

PrimeKey Solutions case study

PrimeKey decodes customer growth for its cryptography-based security solution with Microsoft Azure Marketplace and Marketplace Rewards

Seeking customer base and revenue stream growth

Founded to help Fortune 500 enterprises deploy public key infrastructure (PKI), PrimeKey, a Keyfactor company, sought to expand the customer base and revenue stream for its solution on Azure Marketplace.

Sharing a customer success story to raise awareness

PrimeKey collaborated with the Microsoft Marketplace Rewards team to publish a customer success story and video. They were seen on microsoft.com by hundreds of potential customers.

An upward trajectory over a short time frame

Not only did PrimeKey gain valuable marketing collateral in its success story and video, but it also saw increases in customer growth (28 percent) and revenue (17.5 percent) in the two months after they were published.



PrimeKey by Keyfactor helps organizations bolster cryptographic-based security through the Microsoft commercial marketplace

PrimeKey is part of Keyfactor, a professional services company that was founded in 2001 and won Microsoft Partner of the Year in 2007. PrimeKey simplifies public key infrastructure (PKI) implementations by eliminating repetitive tasks and costly infrastructure through self-service certification solutions and automation for teams without PKI expertise. Whether for Internet of Things (IoT) product security or enterprise information technology initiatives, PrimeKey's modular, cloud-first architecture makes it easier for customers to deploy quickly without reengineering infrastructure or reissuing certificates.

PrimeKey's solutions are horizontally applicable and span verticals. PrimeKey customers can manage every key and certificate because there are no per-certificate fees. The company is driven by a technology-agnostic approach that allows organization to integrate their PKI with the best available technology. The platform is built for rapid change and agility. PrimeKey's flagship product, [EJBCA Enterprise Cloud](#), is hosted solely on Microsoft Azure and is available in the Azure Marketplace.

Elevating awareness and increasing revenue with the help of Microsoft Marketplace Rewards

PrimeKey, a member of the Microsoft Intelligent Security Association (MISA), used Marketplace Rewards to increase awareness for its PKI solution and to get expert help on optimizing its marketplace presence. Through the Azure Marketplace, PrimeKey easily offered free trials of its product.

"Microsoft has a world class partner program, and it comes from decades of experience. They figured out a long time ago that scale comes from having a healthy and vibrant third-party community. We feel both privileged and honored to be part of the Microsoft partner program and Microsoft Marketplace Rewards," said Harry Haramis, SVP of Cloud & SaaS Marketplaces, PrimeKey, a Keyfactor Company.

In addition to a seller webinar that increased exposure to Microsoft sellers and a commercial marketplace blog feature, PrimeKey partnered with Microsoft to publish and promote a story about its success helping New York public school cooperative Erie 1 BOCES deploy a certificate solution in two weeks to thousands of devices. The story was viewed by hundreds of potential customers. The story was promoted on the @AzureMktPlace, garnering hundreds more views and dozens of engagements.

"Microsoft handled our customer success story as a top-notch production. I don't believe we could have produced such a customer case study video without the resources and expertise Microsoft provided," said Haramis.

In the two months since publishing the customer success story, PrimeKey has seen a jump in revenue of 17.5 percent and has grown customers by 28 percent.

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