

## Aaron's Modernizes Branch Office Infrastructure to Fuel Growth with CloudGenix



With \$3.9BN in LTM revenues and nearly two million customers, Atlanta-based specialty retailer Aaron's, Inc. employs 10,000 employees across 1,600 locations in the United States and Canada. In growth mode and seeking to quickly open new stores, the IT team at Aaron's was wrestling with a costly and cumbersome infrastructure for remote offices.

John Trainor, CIO at Aaron's, had a vision for both a digital transformation and a more nimble and agile infrastructure. For distributed organizations, a major part of this process involved transitioning their remote offices to the cloud and ensuring best-of-breed services.

CloudGenix helped John and the Aaron's IT team strategically move the branch IT infrastructure to cloud-delivered services, instead of adding hardware or software. As a result, they were able to migrate on-premises Microsoft Exchange to Office 365 to provide a better user experience for employees and customers.

### **Deploying point-of-sale systems to all 1,600 locations in 27 minutes**

After working with CloudGenix for nearly 1.5 years, John has recognized the flexibility of cloud-based operational tools.

#### **ABOUT AARON'S, INC.**

Headquartered in Atlanta, Aaron's, Inc. (NYSE: AAN), is a leading omnichannel provider of lease-purchase solutions. Aaron's Business engages in the sales and lease ownership and specialty retailing of furniture, consumer electronics, home appliances and accessories through its approximately 1,600 company-operated and franchised stores in 47 states and Canada as well as its e-commerce platform, Aarons.com. In addition, Progressive Leasing, a virtual lease-to-own company, provides lease-purchase solutions through over 20,000 retail locations in 46 states. Dent-A-Med, Inc., d/b/a the HELPCard®, provides a variety of second-look credit products that are originated through federally insured banks. For more information, visit [Aarons.com](http://Aarons.com), [ProgLeasing.com](http://ProgLeasing.com), and [HELPCard.com](http://HELPCard.com).

“With CloudGenix, we have confidence in our infrastructure, which gives us confidence in our ability to deploy to all 1,600 stores. We now have an app-centric view of the world and not one based on a protocol sense of the world. This allows us to configure the network to be more business than IT aligned than IT aligned—the network is aligned to business outcomes,” said John.

Aaron's is focused on continuous integration and delivery of its technology solutions. Today, the technology team can deploy point-of-sale systems to all 1,600 locations in 27 minutes. All updates to branch offices can be deployed just as quickly—an innovation that helps the company stay ahead of the competition.

“What takes many retailers many months, we do continuously. And, because of our centralized model conversion, we aggregate data from stores in real time. With analytics at our fingertips, we can better serve our stores. We truly have a modern development environment,” said John.

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—JOHN TRAINOR, CIO AT AARON'S

## More best-of-breed infrastructure from the cloud

John and his team plan to continue partnering with CloudGenix and implementing more of the CloudGenix **CloudBlades® platform**. CloudBlades securely delivers best-of-breed branch infrastructure from the cloud. With CloudBlades, network (SD-WAN), security, voice, multi-cloud access and operational tools can be delivered without additional hardware or software.

CloudGenix helps put us in a lean-forward position vs. a lean-backward position,” says John. “The level of engagement from CloudGenix is unmatched.”

## SEE FOR YOURSELF

IMPRESSED BY AARON'S SUCCESS? SEE CLOUDGENIX IN ACTION FOR YOURSELF!  
VISIT [WWW.CLOUDGENIX.COM/TRIAL](http://WWW.CLOUDGENIX.COM/TRIAL) TO REGISTER FOR A NO-RISK FREE TRIAL TODAY.

## ABOUT CLOUDGENIX

CloudGenix makes the cloud-delivered branch possible by providing an Autonomous SD-WAN™ and the Cloud-Blades® platform. Enterprises gain cloud-scale economics for the branch with the freedom to use any WAN, any cloud and any best-of-breed infrastructure service. Founded in 2013 by a team that has delivered industry-leading products in networking, SDN, cloud, security and web-scale applications, CloudGenix serves world-class financial services, legal, retail and technology organizations.