

# 2016 HPE Software Innovator Awards

Chris Bullock, Aaron's

Specialty retailer enables transformative e-commerce strategy with HPE Security Fortify, WebInspect

## Honorable Mention

### Protect Your Digital Enterprise

#### Software

- HPE Security Fortify on Demand (FOD)
- HPE Security Fortify WebInspect

## High-level overview

Using HPE Software, Aaron's realized the following benefits:

- Transform security into a business enabler, with secure e-commerce applications that protect data while satisfying changing consumer demands
- Enable strategy to grow business virtually via e-commerce, supplementing traditional brick-and-mortar—for increased profitability, agility and competitive advantage
- Strengthen security within the software development lifecycle to decrease vulnerabilities and align with industry best practices
- Achieve secure code excellence to support Payment Card Industry (PCI) compliance and protect Point of Sale (POS) systems, online payment applications from malware
- Trim one to two weeks off the application development lifecycle; improve return on investment by accelerating application go-to-market timelines
- Achieve significant cost savings due to improved secure coding practices and declining application vulnerabilities

- Align towards the goal of achieving Maturity Level 5 (Pioneering) in Smart Grid Maturity Model (SGMM) maintained by Carnegie Mellon Software Engineering Institute. Achieved Level 3 (Integrating) in 2015, progressing to Level 4 (Optimizing) in 2016
- Pave the way for groundbreaking innovations integrating data out of HPE Software with third-party threat intelligence tools

## Company

Headquartered in Atlanta, Aaron's, Inc. (NYSE: AAN) is a leader in the sales and lease ownership and specialty retailing of furniture, consumer electronics, home appliances and accessories, and currently has more than 2,000 Company-operated and franchised stores in 47 states and Canada. Progressive Leasing, a leading virtual lease-to-own company, provides lease-purchase solutions through approximately 16,000 retail locations in 46 states. Dent-A-Med, Inc., d/b/a the HELPCard®, provides a variety of second-look credit products that are originated through a federally insured bank. Aaron's was founded in 1955, has been publicly traded since 1982 and owns the Aarons.com, ShopHomeSmart.com, ProgLeasing.com and HELPCard.com brands. For more information, visit [www.aarons.com](http://www.aarons.com).

## Contact

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## Business goals

Aaron's is pursuing an aggressive e-commerce strategy to meet the demands of its increasingly mobile and online customers and the need to protect customers' personal and financial data in this environment. The company runs an in-house software development program for hundreds of custom applications that support its retail operations. Aaron's is focused on creating a secure software development lifecycle (SSDLC) to test for application vulnerabilities, support agile development methodologies, continuous deployment and align with industry best practices—all critical in the highly competitive retail environment.

## HPE Software products implemented

- HPE Security Fortify on Demand (FOD) for static application security testing
- HPE Security Fortify WebInspect for dynamic application security testing

## Additional benefits

Along with security, the ability to update and deploy applications rapidly is a competitive necessity in the e-commerce retail space. Aaron's relies on a lean continuous deployment methodology to introduce changes into its environment weekly and often daily. Aaron's Information Assurance team leverages HPE FOD and HPE WebInspect to save time, reduce risk and streamline the SDLC by allowing concurrent static code scans. The solution enables continuous improvement of secure coding best practices through detailed defect tracking, trending and reporting. Training tools integrated into HPE FOD save Aaron's the time and cost of sending IT staff to lengthy online trainings. Developers can simply learn from inside the tool they use to upload their code, which keeps costs down and efficiency moving forward. In 2016, Aaron's is leveraging HPE Software to increase speed and automation. The retailer has launched a project to integrate application findings out of HPE FOD and WebInspect with third-party threat-intelligence tools, bringing greater insight across the threat environment. These innovations hold promise for transformative industry change while resulting in more-robust security, cost efficiency and competitive advantage for Aaron's.



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