

The Mr. Goodcents Road to PCI Compliance

Overview

The road to PCI compliance has proven to be a rocky one for many franchise systems and their franchisees. Created by the major credit card companies (Visa, MasterCard, AMEX, Discover, and JCB International), the PCI DSS is a guideline to help organizations that process card payments minimize their risk of a security breach. The substantial number of businesses that have not achieved compliance can be attributed to several issues including a lack of awareness, a need for increased education, and negligence among business owners to assess and acknowledge risk. This hesitation to comply is surprising considering the fact that in the event of a breach, it is the business owner that is held accountable for non-compliance.

Beyond compliance with the PCI DSS, however, is the core significance of network security within an organization. Security breaches happen, and it is understood that most of them could have been easily prevented with correct security measures in place. Implementing control measures to achieve and maintain compliance is the first step toward security best practices. As a result, Mr. Goodcents has made PCI compliance a priority within their system to help franchisees protect their business and their customers.

Lack of Awareness

The lack of awareness among Mr. Goodcents Subs & Pastas franchisees was a major obstacle to overcome. Notifications from acquiring banks regarding non-compliance fines concerned the owner/operators and generated immediate action from the franchise system. It is not uncommon for franchisees to want to place responsibility of PCI compliance on someone other than themselves. Rather, business owners should consider it a business opportunity to build competitive advantage and significantly lower risk. Based on research and evaluation, Mr. Goodcents selected BHI Advanced Internet, provider of SecureConnect® as the vendor of choice.



Mr. Goodcents® Subs & Pastas

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Case Study

Through an awareness campaign, BHI helped the Mr. Goodcents franchise system increase franchisee awareness and comprehension of the PCI DSS by focusing on the fundamental requirements of secure credit card acceptance.

Need for Education

Although these requirements have been in effect for five years now, there is still a considerable need for education among retail merchants. A popular assumption is that only big organizations need to achieve compliance, because small merchants have nothing to offer hackers. The exact opposite is true, however. Numerous studies show that smaller merchants are attacked the most, which confirms the fact that PCI compliance education is lacking.

After starting down the path of PCI compliance nine months ago, Mr. Goodcents has incorporated various education tools through SecureConnect® to better equip franchisees with knowledge of the PCI DSS and why it cannot be ignored. The Mr. Goodcents franchise system first enlightened themselves about PCI compliance in order to educate owner/operators and provide them with the tools to train their employees and enforce it through proper procedures. The BHI team has supplied training and support for Mr. Goodcents with PCI learning materials, educational webinars and onsite presentations from SecureConnect® professionals.

Unnecessary Risk

Despite the warnings, there are a large number of owner/operators in the quick serve industry that are still taking unnecessary risk and have not taken appropriate action to mitigate the chances of a security breach. Many franchise owners have reservations regarding the PCI DSS requirements because prior to this mandate, their restaurant has not been compromised by a breach. It is this laissez-faire attitude that makes them an easy target for hackers to effortlessly steal sensitive data. In order to implement proper security measures in existing restaurant locations and attract future multi-unit owner/operators, Mr. Goodcents had to demonstrate that they were able and willing to provide PCI direction for protecting their existing franchisees.

Reluctance to spend money on security now could severely damage an organization in the event of a future breach. Securing credit card transactions within the Mr. Goodcents system is necessary to ensure that the Franchisee, their Customers and the Mr. Goodcents brand are all protected. By implementing the Secure Connect solution, the Mr. Goodcents Franchise System significantly reduced the chances of a security breach and further enhanced its entire operating procedures.

About BHI Advanced Internet, Inc.



BHI Advanced Internet is a leading Managed Security Services Provider (MSSP), offering a wide-range of Internet security, managed network, and PCI compliance services to the multi-site retail industry. Ranked the #18 MSSP worldwide by MSPmentor magazine in 2009, the company has experienced double digit revenue growth each of the past five years. SecureConnect®, BHI's innovative flagship service, provides reliable, secure and PCI compliant networks at thousands of locations for leading retail brands across the U.S. and Canada.



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