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TRAVEL AND LEISURE  
CUSTOMER SUCCESS STORY



# Maintaining Effective Security Compliance With Zerto

As the travel and leisure industry slowly emerged from the global pandemic, it was compelled to embrace emerging technologies to redefine products, services, and consumer experiences. A consequence of that sudden digital transformation was that they became increasingly vulnerable to security attacks related with these technologies, putting at risk the huge amount of financial transactions they carry out and the valuable customer data they store.

Over the last few years, several high-profile organizations in the sector made negative headlines because they did not pay appropriate attention to these risks and took a patchwork approach to cybersecurity. The surge in travel post-COVID put the travel and leisure industry squarely in the crosshairs of bad actors throughout the world, who used stolen travelers' personal identity information to steal individuals' airline miles, create fake passports to evade authorities or cross borders illegally and launch ransomware attacks.

In the midst of this environment, CPP Associates was approached by a major client working within the travel and leisure industry who was unable to meet the compliance requirements of a security audit of their data protection measures. Auditors from their cyber insurance carrier felt that sensitive customer information, including financial data and passport records, was being put at risk, and therefore they were unwilling to renew the company's policy without the required remediation.

## OPPORTUNITY OVERVIEW

CLIENT INDUSTRY FOCUS  
Travel and Leisure

### CHALLENGE

Aging and inefficient data protection measures brought the client out of compliance and put sensitive customer information at risk

### SOLUTION

HPE Secure Root of Trust, dHCI, HPE InfoSight; HPE GreenLake; Zerto Back-up/Recovery as a Service

### RESULTS

More comprehensive data protection and recovery protocols brought the client into compliance and allowed them to pass the security audit with flying colors

## CPP SOLUTION IMPLEMENTATION PROCESS

CPP was retained to conduct an indepth cybersecurity assessment to better understand the client's areas of vulnerability based on industry requirements and service level agreements. Based on the results of the assessment, CPP determined the best course of action before designing and implementing a custom data backup and recovery solution from Zerto, a Hewlett Packard Enterprise company.



## OUTCOMES

Knowing that their customer data was secure, the company was able to operate with confidence that they were fulfilling their obligation to their constituents and were able to protect their own company's financial wellbeing through their cyber insurance coverage.

**Contact CPP to learn more about our complete suite of cybersecurity solutions, including data protection and back-up/recovery services.**



## ABOUT CPP

*CPP, a Hewlett Packard Enterprise Platinum Solution Provider, can guide businesses through the various stages of AI maturation – from discovery to testing to implementation – by providing solutions to complex analytical problems. We use best practices to leverage statistical and predictive modeling concepts, machine learning, behavioral pattern detection, classification techniques, and recommendations on optimizing algorithms. Processes are strategically placed to allow for scalability and growth as the business and technology evolve.*

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