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Chicago Scoops Serves Up Advanced Security with Cybera

CHICAGO SCOOPS

COMPANY PROFILE

- Company: Chicago Scoops LLC
- President: Kyle Welch
- Brands: Cold Stone Creamery®. Largest Cold Stone Creamery (a Kahala Brands™ concept) franchisee in the CSC system; Rocky Mountain Chocolate Factory
- Industry: Quick Serve Restaurant
- Locations: 10 states throughout the Midwest, Mountain West and East Coast
- Store Count: 31
- Payment card security
- No internal IT department
- Low level of PCI compliance knowledge

THE CHALLENGE

Complex, costly and overwhelming are words that small business owners often use to describe payment card security and Payment Card Industry Data Security Standard (PCI DSS) compliance. Chicago Scoops President, Kyle Welch, shared the same sentiments when thinking about the tasks of securing sensitive data and adhering to industry standards at his Cold Stone Creamery® stores.

Through an aggressive growth program they had increased their store count to 31 new and acquired locations. However, this growth also represented an increase in their vulnerability to data breaches. "Most acquired stores had minimal security systems in place," said Welch. "There were stores with unprotected Wi-Fi, and the residential Internet access was shared on the same connection as the payment network. We inherited a wide variety of challenges."

Chicago Scoops does not have a technical staff or the resources to focus on securing their data environment. The mixed bag of store connectivity made the burden of standardizing a security and compliance program even more daunting. Most small businesses in similar situations simply ignore data security and choose not to deal with it because of the enormous effort. However, Chicago Scoops wanted to be proactive in protecting their stores and customers.

Chicago Scoops needed a simple, standard approach to protect their card holder data environment, reduce their data breach exposure and achieve PCI compliance. The franchise group is proud of being the largest Cold Stone Creamery franchisee, so protecting their reputation and brand was top of mind. Chicago Scoops decided to face data security and PCI compliance head on.

Case Study—Chicago Scoops

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THE SOLUTION

Chicago Scoops sought advice from their franchisor Kahala Brands who was equally committed to payment card security. They quickly learned that the franchisor designated Cybera as the recommended provider of payment card security for all of Kahala Brands' 3,000+ store locations. Cybera was selected because of their experience, expertise and price after an extensive evaluation.

It was extremely important for Chicago Scoops to work with an established, reputable security company that also had restaurant experience. Cybera was an obvious choice for them. They found comfort in knowing that Cybera understood their business and could help with the heavy lifting in a cost-effective way, especially since they did not have an IT staff.

Chicago Scoops implemented Cybera's secure SD-WAN solution, Cybera ONE, which integrates cloud and premise-based security into a single offering to secure their network and help address PCI-DSS compliance. The solution alleviated the complexity often associated with protecting distributed enterprise networks. The tailored solution was comprehensive, easy to deploy and cost-effective. Chicago Scoops' multi-unit retail locations are protected at an affordable monthly price, without the outlay of upfront hardware fees.

The secure SD-WAN Cybera ONE managed firewall extends the multi-layered security protection found in data centers to branch locations. With this PCI compliant solution, Chicago Scoops was able to utilize their existing Internet service for secure payment processing, thus protecting their current investment. The franchise group was able to reduce any costs associated with dispatch technicians since the Cybera solution was installed in minutes by store personnel. Plus, the Cybera Solution Management Center also proactively monitors the Chicago Scoops secure data network 24x7x365, proving extremely valuable by making the solution worry free.

In addition, with the secure SD-WAN architecture of the Cybera ONE solution, Chicago Scoops is well positioned to securely enable future functionality without requiring additional equipment. The existing Cybera ONE solution can support guest Wi-Fi, reliable 3G/4G wireless backup and additional store applications, such as loyalty, digital video for surveillance, inventory management, etc.

> *"We benefited greatly from having a partner that could provide turnkey technology that was fully managed since we currently don't have an internal IT Department,"* said Welch.

THE RESULTS

Chicago Scoops protected their brands by implementing Cybera's secure SD-WAN solution, Cybera ONE, a comprehensive, easy-to-use security and compliance offering, across all their locations. With Cybera, Chicago Scoops has a new standard security and compliance solution that saves them operational, maintenance and support costs.

The franchise group relied on Cybera to handle their network security from decision to installation and was pleased with their work. "Cybera is easy to work with. Project management tracked the installs well and communicated effectively with Chicago Scoops and Kahala Brands Corporate. Service has been great," Welch said.

Chicago Scoops is able to focus on running their core business while Cybera helps runs their data security. Cybera is thrilled to take on the role as their trusted security advisor.

> *"It feels great to sit back knowing our company and our customers are protected and safe. We all have peace of mind."*

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EMAIL
solutions@cybera.net

PHONE
1-866-4CYBERA (1-866-429-2372)

WEB
www.cybera.com