



#### CUSTOMER PROFILE

Provider of rental transportation services, operating in more than 90 countries and territories globally, with millions of vehicles in operation across its global fleet and billions of customer miles logged each year.

#### BENEFITS:

- Hardened security posture across branch operations
- Elimination of a costly and complex password management regimen
- Shorter transaction times at branch locations
- Efficient management of damage claims
- Simplified management of identity and encryption services across the branch
- Decreased support and management costs from IT

## LEADING TRANSPORTATION SERVICE PROVIDER SECURES WITH ENTRUST DATACARD

**CHALLENGE:** A leading transportation service provider wanted to transform its business with mobile checkout. The company needed an integrated solution to secure transactions at its branch offices with certificates to authenticate and encrypt communications across a large multi-vendor deployment of mobile devices, VPN, and network devices.

**SOLUTION:** The company partnered to implement the Entrust® Managed PKI solution to give the customer the full benefits of moving to the cloud — faster delivery of new features and improvements, instant upgrades, and decreased maintenance overhead with lower support costs.

**RESULTS:** Entrust Managed PKI provided a hardened security posture across branch operations and eliminated costly and complex password management. The shorter transaction times at branch locations created a differentiated and improved customer experience based on trust and personal interaction as opposed to transaction.

The customer began evaluating solutions in 2016 to accelerate the rollout of mobility in their rental locations and secure the associated infrastructure. After learning about the breadth of the Entrust Datacard technology partner integrations, the company evaluated the Entrust Managed PKI solution and found it was the best fit for their technical requirements and business objectives.



### Featured Software

Entrust® Managed PKI Solution

### Why Entrust Datacard?

Our product's flexible deployment options, integrations with the customer's existing technology infrastructure, and unified management across endpoints made us an ideal implementation partner.

### A Differentiated Customer Experience

The customer needed an integrated solution to securely connect its people, systems, and fleet. It needed to secure its branch offices with certificates to authenticate and encrypt communications across a large multi-vendor deployment of mobile devices, VPN, and network devices.

A key requirement was the ability to provide a differentiated experience in their rental locations with mobile checkout. This technology required a solution to manage the issuance and management of digital certificates to tablets across their North American branch locations that integrated with their existing mobile device management (MDM) platform.

The customer had specific cloud requirements and wanted a 100% cloud solution in line with a corporate mandate to move to the cloud and migrate away from on-premises infrastructure.

Rental agents are not IT specialists, so it was critical that the solution was seamless for end users. Certificates were automatically provisioned to mobile endpoints through an integration with the customer's existing MDM solution.

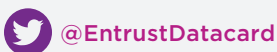
### Implementation

The Entrust Managed PKI solution gives the customer the full benefits of moving to the cloud – faster delivery of new features and improvements, instant upgrades, and decreased maintenance overhead with lower support costs.

The solution was deployed to over 6,000 branches across North America, enabling them to transform their customer experience. With hardened branch authentication and encryption in place across mobile devices, VPN, and network devices, customer agents can engage with customers 1:1 more effectively, process transactions securely and efficiently from the tablet devices, and access corporate applications remotely. With a minimum of configuration, the agile, cloud-based deployment enabled an accelerated rollout of digital certificates across all locations and endpoints without the need to add local IT support or involve rental agents in the process.

### Business Benefits

The customer had an aggressive corporate-wide mandate to expand mobility and move to the cloud. As a mobile-first and cloud-first company, they were looking to transform their business with the goal of service differentiation and delighting the customer in every interaction across physical and digital channels.



#### About Entrust Datacard

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust Datacard™ products and services, call **888-690-2424**, email [sales@entrustdatacard.com](mailto:sales@entrustdatacard.com) or visit [www.entrustdatacard.com](http://www.entrustdatacard.com).

#### Headquarters

Entrust Datacard  
1187 Park Place  
Shakopee, MN 55379  
USA

