Hewlett Packard Enterprise

ALLEGIANT TRAVEL COMPANY

Securing traveler info helps revenues take off

To keep passengers' credit card data protected, this airline deployed powerful encryption and stateless tokenization — with an additional benefit.

CHALLENGE   SOLUTION   RESULTS

▭◁ **View Overview Video**

$1.3B
annual revenue

85
aircraft

94%
of revenue generated via online ecommerce channels

Founded in 1997, Las Vegas-based Allegiant Travel Company operates a low-cost, all-jet passenger airline through its subsidiary, Allegiant Air. The company is an industry disruptor: Instead of competing directly with big airlines, Allegiant found an interesting niche, targeting leisure travelers with direct flights to over 100 destinations across the U.S.

A leader in unbundled travel, Allegiant also competes by keeping its airfares low. To drive incremental revenue, it charges fees for unbundled services such as checked luggage and hotel reservations. The company characterizes itself as more of an e-commerce company than an airline, because 94% of its revenue comes through the website.

To succeed, Allegiant must deliver a seamless experience to online shoppers looking for vacation deals. If those travelers lose trust in the security of Allegiant's credit card processing, its revenue and reputation are at risk. To protect credit card data and customer information — and comply with the Payment Card Industry Data Security Standard (PCI DSS) — 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.

CHALLENGE

Safeguard the data, and trust, of passengers

Leisure flyers looking for deals flock to Allegiant, and the airline must flawlessly process credit card transactions through its website and mobile apps, and protect customer data in the process.

> **"PCI compliance is important. It's really about protecting the customers and their credit card information."**
>
> Susan Hulings, VP of Internal Audits, Allegiant Travel Company

Allegiant partnered with the HPE Data Security Professional Services team to deploy HPE SecureData with Secure Stateless Tokenization (formerly HPE Security Voltage) and HPE SecureData Web with Page-Integrated Encryption (PIE).

With this information security and data protection solution, Allegiant encrypts each customer's credit card number the instant it's entered in the browser window on the company's website. That encryption is maintained as credit card data is processed throughout booking. And with Secure Stateless Tokenization, credit card data is no longer stored in Allegiant IT systems. This has vastly reduced the "attack surface" of systems and applications containing live credit card data. Taking systems out of audit scope also simplifies PCI compliance and streamlines audits.

As a result of this data protection solution, Allegiant achieved compliance without having to deploy developer resources to retrofit the company's legacy software systems. These resources were able to instead focus on value-add and revenue-generating new development.

SOLUTION

Encrypting data the moment it's entered

Allegiant implemented HPE SecureData with powerful encryption and stateless tokenization to neutralize data breaches and comply with PCI DSS.

"We would've spent months of developer time bringing legacy systems in to strict PCI compliance. Instead, those developers were allowed to work on projects that are actually revenue-generating."

Chris Gullett, Director of Information Assurance, Allegiant Travel Company

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credit card numbers now stored on Allegiant systems, reduced from millions before

Millions
of dollars in enhanced revenue by redeploying product development staff to revenue-generating projects

100%
of customer transactions now protected by HPE SecureData

By implementing HPE's powerful cyber security and data protection solution, Allegiant is delivering a seamless, secure travel booking experience. Customers are better protected against unauthorized exposure of credit card data, helping ensure fun, worry-free travel. That peace of mind is a boon to satisfaction and loyalty, which elevates Allegiant's brand.

The solution has delivered top-line benefits, too. By freeing product development staff to focus on revenue-generating projects, Allegiant introduced a new application that produced millions of dollars in revenue.

For internal operations, the solution has reduced the cost and complexity of the company's PCI audit and compliance processes. Allegiant has removed credit card data from their payments ecosystem, significantly reducing the scope of IT systems required to achieve compliance with PCI DSS, thus swiftly passing their PCI Level 1 audits and reducing costs.

RESULTS

Peace of mind for customers, revenue for Allegiant

Not only are Allegiant's customers enjoying a secure online booking experience, but the company has added millions of dollars in additional revenue.

USEFUL TIP

"IT equals innovation, pure and simple. We are an IT company that happens to fly airplanes. The ability to control the software and the IT piece is something that makes us better."

Maury Gallagher, Jr., CEO and Chairman, Allegiant Travel Company

allegiant®

FORMULA FOR SUCCESS

Allegiant Travel used these technologies to deliver an end-to-end,
persistent data security solution for passenger data.

HPE SecureData with Secure Stateless Tokenization (SST) and HPE SecureData
Web with Page-Integrated Encryption (PIE) enable 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 information 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.

**Allegiant solved its PCI problem
and improved security culture**

**Learn more about turning HPE
SecureData into revenue opportunities**

Learn more at hpe.com