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Culver's Improves Security and Customer Service

BHI SecureConnect helps one QSR chain meet PCI compliance standards and offer secure Wi-Fi.



The players

Culver Franchising System Inc. oversees more than 400 franchised Culver's restaurants in 17 states. Known for friendly service, old-fashioned charm and fresh, top-quality food, Culver's menus feature its signature ButterBurgers and frozen custard desserts.

Founded in 1994, **BHI Advanced Internet Inc.**, provider of SecureConnect, is a leading managed security services provider and offers a wide range of Internet security, managed network and PCI compliance services for the multisite retail and restaurant industries. SecureConnect provides PCI-compliant networks at thousands of locations for leading brands across the United States and Canada.

The challenge

Building a foundation of security is central to the success of every business. Similar to the construction of a home, however, continuous maintenance and upkeep is essential. A restaurant's information security practices must be maintained with proper resources and tools, the most

important of which is compliance with the Payment Card Industry Data Security Standard (PCI DSS).

However, as business owners continue to face mounting pressures, the check-box approach to PCI compliance becomes more and more enticing as a quick fix. This false sense of security does nothing to minimize the risk of a data breach. Recognizing the need for a comprehensive security and compliance initiative, Culver Franchising System wanted a solution that would help franchise owners implement more stringent security measures to mitigate risks and protect customers' cardholder data.

"Since PCI compliance can be a daunting task, we needed a solution that would



Culver Franchising System needed a solution to help franchise owners implement stringent security measures to ensure PCI compliance. SecureConnect offered a solution.

allow franchisees to easily maintain PCI compliance,” said Dan Orth, a network analyst for Culver Franchising System.

Ensuring PCI compliance for all Culver's restaurants presented significant logistical challenges. To handle network security in-house, Culver's would have needed to substantially expand its information technology staff. Instead, to ensure its restaurants complied with PCI standards, the company began searching for an outside vendor to provide a security solution.

In addition to PCI compliance, a strong security solution would eliminate obstacles to providing secure Wi-Fi for its customers. While Wi-Fi hotspots are a significant draw to increase customer loyalty and revenue, the Culver's brand and its franchise owners wanted to ensure that vulnerabilities from phishing websites, malicious software and adult-themed content would not interfere with its network or its customers' computer devices.

The solution

After researching various security vendors, Culver's contacted BHI Advanced Internet about its SecureConnect solution. The comprehensive managed service bundles an array of security features, including a managed firewall tailored to the multisite restaurant environment.

Further customization of the firewall foundation not only enabled franchisees to enhance network security and operating procedures but also allowed the launch of secure Wi-Fi hotspots at each restaurant location. SecureConnect eliminates security issues that are posed with other wireless solutions by properly segmenting public Wi-Fi from a restaurant's private



Culver's turned to SecureConnect to ensure PCI compliance and provide Wi-Fi hotspots to customers.

network.

BHI's solution provides additional layers of security through its virtual private network, as well as integrated intrusion detection and intrusion prevention systems. As an Approved Scanning Vendor, certified by the PCI Security Standards Council, BHI can provide further assistance by performing quarterly vulnerability scans for Culver's network, minimizing the number of vendors with whom a franchise owner needs to work.

The SecureConnect package also includes Internet connectivity, anti-virus protection, Internet access restrictions and connection monitoring, along with Web filtering and content control, which help increase employee productivity and minimize the risk of exposure to dangerous viruses and inappropriate online content.

“Since the services are bundled, it is a cost-effective way to meet PCI compliance standards,” Orth said. “Plus, our restaurants can now offer Wi-Fi to customers, adding more value to the dining experience.”

Orth says Culver's receives "reliable, ongoing support" from BHI's sales and implementation teams, which are very experienced with payment environments and restaurant configurations in the QSR industry.

To minimize expense to Culver's and other clients, BHI purchases and maintains all hardware and software necessary for SecureConnect. This also substantially relieves a restaurant owner from the responsibility of managing technical equipment in the restaurant.

To ensure full function of its services, BHI provides around-the-clock monitoring and support.

"Our commitment to customer satisfaction is present in everything we do," said Nate Hubert, vice president of operations for BHI. "The proactive approach to service and support is just one example of the company's ongoing dedication to its customers."

The results

SecureConnect enables Culver's and its franchisees to directly address PCI regulations, maintain compliance, protect cardholder data and improve security measures across the brand. Strong access control and encryption systems ensure that information is accessible only to those with proper credentials. Enhancing the brand image through these security measures will positively affect both corporate stores and franchisees. With a solid security infrastructure in place, restaurant owners can minimize intruder access and safely process credit cards.

As an added bonus, the restaurants have

improved the overall customer experience with Wi-Fi hotspot access.

"We're seeing more and more customers coming in with laptops and other devices, especially during lunch, and we're getting very positive feedback about the Wi-Fi," said Culver's franchisee Mike Budde, who owns and operates two restaurants in Minnesota.

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Franchisees like Budde are confident in the solution SecureConnect has provided.

"We can contact BHI 24 hours a day, seven days a week, all year long and they're always there to help," Budde said. "Knowing that we are PCI compliant and that we can offer Wi-Fi without compromising our system is a huge relief."

Beyond that, however, Budde and his fellow franchisees are armed with the expertise of BHI to promote and maintain a secure environment for their businesses and their customers.

***About the sponsor:** BHI Advanced Internet, based in Eden Prairie, Minn., is a leading managed security services provider (MSSP), offering a wide range of Internet security, managed network and PCI compliance services to the multisite retail industry. Ranked the No. 18 MSSP worldwide by the magazine MSPmentor in 2009, the company has experienced double-digit revenue growth in each of the past five years. SecureConnect, BHI's innovative flagship product, provides reliable, secure and PCI-compliant networks at thousands of locations for leading retail brands across the United States and Canada.*