

DRIVING EFFICIENCY AND INNOVATION:

Hertz Transforms Its Operations with AWS MAP and Commit



ABOUT HERTZ

Hertz is one of the world's largest and most recognized mobility companies, operating the Hertz, Dollar, and Thrifty brands across major global markets and pioneering customer-centric car rental experiences for more than a century. In Israel, Hertz operates through Mayer, the official franchisee and one of the country's leading automotive importers, founded in 1967. Mayer represents major global brands including Volvo, Honda, Lynk and Co, Polestar, and Renault Trucks, and oversees a diverse portfolio across public transportation, leasing and rentals, used cars, insurance, and real estate. Hertz Israel is one of the nation's largest rental and leasing providers, serving tourism and corporate customers through a nationwide network and a fleet of tens of thousands of vehicles, and remains a central pillar in the Mayer Group's growth and market leadership.

CHALLENGES

Hertz set out to modernize its IT infrastructure as part of a broader transition toward scalable, cost-efficient, and cloud-ready operations. The organization faced rising operational costs associated with on-premises environments, including virtual machine licensing and hardware nearing renewal cycles, creating both financial pressure and a strategic opportunity for transformation.

Hertz required a flexible infrastructure model that would reduce long-term operational expenses through managed services, savings plans, and FinOps optimization, while enabling a Cloud-First approach for all future initiatives. Beyond cost optimization, the company sought to establish a robust technological foundation to support advanced Data and Analytics, AI/ML, and emerging GenAI capabilities. Global scalability, resilience, and operational efficiency were critical requirements, leading Hertz to select AWS as its strategic cloud platform for long-term growth and innovation.

SOLUTION

Turning to Commit, an AWS Premier Partner, Hertz embarked on a structured cloud migration through the AWS Migration Acceleration Program (MAP). Commit began with a comprehensive assessment phase that evaluated phased migration waves, conducted cloud cost and TCO analysis, planned the build and deployment stages, and performed a sensitivity review of security, connectivity, backup, disaster recovery, and storage requirements. These insights were consolidated into a detailed business and technology recommendations document, forming the basis for Hertz's decision to proceed.

Over the course of approximately five months, Commit defined the end-to-end solution architecture, established a secure and scalable AWS Landing Zone aligned with best practices, and planned the migration of workloads by organizing waves and aligning existing licenses with cloud requirements. The team adapted servers and applications for cloud readiness, executed the migration with full operational continuity, and implemented a disaster recovery solution in a separate Availability Zone to strengthen resilience.

"Modernizing our infrastructure was a strategic step for Hertz. Commit guided us through the AWS MAP journey with clarity and precision, helping us migrate critical workloads smoothly while building a scalable, secure foundation for the future. Today, we operate with greater efficiency, resilience, and the flexibility to innovate with data and emerging technologies," said

Tamir Edwy, CIO, Hertz

The engagement concluded with a structured handover and knowledge transfer process, ensuring Hertz's teams could operate, manage, and scale their new cloud environment effectively.

RESULTS

- A modern hybrid cloud environment that is secure, scalable, and aligned with AWS best practices
- Significant reduction in hardware and licensing costs, supported by improved operational efficiency
- Enhanced performance and availability for critical workloads, delivered within project timelines
- Improved resilience through a robust disaster recovery architecture across Availability Zones
- Enterprise-grade security and centralized visibility, strengthening governance and operational control
- Faster deployment of new services, accelerating time to value and business innovation
- A future-ready foundation supporting advanced Data and Analytics, AI, and continued technological growth



Today, we operate a robust cloud environment on AWS, built with the support and expertise of Commit. Their team helped us establish a comprehensive architecture that leverages the full range of AWS services alongside our own applications. Commit supported us throughout the journey, from infrastructure design and server deployment to complex workload migrations and the implementation of new services. With this strong cloud foundation in place, we are now able to adopt AI capabilities and innovative technologies that create meaningful value for both the company and our employees."

Ariel Kashir, CISO, Hertz