

AI-powered, resilient and secure networks enable AutoNation to accelerate growth



RESULTS A future-ready, secure store network.

30 min.

To deploy Prisma SD-WAN at new branches.

99%

Reduction in time to launch new branch locations, from months to minutes.

\$3.5M

Annual OPEX savings by retiring legacy MPLS circuits.

AutoNation is the largest automotive retailer in the United States, with 327 dealership locations and 25,000 employees. A Fortune 150 company, it serves the full vehicle lifecycle—from new and used car sales to financing, servicing and collision repair.

As the company expanded rapidly through acquisitions and new business launches, frequent performance and scalability issues limited the impact of its corporate network security solution. Long provisioning timelines and limited visibility slowed the pace of new store openings. It needed a network that could keep up with its growth. The business also needed to support bandwidth-heavy applications and better secure customer data across its on-premises and cloud environments.

CUSTOMER

AutoNation

INDUSTRY

Automotive

EMPLOYEES

25,000

COUNTRY

United States

PRODUCTS

Next-Generation Firewalls

- Hardware Firewalls
- Cloud-Delivered Security Services
- WildFire®
- Threat Prevention
- URL Filtering

Prisma® SD-WAN

Strata™ Cloud Manager

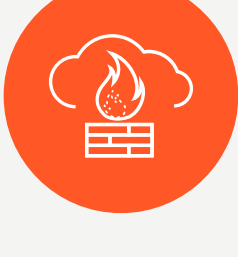
Cortex XSOAR®

CHALLENGE

Modernizing networks to scale for growth.

- Existing corporate and store networks were unreliable and prone to outages with frequent downtimes and other performance problems.
- Pace of business expansion was much faster than could be supported with legacy MPLS-based infrastructure.
- Bandwidth requirements at stores kept rising, but existing solutions were difficult and costly to upgrade.
- Need to minimize risk of breach and increase ability to defend against sophisticated and evolving threats.
- Expansion of new business units like AutoNation Finance and AutoNation Mobile Service created diverse operational and security demands.

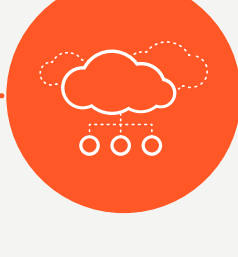
Path to platformization



Network security

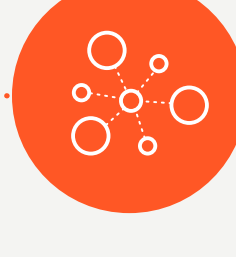
Next-Generation Firewalls

- Hardware Firewalls



Advanced threat protection

Cloud-Delivered Security Services



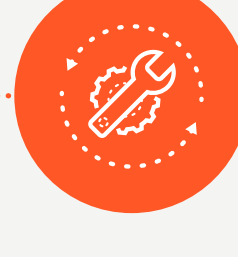
Branch connectivity

Prisma SD-WAN



Unified management

Strata Cloud Manager



Incident response automation

Cortex XSOAR

SOLUTION

Achieving high-performing and resilient networks.

AutoNation's network security solution was underperforming, burdening staff with frequent outages and performance and scalability issues. IT leadership needed a new approach that could deliver the stability and robust security the company requires for its corporate networks.

The company selected Palo Alto Networks Next-Generation Firewalls (NGFW) after evaluating several vendors, impressed with the solution's comprehensive visibility, granular security controls and resiliency. The company tested the firewalls alongside its legacy solution, and the experience gave its teams confidence in the performance of the product. Adam Rasner, Vice President of Technology Operations at AutoNation, recalls that when the company cut over to begin using NGFWs at its data center, "It was a non-event: no more performance issues, no outages. It all just went away."

To strengthen protection against advanced threats, AutoNation also adopted Cloud-Delivered Security Services, including Threat Prevention, URL Filtering, and WildFire. The combination of hardware firewalls and advanced security services provided comprehensive protection for the company's corporate network. The new solutions allowed AutoNation to simplify operations by retiring multiple point solutions with a platformization strategy.

At AutoNation, we're constantly innovating and scaling our business, whether it's opening new dealerships or integrating new services like mobile repair and financing. We need a partner that can keep pace with our innovation and protect our assets. That partner is Palo Alto Networks."

Adam Rasner, Vice President, Technology Operations, AutoNation

Extending network performance to branches

As AutoNation continued to grow, the accelerating pace of business exceeded the performance of its legacy store networks. Branch locations relied on MPLS connectivity, which was expensive and cumbersome to scale.

The company wanted stronger performance and scalability for store networks and more robust security. Increasing cyberattacks targeting the automotive industry, like the one at CDK Global, elevated the need to strengthen the company's security posture, particularly at its stores.

AutoNation was interested in SD-WAN as a way forward after evaluating multiple vendors and running proofs of concept (PoC) to test performance at its stores.

A positive PoC experience and strong evaluation results made Prisma SD-WAN the clear choice. "We became believers in the technology. It delivered on performance," says Rasner. "SD-WAN was easy to manage and provision, and gave us great network insights."

Supporting diverse operational and security requirements

The comprehensive Palo Alto Networks platform gives AutoNation the flexibility and scalability it needs. This means it can easily meet the unique operational and security requirements of expanding business units.

Seamless launch of new stores

Previously, AutoNation had to wait 60-90 days for new MPLS circuits to come online, but with Prisma SD-WAN, store networks could be operational in just 30 minutes. Rasner confirms, "On Day 1, we're up and running on the AutoNation network with very minimal challenges—a massive win for us."

Flexible and scalable

Prisma SD-WAN's ease of use also made it straightforward for AutoNation to upgrade bandwidth at its stores. Today, most dealerships rely on 100 Mbps, but some select locations require higher speeds, up to 1 Gbps. Because Prisma SD-WAN ION devices are easy to switch and upgrade, they provide the company with a flexible and more cost-effective solution for scaling bandwidth to meet the growing demands of its business.

Modernization yields efficiencies and savings

By transitioning to SD-WAN for its retail locations, AutoNation could retire its legacy MPLS, realizing annual savings of \$3.5M. "Previously we had so much complexity—slow provisioning and expensive services. Now we can buy cheaper internet from the market, and all those problems have gone away," Rasner reports.

The solution, along with adoption of Strata Cloud Manager (SCM) has also simplified network security management by providing a centralized view of the network's health. The company also unlocked greater efficiencies by introducing workflow automations with Cortex XSOAR, simplifying its approach to endpoint alert management.

Today, AutoNation can optimize traffic at any location quickly, with the ability to pinpoint the source of issues within five minutes or less. As AutoNation continues to grow, the company is confident its network security infrastructure has the flexibility and scalability to keep up with its future ambitions.

Find out more about how Palo Alto Networks can accelerate your network transformation: [Prisma SD-WAN](#); [Next-Generation Firewalls](#); [Cloud-Delivered Security Services](#).

Prisma SD-WAN is in all our stores, our data centers and our clouds. It's our core technology. We believe no one will come out with a better platform. That's why we're with Palo Alto Networks."

Adam Rasner
Vice President, Technology Operations
AutoNation

Speak with a SASE expert today for a deep dive into our products and capabilities.

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