

## CASE STUDY

# How Hertz Scaled Exposure Management with Seemplicity's Agentic Exposure Action Platform

The Hertz logo, featuring the word "Hertz" in a bold, black, sans-serif font with a yellow underline.The Seemplicity logo, featuring a stylized "S" icon composed of two overlapping circles (one pink, one teal) followed by the word "seemplicity" in a lowercase, sans-serif font.

## Challenges

- ▶ Visibility into vulnerabilities existed across multiple tools, but ownership and remediation workflows were fragmented, making it difficult to consistently route issues to the appropriate engineering teams
- ▶ Manual, spreadsheet-based tracking introduced point-in-time views of risk, resulting in stale data and slower remediation cycles
- ▶ Overlapping coverage across multiple vulnerability scanners generated duplicate findings, increasing noise and obscuring which risks required immediate attention
- ▶ The volume and velocity of findings made remediation difficult to coordinate at scale, requiring better prioritization and clearer operational workflows to drive timely resolution

## Solutions

- ▶ Centralized and normalized vulnerability data across multiple scanners into Seemplicity's agentic Exposure Action Platform™, creating a single operating view of exposure and ownership
- ▶ Automated remediation task creation and routing using Seemplicity's Find the Fixer AI Agent to cut through tag chaos, identify true ownership, and deliver fixes directly to the right teams in their existing workflows
- ▶ Identified duplicate data streams across vulnerability scanners and allowed Hertz to remove a redundant tool, reducing cost and noise
- ▶ Shifted from static, spreadsheet-based reporting to real-time ownership visibility, remediation tracking, and SLA accountability

## Outcomes

- ▶ Remediation of critical issues increased **400%**, driven by direct assignment of work to the engineers best positioned to fix the exposure
- ▶ Unknown asset ownership dropped from **20% to 2%** in six months as Seemplicity surfaced the actual fixer for each system, not just the business owner
- ▶ Rationalizing scanners eliminated a redundant tool, cut six figures in annual spend, and improved the quality of their exposure data
- ▶ Automation removed manual spreadsheet-based coordination, allowing a small team to manage exposure at enterprise scale without expanding headcount
- ▶ Full integration delivered tangible value within days, with data flowing in hours and tickets automatically routed shortly thereafter
- ▶ Teams now focus their time on the highest-impact exposures and shift security efforts toward actually reducing risk instead of chasing ownership

## Background

As one of the world's most recognizable car rental brands, Hertz operates thousands of rental locations across more than 160 countries. At this scale, reliable ownership and remediation accountability are essential to keeping systems secure and available.

Hertz's security organization had strong visibility into exposures across the environment, but turning that visibility into clear, actionable ownership at scale was a persistent challenge. Ownership information existed across multiple systems, but it was fragmented and often disconnected from the engineers best positioned to remediate the issue.

"What we're able to do now with Seemplicity that was hard to do before is automate workflows from risk identification and prioritization, and then deliver that work into the actual fixer's workflow."

### Sam Robison

Senior Director of Cyber Operations, Hertz

Without consistent ownership embedded in the workflow, remediation stalled. Tickets were manually exported into spreadsheets, shared by email, and updated out of band. The data was stale as soon as it was distributed and required constant human follow-up to route issues to the right team.

"We were sending out spreadsheets over email. It wasn't scalable and it slowed remediation."

### John Lodini

Vice President of Security, Architecture and Engineering, Hertz

## Solutions



Hertz was not looking for another vulnerability dashboard. They needed a way to operationalize ownership and turn findings into fix-ready work. When evaluating Seemplicity, the team was immediately drawn to its ease of implementation and automation capabilities.

*"We set up a proof-of-value tenant, and within a few hours we were receiving data from our tools," says Sam. "Within days, we already had tickets assigned."*



By integrating Seemplicity's agentic Exposure Action Platform™ with their existing scanners and ticketing systems, Hertz gained a single, normalized view of all exposures. Ownership mapping became automatic, assigning issues directly to the teams that could resolve them.

*"What stood out most was how Seemplicity brought issues straight to the end user who can actually solve the problem," says John. "That closed the loop instantly."*



Beyond automation, Seemplicity also revealed that two scanners were producing duplicative data. That insight allowed Hertz to remove a redundant tool, cutting six figures in annual spend while improving the quality and clarity of exposure data.

*"We realized two of our scanners were providing the same data," explains Sam. "That insight allowed us to remove one entirely, cutting costs and streamlining our toolset."*

## Results

The impact of the shift was immediate and measurable. Within the first six months, remediation velocity increased dramatically, with the percentage of critical exposures resolved rising from roughly 20% to 80%. This improvement didn't come from adding headcount or tightening SLAs, but from routing issues directly to the engineers best positioned to fix them, eliminating the lag created by hunting down ownership.

At the same time, asset ownership clarity surged. Previously, nearly one out of five servers had no readily-identifiable owner, turning remediation efforts into a glorified wild goose chase. With Seemplicity's ownership intelligence, that number dropped to just 2 percent, giving Hertz full line of sight into who is accountable for which systems.

Seemplicity also surfaced redundant scanner coverage that had been generating duplicate findings and obscuring meaningful trends. Consolidating scanners delivered six-figure cost savings and improved the quality of exposure data, making real risk easier to identify and prioritize.

By automating routing, tracking, and follow-up that previously relied on manual coordination, Hertz significantly improved the efficiency and consistency of its remediation operations. Teams gained better visibility and control while maintaining speed and accountability at enterprise scale.

This shift was not only operational but cultural. Seemplicity enabled Hertz's security teams to focus their expertise on the highest-impact 1 percent of exposures while automation handles the 99 percent that do not require human judgment. As ownership became embedded in the workflow, accountability turned into action.

"For an environment our size, Seemplicity reduces the resources needed to manage vulnerabilities."

**John Lodini**

Vice President of Security, Architecture and Engineering, Hertz

"Our teams now take ownership of risk. They see the tickets, they fix the issues, and we can track everything in one place."

**Sam Robison**

Senior Director of Cyber Operations, Hertz

## Looking Ahead



Hertz is now expanding its use of Seemplicity into additional security workflows and exposure sources as ownership clarity and orchestration become the foundation of its operating model. The next phase of adoption focuses on accelerating risk routing into even more engineering teams and increasing coverage across the environment. "Seemplicity has been a true partner on this journey," says John. "We're looking forward to continuing that collaboration as we scale our operations even further."

# About Seemplicity

Security teams don't struggle with detection. They struggle with action. Seemplicity is your agentic Exposure Action Platform™ that closes the gap between findings and fixing. Our AI agents are the first to proactively analyze business risk while applying automation to the aggregation, prioritization and remediation of exposure management. Only Seemplicity turns the overwhelming into clear, accountable tasks so you can reduce your exposure faster, with less effort and greater confidence.

