



TRANSPORTATION

CASE STUDY

## Absolute Secure Access Helps Rental Car Company Hertz Get Customers Back on the Road

**Hertz Focuses on Mobile Connectivity to Speed Up Customer Service**



Hertz operates more than 1,600 “off-airport” locations in urban centers and neighborhoods. These “Local Edition” sites lease cars, trucks, and vans, often to nearby residents who are having their vehicles serviced or repaired.

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Absolute Secure Access allows the units to make the transition from wired to wireless connections seamlessly, without interrupting the data connections or active customer-service applications, and also encrypts card data so the transaction remains secure.

HERTZ SPOKESPERSON

## THE STORY

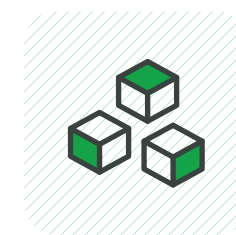
### Lost Connectivity Frustrates Customers

Customer service is critical for Hertz. To supplement fixed terminals at Local Edition counters, Hertz provides Panasonic Toughbook Tablets fitted with magnetic readers for processing credit cards. Staff members can grab a tablet from a docking station to provide service to waiting customers anywhere on the rental lot. The devices also allow staff to provide customers who are returning vehicles with curbside service, so customers can get on their way more quickly without needing to enter the office. The tablets run Windows XP and use a variety of network connections: wired connections through the dock, Wi-Fi, and AT&T cellular data service. When switching between networks, devices would often lose connectivity, requiring agents to restart applications and the devices to attempt to get online again. These extra steps frustrated staff and customers alike.

## SECURITY CHALLENGES



IMPROVED  
CUSTOMER SERVICE



FLEXIBLE  
PROVISIONING



LOWER  
OPERATING COSTS



THE SOLUTIONS

# How They Did It

## Seamless Transition From Wired to Wireless Networks

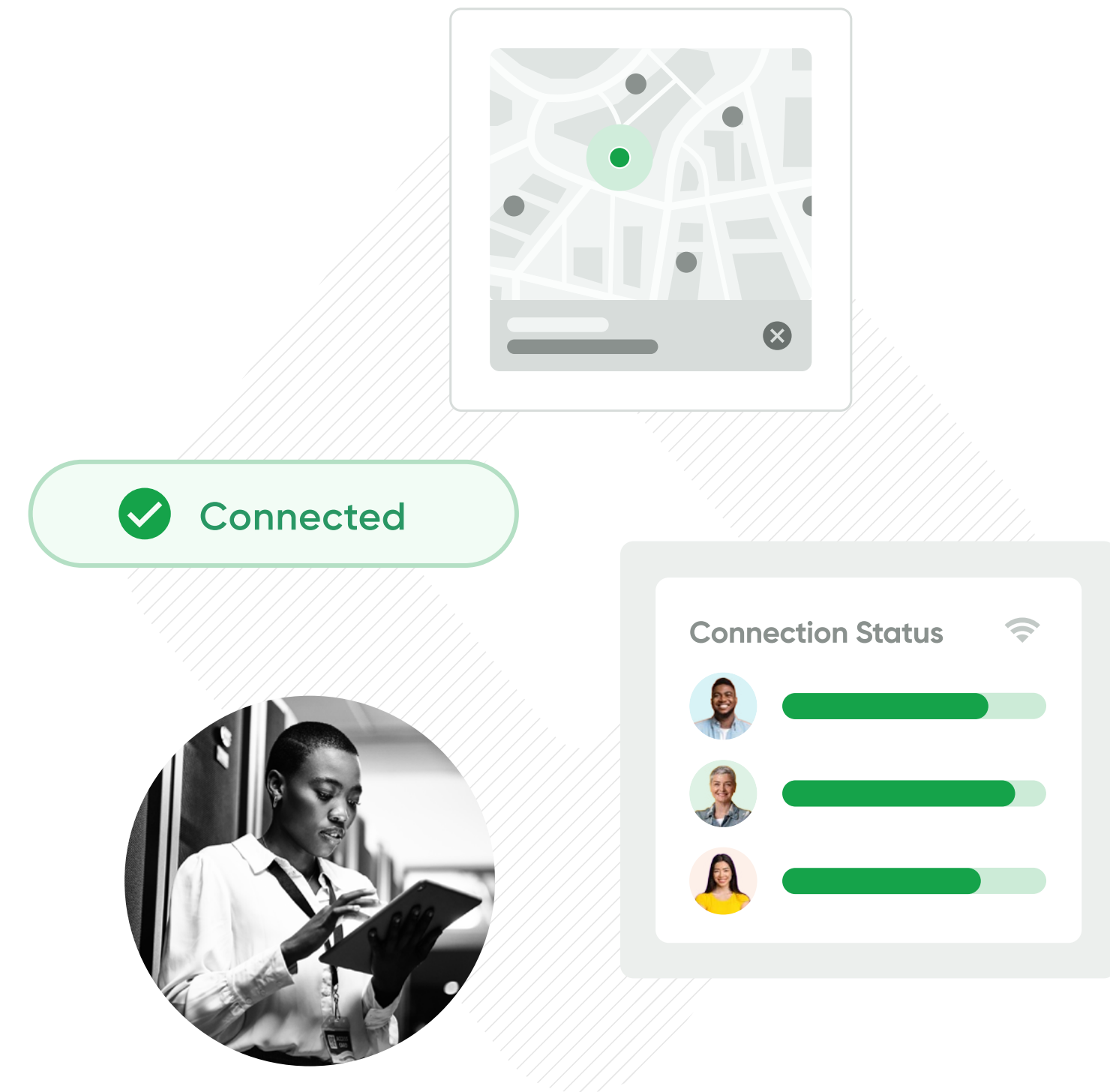
Looking for answers, Hertz deployed Absolute Secure Access to ensure its staff had reliable connections to vital applications wherever they were assisting customers. The upgrade enabled Hertz to deliver on its commitment to customer service. It also enhanced security and reduced the time and resources needed to open new Local Edition sites. They hoped Absolute Secure Access would help prevent the broken connections that were threatening Hertz’s reputation for prompt, friendly service. Absolute proved the solution could enable devices to make the transition from wired to wireless networks seamlessly without interrupting data connections or any Hertz customer service applications.

## Flexible Policies Ensures the Security of Customer Data

However, resilient connections were not the only advantage of deploying Absolute Secure Access. The solution’s encryption ensured the security of customer credit card data while in transit across the network. The Hertz team began using the solution’s flexible security policies to help detect and block prohibited traffic within the device before it can traverse any external networks. They also found that they can set up various access policies based on the type of connection. For example, Hertz allows more permissive policies while the device is in the dock and wired to the Hertz internal network but enforces more restrictive policies for internal Wi-Fi and cellular network connections.

## Simplify the Management of Devices in Distributed Locations

With Absolute Secure Access, Hertz is now able to rely solely on cellular service for new locations rather than installing and maintaining local Wi-Fi access points just to handle a few devices. This also allows Hertz to consolidate and simplify the management of devices at all of its locations nationwide through a single data center.





## THE RESULTS

### Secure Connectivity Speeds Up Customer Service, Keeping Customers Coming Back

New small rental or return centers can be set up quickly without excessive start-up costs or installation cycles. Staff is also assured the data stream is encrypted with the highest level of security available, in keeping with PCI standards as well as Hertz's obligation to protect its customers. But it's the trademark connectivity of Absolute Secure Access that helps Hertz delight customers with convenient and responsive service. Fast curbside service keeps cars moving and customers coming back. For Hertz, Absolute Secure Access:

- ✓ Improves customer service
- ✓ Provides flexible provisioning to quickly start up new locations
- ✓ Lowers operating costs



# **ABSOLUTE**<sup>®</sup>

Trusted by nearly 21,000 customers, Absolute Software is the only provider of self-healing, intelligent security solutions. Embedded in more than 600 million devices, Absolute is the only platform offering a permanent digital connection that intelligently and dynamically applies visibility, control and self-healing capabilities to endpoints, applications, and network connections – helping customers to strengthen cyber resilience against the escalating threat of ransomware and malicious attacks.

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