

# 2016 HPE Software Innovator Awards

Chris Gullett, Allegiant Travel Company

Travel innovator parlayes HPE SecureData solution into soaring revenue opportunities

## Honorable Mention

### Protect Your Digital Enterprise

#### Software

- HPE Security – Data Security SecureData Enterprise with Secure Stateless Tokenization (SST)
- HPE SecureData Web with Page-Integrated Encryption (PIE)

#### Services

- HPE Security – Data Security Professional Services

## High-level overview

Working in partnership with Hewlett Packard Enterprise to enable complete point-to-point enterprise data security based on HPE SecureData Enterprise and SecureData Web, Allegiant Travel Company realized the following benefits:

- Achieves Payment Card Industry Data Security Standard (PCI DSS) compliance and passed Level 1 merchant and service provider audits, all with fast three-month deployment
- Reduces the number of stored credit cards from millions to zero, removing 50 legacy servers and one major application from PCI audit scope
- Lowers the cost of PCI audits due to smaller audit scope and less time required to complete PCI assessment
- Reduces risk of data theft by vastly limiting the “attack surface” of systems and applications containing live credit card data
- Frees developer time to work on revenue-generating projects, resulting in new applications that produced millions of dollars in additional revenue

## Company

Las Vegas-based Allegiant Travel Company (NASDAQ: ALGT) serves over 110 U.S. cities and is focused on linking travelers in small- and medium-sized cities to world-class leisure destinations. The company operates a low-cost, high-efficiency, all-jet passenger airline through its subsidiary, Allegiant Air, while also offering other travel-related products such as hotel rooms, rental cars and attraction tickets. With over 90% of the company's business produced through its website and mobile apps, the company generates in excess of \$1.3 billion in annual revenue. In 2014, *AVIATION WEEK* ranked Allegiant the Top-Performing Airline in North America for the third consecutive year.

## Contact

Chris Gullett, Director of Information Assurance, Allegiant Travel Company.

## Business goals

With 94% of its business coming through online and mobile channels, Allegiant needed to apply security measures directly to the data

from the point customers engage with the company on its website and throughout the process of booking travel services. Because nearly all the company's business is transacted using customer payment card information, Allegiant was required to comply with PCI DSS regulations and pass Level 1 audits. Allegiant collects millions of credit card numbers, so it also wanted to eliminate exposure of this data and minimize the number of systems subject to PCI audits. The company was also looking for a security solution that could expand protection to mobile apps and other personally identifiable information (PII).

### **HPE Software products implemented**

- HPE Security – Data Security SecureData Enterprise with Secure Stateless Tokenization (SST)
- HPE SecureData Web with Page-Integrated Encryption (PIE)

With this point-to-point security solution, Allegiant is encrypting a credit card number the instant a customer enters the information on Allegiant's website, and maintains encryption as that credit card information is processed throughout the booking process. HPE Format-Preserving Encryption technology simplified integration of the SecureData solution with Allegiant's existing infrastructure components, greatly reducing the time and number of resources needed for implementation. From start to finish, a small team of Allegiant developers completed the project in less than three months.

### **HPE Software Services**

Allegiant engaged the HPE Security – Data Security Professional Services organization. The HPE advisory team was instrumental in achieving a successful solution implementation on time, under budget and with no adverse impact to business operations.

### **Additional benefits**

HPE SST technology enables Allegiant to stand up secure servers in data centers anywhere across geographically dispersed areas with no need to build and connect separate database infrastructures for key management. With this capability, the company can easily scale the security solution with no additional administrative overhead. The SecureData solution also provides a flexible foundation for Allegiant to deploy additional HPE Security solutions to expand encryption to mobile devices and protect other forms of data such as passport numbers and social security numbers.



**Sign up for updates**

★ Rate this document

