



## CASE STUDY

# Serving Up Reliable Security for a Restaurant Franchise

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For one restaurant management company, security has always been about so much more than firewalls and uptime: it's about instilling trust with franchisees and guests alike. As data breaches in the restaurant industry have made headline news, IT leadership at the organization knew the importance of communication to signal its commitment to security across a wide range of stakeholders — with clarity of purpose, consistency across its brands and increased visibility into network operations.



## Client Spotlight

Headquartered in Florida, this restaurant management company is affiliated with dynamic and niche-specific brands, including a well-known franchise with more than 95 locations across 31 U.S. states and Canadian provinces.

### The Challenge

The IT team at a large restaurant management company realized the value in rolling out a connectivity solution that would offer consistent uptime and security across its many locations. Despite being locked into other vendor contracts for a transitional time period, they knew that having a single vendor of choice across all sites would give them the visibility they needed to face today's security landscape with confidence. Working with a mature managed security provider who could scale quickly and nimbly with them was essential as they assessed risk and took part in strategic planning processes before, during, and after rollout.

*“Trustwave helps us solidify our capabilities to maintain the integrity of our commitment to our customers, in a time when trust matters more than ever”*

– Vice President of Innovative Technology, Systems and Data

Next, they needed to harness the power of their network to populate a data warehouse with customer insights to draw in customers and create a positive, high-touch experience to give franchisees an edge in a highly competitive space. A reliable network with strong access points and well-configured hardware to overcome spatial challenges such as narrow corridors and semi-private rooms was a must. And because restaurants rely heavily upon their networks to keep tables moving and business running, they needed a plan B for moments when the internet connection is lost.

### The Solution

Having worked with Trustwave in the past and being familiar with our talent and skillsets, the VP overseeing this project chose Trustwave for security and compliance management as well as guest WiFi to improve connectivity and increase system visibility, meet uptime goals and quickly detect and respond to unusual network activity.

To gather a fuller picture of the customer's environment, the Trustwave team sought to understand the platforms they already had in use. Originally tapping Open Mesh to prompt guest opt-in and online reviews through Yelp upon joining the WiFi network, the team worked to brainstorm alternatives when learning of Yelp's service End of Life. Developed and tested over the summer, the team began rolling out a new system to their sites, including Trustwave WiFi Suite with Fortinet APs and a WiFi disclaimer page for data collection. The Trustwave Fusion platform enables the marketing team to quickly access email addresses via its data warehouse to continue to build out a strong consumer profile database.

Using the Trustwave Fusion platform, the client's IT team was able to proactively troubleshoot issues like blocked traffic, firewall anomalies, and internet service provider issues, while reducing incident response times and improving autonomy to franchisees. And with cellular back-up, the IT team can breathe easier knowing that restaurants will not need to close if the internet goes down.

### Industry Threat

With their high volume of credit card transactions, variability of network strength and increased adoption of more advanced POS systems, restaurants are increasingly a target of attacks. As restaurants innovate their front-end experience for guests, it is important for them to update their security systems to match — while keeping systems running and remaining compliant in a world more conscious of customer data privacy than ever.

### Services & Solutions Used

- Managed Security and Compliance with Trustwave Wifi Suite + Fortinet APs
- Trustwave Fusion platform + custom-built email address collection service