



CASE STUDY: Allsup's

Allsup's deploys Redbox Platform for PCI Compliance & Removing POS from PCI Scope

Allsup's, a privately held company that operates more than 300 convenience and fuel-service store locations across New Mexico, Texas and Oklahoma, recently selected and deployed Reliant's Redbox Platform to address PCI compliance while enriching existing business processes.

Allsup's is no stranger to introducing technology and automation into the convenience store space and pioneering all facets of operating the modern convenience store. Reliant quickly became a logical choice and trusted partner when it came to this important strategic objective.

IT Challenges

Allsup's had found it challenging to address PCI compliance at both the store and corporate-office levels. With remote locations operating over a VSAT network, disparate systems and a legacy home-grown point-of-sale application, the challenges were many.

The operating environment of food-service and fuel-service operations is challenging, with its cramped, unventilated "under the counter" locations. Redbox Platform's small size and diskless, fanless and self-cooling components were a perfect fit for Allsup's hardware appliance requirements.



About Reliant

Reliant enables retailers to create an in-store private cloud transforming the IT approach to delivering and supporting store systems. A wide range of application, systems and network configurations can be centrally delivered, managed and maintained. Ongoing support costs are reduced. The need for equipment to otherwise run each application is eliminated. The result: retail executives can easily keep pace with 21st century customer-engaging applications using a highly flexible and secure architecture.

“Allsup's has extensive proprietary business logic built into its own store-level POS, ordering system and AS/400 environment. We simply couldn't walk away from years of investment. PCI compliance and data security were critical strategic objectives to our business, but also needed to work within our existing framework. We wanted to comprehensively address PCI in one technological implementation. Additionally, as a result of this implementation, strategically we now we have a Redbox Platform virtualized server in every store that can be leveraged to deploy new store and customer-facing solutions quickly with no additional hardware or related expenditures.”

-Gary Holmes, Allsup's Chief Information Officer





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The Reliant Solution

It was obvious to Reliant that Allsup's home-grown POS application and related systems were required to run the day-to-day operations and therefore had to be taken "out of scope" in the most minimally invasive way possible. To accomplish this, Reliant leveraged Allsup's existing payment software provider and relocated the payment application from the POS to the Redbox Platform. The next step was a complete migration to IP-based PTS-compliant pin pad hardware. With this new architecture – pin pad payment terminals and POS systems on separate networks and the payment engine no longer at the POS – these systems were now out of PCI scope.

Allsup's successfully retained its proprietary POS application, back-end systems and customer experience at the point of purchase. These technical updates were transparent to both store operations and the customer. The solution in the field was "plug & play", requiring no local on-site configuration. All updates and configuration changes to the compliance environment are controlled at Allsup's corporate office headquarters, in accordance with Allsup's change-management procedures.

During the initial stages of the project, another challenge arose. Allsup's third-party managed fuel-service providers mandated pump upgrades to meet their own individual PCI requirements. The new fuel controllers and payment systems, however, did not directly interface with Allsup's POS and general ledger. Without this interface, visibility into fuel operations became impossible. Reliant easily solved the fuel service interoperability issues by adding a custom module into the Redboxes, located in each store.

Allsup's has now established a secure, compliant environment in its stores. Additionally, PCI scope has been greatly reduced and simplified through the introduction of the Reliant Redbox Platform. Reliant's centralized, unattended and automated approach greatly reduced the number of central systems required to demonstrate and enforce compliance requirements at both the point of sale and the corporate headquarters.

Our Commitment to Innovation

Redbox Platform's innovative design allows you, for the first time, to consolidate a wide range of different network, security, infrastructure and application functions in a single low-cost appliance. Data Security is at the core of Redbox Platform's architecture, and our active participation on the PCI Security Standards Council is paramount to our commitment to PCI. This focus is what allows us to maintain our solutions at the forefront of the PCI Regulations; as a result, we keep you ahead of the continuing changes and demands of PCI compliance.

