NetMotion Mobility® Helps Rental-Car Company Hertz Get Customers Back on the Road

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. Agents use portable POS devices to help get customers quickly into their leased vehicles. However, these POS systems would regularly stall during transactions, causing long delays that frustrated customers. Hertz deployed NetMotion Mobility 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.

Customer Backups

Hertz supplements fixed terminals at Local Edition counters with Panasonic Toughbook U1 Tablet PCs 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, allowing them to 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 re-start applications and the devices to attempt to get online again. But these extra steps frustrated staff and customers alike.

The Hertz IT team began investigating solutions and came across NetMotion Mobility. They hoped Mobility would help prevent the broken connections that were threatening Hertz' reputation for prompt, friendly service.

On the Road Again

NetMotion proved that Mobility could enable devices to make the transition from wired to wireless networks seamlessly without interrupting data connections or any Hertz customer service applications.

However, resilient connections were not the only advantage of deploying Mobility. Mobility's encryption ensured the security of customer credit card data while in transit across the network. The Hertz team also began using Mobility's flexible security policies to help detect and block prohibited traffic within the device

INDUSTRY:
Transportation

OBJECTIVES:
- Implement reliable connectivity for mobile POS terminals
- Secure customer data and PCI transactions
- Deliver LAN-type experience to mobile employees

SOLUTIONS:
- NetMotion Mobility
- Panasonic Toughbook UI Tablet PCs
- AT&T Data Service

RESULTS:
- Improved customer service
- Flexible provisioning to quickly start up new locations
- Lower operating costs

NetMotion Mobility 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.

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.

In the Fast Lane

With Mobility, 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. New small rental or return centers can be set up quickly without excessive start-up costs or installation cycles. Staff are also assured the data stream is encrypted with the highest level of security available, in keeping with PCI standards as well as Hertz' obligation to protect its customers.

But it's Mobility's trademark connectivity that helps Hertz delight customers with convenient and responsive service. Fast curbside service keeps cars moving and customers coming back.

NETMOTION®