White Castle® Teams With Elavon to Deploy Advanced Payments Security

Nothing to Find, Nothing to Steal.

About: White Castle® is a family-owned business based in Columbus, Ohio, that owns and operates more than 400 restaurants in 12 states.

Location: Columbus, Ohio
Website: www.whitecastle.com

Challenges:
- Protect decades of brand equity from breaches
- Be at the forefront of security
- Reduce costs associated with proving PCI compliance
- Reassure customers that security is top priority

Solution: Layered security solution that stays ahead of PCI compliance standards:

- Secures data in use with EMV-enabled terminals equipped with Elavon's Simplify application
- Secures data in transit with encryption
- Secures data at rest with tokenization
- Supports contactless payment transactions

Results:
- Reduced data breach risk
- 50% cost savings associated with PCI compliance
- Support for all payment types
- Customer peace of mind

As a family owned business about to celebrate its 94th birthday, White Castle® has a rich history of innovation, and trying new ideas to create "memorable moments" for guests. As America's first fast food hamburger restaurant, White Castle® is focused on "feeding the souls of Craver generations everywhere", recognizing that the customer of today craves savvy solutions and constant improvement in their restaurant experience. White Castle® is based in Columbus, OH and operates nearly 400 restaurants in 12 states.

CHALLENGE: With this legacy of serving the highest quality products, the last thing they want to do is to put their customers' cardholder data at risk. White Castle® recognizes that restaurant data breaches are becoming just as prevalent as retail breaches and that there are multiple points of compromise throughout the payment lifecycle.

"We knew we had to make changes to support chip cards and contactless payment transactions, but when we learned that Elavon also had an encryption offering we were very excited to be able to deploy all three of them together."
–Susan Carroll, Director of Information Systems

SOLUTION: White Castle® was ready to implement Elavon's advanced payments security to protect cardholder data in-use, in-transit and at-rest. Elavon's safe-t service along with the Simplify application renders the cardholder data useless to intruders at the point of sales (POS) and anywhere throughout the merchant's network. At all points along the transaction lifecycle, there's nothing to find and nothing to steal.

BUSINESS BENEFITS: Because Elavon's Simplify solution removes payment card data from the POS system, this reduces the risk of data breaches and provides cardholders with greater peace of mind. In addition, the Elavon payments security solution provides an opportunity to reduce costs and free up resources to focus on more strategic business initiatives.

"Because Elavon's advanced payments security removes card data from our POS systems, our PCI efforts are greatly reduced. We project saving at least 50% in terms of PCI validation costs and resource consumption."
–Randy Embree, Director of Information Technology

Elavon