

eXtremely SECURE

Milo C. Cockerham Inc. embraces change after Gilbarco-CSP's eXtreme Security Makeover

By Vince Holbrook



SAFE AND SOUND: Dickie Mayes (left), Joe White and Randy Cockerham agree that security upgrades to Cockerham's Tire and Auto No. 101 have made a significant difference at the store.

The residents of Galax, Va., welcome change. In fact, a giant “Bring Change, Buy Local” banner stretches across Main Street on a mid-January day.

More than a half-year has passed since Cockerham Tire and Auto Parts No. 101—a 5,600-square-foot site owned by Milo Cockerham in the vistas of the Blue Ridge Mountains—was named winner of the Second eXtreme Security Makeover, sponsored by Gilbarco Veeder-Root and CSP (CSP—Aug. '08, p. 119.).

The \$49,000 makeover has transformed the location into a model site for security and has spurred Cockerham to repeat some of the upgrades at the company's seven other Chevron- and BP-branded stores.

“The security improvements have made a big difference in our sense of confidence and control,” says Dickie Mayes, store supervisor for Milo C. Cockerham.

“While many changes are invisible to the customer, we now have more peace of mind, control over what each employee can do, and much better reporting.”

Security at the Dispensers

Dispensers underwent three types of changes. One involved logical (encryption) protection of the personal identification number (PIN) that is entered by debit-card users. This type of change will be implemented at all debit-accepting gas pumps by July 2010 to comply with Payment Card Industry Encrypting PIN Pad (PCI EPP) rules. The other two changes involved adding physical security barriers to prevent fuel fraud and theft.

Gilbarco FlexPay Encrypting PIN Pads were retrofitted to the existing

Gilbarco Advantage dispensers. The devices can apply Triple Data Encryption Standard (TDES) encryption of PINs entered by consumers during debit transactions at the dispensers. The Gilbarco FlexPay Encrypting PIN Pads are PCI EPP approved and allow retailers to meet compliance requirements without replacing the entire card-reader system.

“The Gilbarco FlexPay EPP provides a simple and cost-effective PIN pad upgrade,” says Scott McDowell, Gilbarco Veeder-Root's director of marketing for dispenser applications. “Our solution allows customers to upgrade to minimum compliance, then add security through modular upgrades as needed.”

Inherent in this upgrade, the Gilbarco CRIND Card Reader in Dispenser displays also transitioned from the single line, scrolling type to the 5.7-inch monochrome displays.

“The larger displays are much bet-

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GROUP ACTIVITY: Randy Cockerham sets tiered security groups on his Gilbarco Passport point-of-sale system.

ter for promoting car washes,” says Randy Cockerham, owner and store manager. “Customers can see all their choices at once and quickly make a selection. This change is one of my favorite aspects of the makeover.”

Even so, some customers were accustomed to the single-line displays and have had to learn to use the soft keys beside the screen instead of the PIN keypad, according to Cockerham.

In addition to the encryption security improvements at the dispenser, certain physical security barriers were added. Custom locks now secure the access points to the dispensers’ electronics and hydraulics, including lower doors and bezel doors. These locks are unique to Cockerham’s Tire and Auto Parts No. 101, so any keys obtained from a different store would not allow access to the fuel-delivery system or programming electronics.

Inside the hydraulics area, pulser covers were added to provide an additional physical barrier against tampering with the fuel-delivery system.

These additional physical barriers are among the best practices for retailers who want to deter fuel theft and fraud. Additional best practices include storing manager programming keypads and custom keys in a locked safe.

POS Security

Cockerham Tire and Auto Parts No.

101 received a new Gilbarco Passport point-of-sale (POS) system to replace the store’s Gilbarco G-SITE system.

Gilbarco Passport has many security features, including tiered security groups to allow access based on employee function, real-time security camera interface, blind balancing of the tills, cashier statistics and reason codes for no sales, voids and price overrides. The electronic journal captures every keystroke to document all activities and track safe drops and fuel inventory. PCI-compliant PIN pads inside the store, strong encryption and secure passwords also protect payment data.

In addition to the security features, Mayes likes the speed keys because they reduce human error associated with manual price entries, especially at stores that have foodservice operations. He also picks up extra counter space associated with the smaller footprint.

The system’s simplicity has been meaningful to Cockerham. “I have a part-time employee who has been with us for 30 years. He was fearful about his ability to learn any new POS system,” Cockerham says. “Passport is so intuitive and user-friendly that he was able to make the transition easier than he thought, and I was able to keep a long-time, trusted employee.”

The company is so pleased that it is installing Passport at four remaining Chevron-branded stores and three BP-

branded stores, says Joe White, vice president of operations.

The location received two other important security upgrades that protect credit-card data and overall site safety. **Certified Gilbarco partner Cybera provided PCI-compliant, secure connectivity between the Gilbarco Passport POS and payment network by adding its fully managed router and broadband connectivity to the site. The Cybera contribution isolates and protects payment traffic over the network between the POS and the transaction processor. This upgrade included one year of managed service in addition to the hardware, infrastructure and implementation.**

The company’s pre-existing security cameras enabled in-store monitoring of fuel-island activity before the makeover. However, with technology provided by American Video Equipment to interface the cameras to the Gilbarco Passport system, the company can now monitor the transaction in progress (receipt) and the matching video footage simultaneously to identify errors and fraud. In this case, the camera supplier had not previously developed the interface to Gilbarco Passport, so it was completed as part of this makeover.

In addition to the changes that were part of the eXtreme Security Makeover, Randy Cockerham made some changes of his own. The store’s diesel fuel island was operating with old, mechanical dispensers that were not fully under the control of the POS. “We used to have to change prices at the dispensers manually and get physical meter readings,” Cockerham says. Now new Gilbarco Encore 300 with FlexPay EPP and Gilbarco Legacy dispensers grace the diesel-fuel island. ■