,000 quality hotel partners worldwide, making it easier and faster to book hotels for any corporate and leisure event. With its new eRFP group booking system, "Book-in-Block" and licensing technologies, HotelPlanner.com continues to advance the group booking process online for direct clients, market leading affiliates and hotel partners worldwide.

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