



August 10, 2020

Hi Friends,

A very [significant event](#) occurred last week. A certificate expired that stopped the flow of COVID-19 testing data from Quest Laboratories to the State of California.

We now have in front of us hard, observable indisputable evidence that when machine identities (certificates) fail, people's lives can be endangered.

Machine identities have failed before. The same thing happened to [O2](#) mobile network, [Equifax](#) and [Microsoft](#).

Machines that power the world's most important systems require machine identities to communicate securely. The machines in each of these cases didn't fail. The identities of the machines failed because they were not managed and protected. If your organization does not have a Machine Identity Management strategy, you are at risk.

There is no excuse for these failures. As a society we are not learning. We are not acting.

Venafi has invested a decade of innovation focused solely on solving this problem. I realize we must take drastic action to get people to act.

This latest failure is the catalyst for Venafi to immediately provide free access to [OutagePREDICT](#), our new cloud service, that alerts you before a machine identity fails.

You can activate this service immediately at no charge. Now there is absolutely no excuse for machine identity failures.

We are the world's recognized leader in managing machine identities. ***Let's work together to make a new world where all machine identities are managed and protected.***

Thanks for being part of the movement to eliminate this serious issue.

Best

Jeff Hudson
CEO