

# HARLEY-DAVIDSON DEALER SYSTEMS

## Delivering the Promise – Safely and Securely



Harley-Davidson Motorcycles' mission is to enable personal freedom. This philosophy extends to its network of almost 800 US-based dealers. Each dealership is an independent business, a nucleus for local Harley communities, and a destination for motorcyclists on a ride. The company's Harley-Davidson Dealer Systems (HDDS) division seeks to support each dealer to achieve their goals with a wide-ranging suite of customized solutions and services.

Bradley Ruff, Knowledge Center Lead for HDDS, observed, "Each dealership is as unique as the individual riders of our motorcycles. Some locations have five employees and others have over a hundred. But a common theme is that few dealers have a trained IT staff, so we need to equip them with a set of powerful, simple-to-manage applications. These guys are busy and they don't have the time to troubleshoot IT problems or to decide on how best to secure their environments."

Since 2005, HDDS has provided a broad suite of applications to its dealer network, including customer relationship management software, a purchasing portal, and, at its core, TALON, a comprehensive dealership management system that spans point-of-sale payment processing, time clocks, service scheduling, inventory, and vehicle sales. "Because of the quality of protection and affordability, coupled with its plug-and-play capability, we recommend that a Fortinet FortiGate is deployed at every dealership," noted Ruff.

### DEMONSTRATING LEADERSHIP

Driven by the constantly changing threat landscape, dealerships are frequently turning to HDDS for guidance on implementing additional security solutions. Ruff recounted, "Dealers are impressed with our expertise and the confidence we have in the FortiGates' abilities to secure their entire environment, not just the HDDS-supplied applications. Because of this, they repeatedly ask for recommendations for how best to protect the diverse amount of data they have to handle. In the current environment, one of the biggest fears is ransomware – having critical data maliciously encrypted and having to pay a ransom to unlock it – and there is definite enthusiasm to hear our views on minimizing this kind of threat."

*"Fortinet is the perfect vendor to help Harley-Davidson Dealer Systems deliver on the promise of freedom and security that our dealers expect and deserve."*

– Bradley Ruff  
Knowledge Center Lead  
Harley-Davidson Dealer Systems



### DETAILS

**CUSTOMER:** Harley-Davidson Dealer Systems

**INDUSTRY:** Retail

**LOCATION:** Valley View, Ohio

### BUSINESS IMPACT

- Ability to offer entire dealer network comprehensive protection
- Plug-and-play capabilities require little dealer IT expertise
- Flexibility and scalability to accommodate wide diversity of dealerships
- Secure, remote management capabilities enable rapid, resource-efficient support
- Multiple integrated solutions provide seamless coverage across entire attack surface

### SOLUTIONS

- FortiGate
- FortiAP Access Point
- FortiSwitch Secure Access Switch
- FortiSandbox
- FortiAnalyzer
- FortiManager

Ruff continued, “I think security is on everyone’s mind because of massive, name-brand breaches in the headlines every day. Harley-Davidson is much more than just a brand; it’s a way of life. Many people even have a tattoo of our logo as a permanent, visible demonstration of their commitment and loyalty! Our community depends on us to protect this way of life.”

## FOR A CYBERCRIMINAL, DIVERSITY EQUALS OPPORTUNITY

A dealership’s infrastructure must support everything from bike service operations, marketing teams, riding classes, through to Wi-Fi enabled clubhouses. The numerous functions represent an extensive and highly varied attack surface. Ruff elaborated, “Everything we do needs to be done in the context of ensuring data integrity. To match the diversity of dealership sizes, we needed a security vendor with a suite of options capable of being configured and scaled to fit each individual scenario.”

He added, “On top of that, every dealership has a different approach to things like email servers, number of printers, social media access policies. For example, we see some marketing departments that need to be active on social media sites all day, and others that ask us to block employees from pursuing such ‘time-wasting’ activities – so we need a security solution that supports us in delivering this level of fine-tuning from headquarters.”

## SCALABILITY AND FLEXIBILITY PROVIDE THE BUILDING BLOCK FOR SUCCESS

Fortinet’s Security Fabric architecture enables HDDS to customize a deployment for each dealership and operate the solutions with granular control. Ruff illustrated, “From tiny Harley-Davidson T-shirt stands on beach boardwalks to the 100,000-square foot showroom, we have a FortiGate to fit every environment. To put it into Harley-Davidson terms, the FortiGates can cover everything from the Sportster to the Road Glide Ultra!”

Faced with growing demands for a broader set of security capabilities, the HDDS team found the depth of Fortinet’s solution portfolio to be impressive. Ruff recounted, “As we explored additional security options, it became obvious we were already partnered with the right vendor; Fortinet offers much more than FortiGates. We were able to deploy an integrated suite of Fortinet solutions for network, cloud, endpoint, application, and access that are engineered to work together, seamlessly and efficiently.”

To ease the selection process for dealers, Ruff put together an innovative set of tiered packages utilizing Fortinet components. He described, “Having the Fortinet solutions in the HDDS catalog enables dealers to accurately address their security needs. By being able to utilize a FortiGate with any number of FortiSwitch Secure Access Switches and FortiAP Integrated Access Points, we can build out a secure infrastructure at any location. Dealers wanting to go the extra mile can even opt for the very latest security against advanced threats provided by FortiSandbox.”

At its headquarters, to further complement its own capabilities HDDS has deployed a FortiAnalyzer and FortiManager.

## SECURITY-AS-A-SERVICE

“Another major benefit of standardizing our security solutions with a single vendor is how easy it is to offer security-as-a-service, and to painlessly expand the capabilities we can provide,” stated Ruff. “The common interface gives us visibility and control across all of the devices and on top of this, we can immediately address issues without any of the finger-pointing that frequently occurs when you have solutions from multiple vendors.”

HDDS configures all the dealer-bound appliances at headquarters before the systems are shipped out. “The dealerships receive their selected Fortinet solutions already configured and optimized for their unique environments. We assume that they have nominal IT knowledge and the beauty is, they only need to plug them in, in order to be fully protected and compliant with the Payment Card Industry Data Security Standard,” Ruff remarked.

## DELIVERING ON THE PROMISE

The Fortinet suite of solutions gives HDDS the power to enable personal freedom. Ruff concluded, “Fortinet supports a remote VPN tunnel to our applications so dealers can be out on a ride, pull over by the side of the road, and using an iPad, securely check any aspect of their business that needs to be examined.”

He added, “The last thing a dealership owner needs is to be constantly worrying about security. Our strong partnership with Fortinet enables us to offer dealers a broad set of tailored security-as-a-service packages and to painlessly add capabilities as required. Fortinet is the perfect vendor to help Harley-Davidson deliver on the promise of freedom and security that our dealers expect and deserve.”



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