ZoTrus HTTPS Automated Gateway - Affordable Direct Sales

January 8, 2026

ZoTrus HTTPS Automation Gateway passed its Commercial Cryptography Product Certification on September 27, 2023. In November, it made its debut at the China Hi-Tech Fair 2023, winning the "Excellent Product Award" and signed numerous reseller agreements on-site, thus launched its channel sales model. The author subsequently traveled to 18 provinces and municipalities to conduct on-site training for dozens of partners. While some results were achieved, they were not ideal, with the biggest obstacle being end-users' perception of high prices. This is a common problem with traditional channel sales models. In 2026, ZoTrus Technology decided to lower prices and implement direct sales, allowing users to place orders directly on the official ZoTrus website. This article clarifies all the previously unclear aspects of the gateway's value, as the previous channel sales model lacked transparent pricing, making it difficult to fully explain its value.

1. ZoTrus HTTPS Automation Gateway: Four Unique Global Innovations

ZoTrus HTTPS Automation Gateway is not an isolated gateway hardware product, but a core product in ZoTrus HTTPS automation management solution. This innovative client-to-cloud solution integrates commercial cryptographic HTTPS encryption upgrade, automatic SSL certificate management upgrade, and post-quantum cryptography migration, helping users complete three essential technical upgrades simultaneously with a single minor modification. There are two essential "clients": one is ZT Browser, an HTTPS encryption client that supports both commercial cryptographic algorithms and post-quantum cryptography algorithms. It is completely free, clean, and ad-free; existing browsers on the market cannot meet the three essential technical upgrade needs. The other "client" is ZoTrus HTTPS Automation Gateway, a new type of gateway specifically designed for HTTPS encryption that supports both commercial cryptographic algorithms and post-quantum cryptography algorithms, and provides automatic management of dual-algorithm SSL certificates. Existing gateway products on the market cannot meet the three essential technical upgrade needs. Furthermore, to achieve automatic SSL certificate management, a cloud system - ZoTrus Cloud SSL Service System - is also required. This service provides dual-algorithm SSL certificate issuance

services for ZoTrus HTTPS Automation Gateway; existing certificate automation services on the market cannot meet the three essential technical upgrade needs. International automatic certificate management services can only provide RSA/ECC algorithm SSL certificates and can only provide automatic certificate issuance services from a single issuing CA. China not only needs RSA/ECC algorithm SSL certificates but also SM2 algorithm SSL certificates, and also needs to support multiple CA issuance channels. This is not only to cope with the very uncertain international environment, but also to provide users with reliable SSL certificates, because single CA issuance cannot guarantee a reliable supply of SSL certificates.
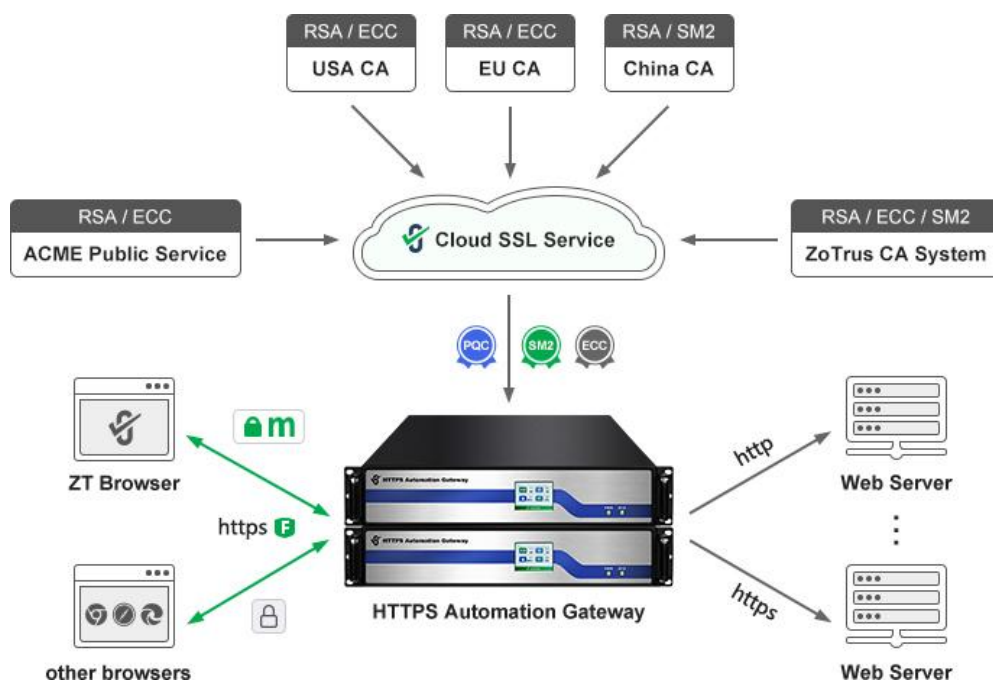
This is ZoTrus HTTPS automation solution, meticulously crafted over four years, boasting four globally unique innovative highlights:

(1) This is a non-traditional SSL gateway, integrating a SM2 ACME client that complies with the China cryptography industry standard "Automatic Certificate Management Specification." It automates the application, verification, and deployment of dual-algorithm SSL certificates, a feature not found in other vendors' gateway products. Both dual-algorithm SSL certificates support certificate transparency security mechanism.

(2) It simultaneously supports two IANA-approved hybrid PQC algorithms (SM2MLKEM768 and X25519MLKEM768) for post-quantum cryptography HTTPS encryption, a globally exclusive implementation. The priority order of HTTPS encryption algorithms is

SM2MLKEM768, X25519MLKEM768, SM2, ECC, RSA, with post-quantum cryptography and commercial cryptography algorithm taking precedence.

(3) It includes 5-year dual-algorithm SSL certificates (SM2 OV + ECC DV). Customers no longer need to apply for certificate from CA or purchase a CA certificate service package. The gateway price includes the 5-year SSL certificates for up to 255 websites. Both ECC and SM2 SSL certificates have multiple CA issuance channels with automatic switching, while ACME services globally currently operate on a single CA model, representing semi-automatic certificate management.

(4) It has a built-in high-performance WAF module to achieve SM2 HTTPS encryption with WAF protection, and it is an automatic WAF protection with dual-algorithm SSL certificates. The traditional WAF device requires users to manually configure it after obtaining the SSL certificate, which is no longer possible.

There are also four minor highlights, three of which are the first or only one of their kind in China, and one is exclusive globally. Specifically:

(1) Supports automatic configuration of dual-algorithm intranet SSL certificates (binding private IP address and intranet domain name), allowing one gateway to handle automatic management of both Internet and intranet SSL certificates simultaneously.

(2) It supports DoH technology for encrypted DNS and can also serve as an internal encrypted DNS service, supporting the resolution of internet and internal domain names.

(3) It supports IPv6, so the original web server does not need to be modified to support IPv6.

(4) Free SM2 algorithm supported browser: ZT Browser, free, clean, and ad-free, it prioritizes the use of the hybrid PQC algorithm (SM2MLKEM768) and also supports X25519MLKEM768. This is also unique globally.

ZoTrus HTTPS Automation Gateway and ZT Browser prioritize the SM2MLKEM768 algorithm for HTTPS encryption, while simultaneously meeting the three security and compliance application needs: automatic certificate management transformation, commercial cryptography compliance transformation, and post-quantum cryptography migration.

(C) 2026 **ZoTrus Technology Limited**

2. ZoTrus HTTPS Automation Gateway Value Analysis

Value analysis requires comparison with other similar products and solutions. Taking the commonly used ZoTrus HTTPS Automation Gateway model MG-8-1-2 as an example, it supports 5-year dual-algorithm SSL certificates for 255 websites. See the comparison table below:

	ZoTrus Automation Gateway	Other SSL gateways	Other WAF devices	Other PQC gateways
High-performance hardware	yes	yes	yes	yes
Supports automatic dual SSL certificate	Support	Not supported	Not supported	Not supported
Price includes 5-year dual SSL certificates	yes	no	no	no
WAF protection	have	none	have	none
Supports X25519MLKEM768	yes	No	No	support
Supports SM2MLKEM768	yes	No	No	No
Price	**380K** Yuan	150K -300K Yuan	150K-900K Yuan	200K-900K Yuan

You might not see the exceptional value of the ZoTrus HTTPS Automation Gateway just from its price, so let's break down the price components of the ZoTrus Gateway:

(1) **High-performance hardware**: For reference, a traditional SSL gateway with similar performance purchased by a bank customer costs **200K** Yuan.

(2) **5-year dual-algorithm SSL certificate**: Default configuration is SM2 OV + ECC DV. The CerSign price for this dual certificate is 4888 Yuan/Year, 5 years * 255 websites * 4888 Yuan/Year = 6.23 million Yuan. A customer mentioned that there are certificates available for 2000 Yuan. Okay, let's use 2000 Yuan for the calculation: 5 years * 255 websites * 2000 Yuan = **2.55** million Yuan.

(3) **WAF module**: The market price ranges from 150K to 900K Yuan. The third-party test score of ZoTrus Gateway WAF is 97.34. So far, no WAF device with so higher test score has been found. Let's calculate the value of this WAF module based on a customer's budget of **200K Y**uan to buy a WAF device.

(C) 2026 **ZoTrus Technology Limited**

The total value is 200K Yuan for a traditional SSL gateway + 2.55 million Yuan for dual-algorithm SSL certificates + 200K Yuan for WAF devices = **2.95** million Yuan. However, our direct sales price is only **380K** Yuan! This is a super value of 2.57 million Yuan, saving **2.57** million Yuan compared to purchasing all three products independently (traditional SSL gateway + dual SSL certificates + WAF devices)! Furthermore, it saves at least **900K** Yuan in labor costs for at least one engineer responsible for certificate installation and management (1 engineer * 15K Yuan/month * 12 months * 5 years), for a total saving of **3.47** million Yuan!

For just **380K** Yuan, you can purchase a high-tech, high-performance product worth **3.85** million Yuan, integrating three products and featuring four globally exclusive technological innovations and four minor technological highlights. Do you still think it's expensive? You won't believe it until you compare! You may not believe how high the cost-performance ratio is, with the direct sales price being only one-tenth of its value! This is the power of automation. The same applies to ordinary goods; products produced automatically by machines are priced at only one-tenth of those produced on manual assembly lines. The calculated certificate value compares to the price of manually applying for and issuing certificates. The automation gateway automates certificate application, validation, retrieval, and deployment without human intervention, significantly reducing manual processing costs and passing these cost savings on to the end user.

Some users might say: "My organization doesn't have 255 websites." ZoTrus Gateway comes in three specifications: 20 websites, 100 websites, and 255 websites. When choosing a model, users should consider their development plan for the next 5 years. One university client purchased ZoTrus Gateway when they only had about 40 website systems, opting for the 100-website specification. Now, in just over a year, the number of websites has increased to 80. This demonstrates foresight. Once certificate automation is implemented, systems that previously lacked HTTPS encryption will also implement HTTPS encryption, and new business systems will be launched.

Let's briefly analyze the incredible value of the small box gateway supporting 20 websites. Priced at **60K** Yuan, its value is **310K** Yuan = 30K Yuan for a traditional SSL gateway + 200K Yuan for dual-algorithm SSL certificates (5 * 2000 * 20) + 80K Yuan for WAF equipment. Do you still think it's expensive? You won't believe it until you compare! And this is the power of automation!

Let's compare the value of ZoTrus HTTPS Automation Gateway from another aspect. Take the MG-8-1-1, supporting 100 websites, as an example. Its price is **250K** Yuan. Subtracting the 200K Yuan price of a traditional SSL gateway with equivalent performance, the extra 50K Yuan covers 5 years of dual-algorithm SSL certificates (SM2 OV + ECC DV) for 10 websites. This equates to **100** Yuan per website per year for dual certificates! You won't find such affordable dual certificates anywhere else in the world! Plus, it comes with a free high-performance WAF protection module worth 200K Yuan, making it truly exceptional value!

3. Wise decision: Purchase HTTPS Automation Gateway, not SSL certificates.

Many banks and government agencies are already inquiring about SSL certificate automation because one-year SSL certificates will no longer be available after March 15th. Therefore, CAs and SSL certificate providers are planning to have users purchase a batch of one-year SSL certificates before March 15th, and users are also planning this. However, for users, this is a huge mistake!

The wise decision is to immediately purchase HTTPS Automation Gateway to replace the old gateway that doesn't support automatic management of dual-algorithm SSL certificates. Don't be misled by the reliability of the old gateway; it's been in use for years and is no longer worth keeping. ZoTrus HTTPS Automation Gateway is built with high-performance network security platform hardware manufactured by Xinghan International, the leading No.1 market share provider. It not only boasts high performance and reliability but also offers superior after-sales service — 5-year warranty, with free upgrades for software, and free replacement for any hardware failures within 5 years! This contrasts with other manufacturers' 3-month or 1-year warranties. This demonstrates confidence in product quality and commitment to customers, allowing customers to confidently replace their existing gateways that don't support certificate automation. ZoTrus replacement solution involves connecting the new automation gateway in parallel, gradually reducing traffic to the old gateway, and removing the old gateway before the existing certificate expires, achieving seamless replacement and migration.

Taking one of the four major banks in China as an example, it currently has 1163 valid RSA SSL certificates. Adding the SM2 SSL certificates, the annual certificate procurement cost exceeds 10 million Yuan. If it were to switch to purchasing ZoTrus HTTPS Automation Gateway now, it could

purchase 26 gateways, divided into 5 groups of 5 gateways each, plus 1 for testing. Each group supports 7.5 million concurrent connections, 45Gbps throughput, and supports 1,275 websites, meeting current application needs. If the concurrent connections are less, it can be divided into 6 groups (4 gateways * 6 + 2 for testing), supporting 1,530 websites, or 7 groups, supporting 1,785 websites, certainly meeting future development needs. In other words, if this bank were to use its current annual SSL certificate procurement budget to purchase ZoTrus HTTPS Automation Gateway, it would not only immediately achieve automatic dual-algorithm SSL certificate issuance, complete the Chinese cryptographic transformation of all website systems, and achieve post-quantum cryptography migration for all website systems, but it would also not need to spend money on certificate procurement for the next 4 years, saving the bank 40 million Yuan in SSL certificate procurement costs. This is such a cost-effective procurement decision! The author hopes the relevant bank can carefully calculate the costs and benefits. This is truly the best decision for reducing costs and increasing efficiency!

In conclusion: Stop buying useless one-year SSL certificates. Take immediate action to purchase HTTPS Automation Gateway and embrace certificate automation. This will not only save money and time, but also improve security and expedite the quantum cryptography migration!

Richard Wang

January 8, 2026
In Shenzhen, China

Follow ZT Browser at X (Twitter) for more info.
The author has published 112 articles in English (more than 153K words)
and 248 articles in Chinese (more than 734K characters in total).