



# Kahala Brands

## A Cybera Case Study



### Overview

HQ: Scottsdale, Arizona  
Industry: Restaurant Franchising  
Size: 2,600 Locations Spanning 25 Countries  
Solution: A CyberaONE™ Platform

Fully managed  
service that provides  
24/7/365 proactive  
monitoring

### Business Challenges

- A unique mix of applications to support across 2,600 locations
- Growing data security and payment compliance complexity
- Rising operational, maintenance, and support costs



The franchisor wanted to introduce a single, comprehensive solution that was both easily deployable and cost-effective.



## Goals

- Deploy a standardized, integrated, and cost-effective solution
- Secure payment processing at all restaurant locations
- Protect investments in existing broadband services

## Kahala Brands Protects Franchises with Cybera

With a collection of 16 unique restaurant concepts, over 2,600 locations in approximately 25 countries, and hundreds of signature recipes, Kahala Brands™ is one of the fastest-growing franchising companies in the world.

Generating nearly \$700 million in system-wide sales annually, Kahala Brands leaves a lasting footprint in each country that it enters. With a wide variety of applications deployed at each store, including point of sale, Kahala Brands has focused its attention on securing payment processing across its entire enterprise footprint.

## Growing Challenges of Existing Technology

Kahala Brands was experiencing high operational, maintenance, and support costs to implement technologies to secure card payment processing and to assist with PCI compliance. The franchisor wanted to introduce a single, comprehensive solution that was both easily deployable and cost-effective while continuing to protect its brands.

Kahala Brands extended its relationship with Cybera, selecting it as the provider of payment card security to all 2,600 restaurants.

## The biggest challenges that Kahala Brands faced were:

- **Data security and payment compliance complexities.** Protecting the card data environment and adhering to industry standards have become increasingly difficult tasks for restaurants. Deploying a single integrated solution would help alleviate the complexity often associated with protecting multi-unit locations.
- **Investment protection of existing broadband services.** The Kahala Brands restaurant family currently uses a variety of broadband service connectivity, such as DSL, cable, T1, 3G/4G wireless, and others. The company wanted to protect its current investments at each store, so selecting a solution that could leverage the existing environments was a must.
- **Operational costs.** Technical expertise and new technology to support data security at the store level can be costly. Kahala Brands is sensitive to additional costs that its restaurants would be taxed with, so it wanted a solution that could provide affordable connectivity for the restaurant community.

## Purchasing Criteria for a New Solution

The overarching goal for Kahala Brands was to make security and compliance simple for its restaurants. The company recognized the value of virtual application network solutions, which consist of integrated cloud and premise-based security technologies in addition to support. Kahala Brands used the following top purchasing criteria to evaluate security solutions:

- **A single, comprehensive solution.** High-performing security and compliance technologies along with support, all packaged together to help simplify life for its restaurants.
- **Easy deployment and management.** Must be easy for store personnel to install in minutes.
- **Utilization of existing broadband services with flexibility to grow.** Maintain restaurants' current Internet connection investments.
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Store personnel can focus on their core business while protecting themselves.



## Selecting the CyberaONE Platform

After an extensive evaluation, Kahala Brands extended its existing relationship with Cybera, selecting it as the authorized provider of payment card security to all 2,600 of Kahala Brands' restaurants. Tailored to Kahala Brand's specific needs, the CyberaONE Platform integrates cloud-based agility and premise-based security into a single offering that alleviates the complexity often associated with protecting distributed enterprise networks.

The managed application network and security services solution is purpose-built to help large distributed enterprises securely accelerate the adoption of new applications and services. Because the system functions as a virtual overlay on top of existing networks, it integrates easily into any environment.

Utilizing the standardized, integrated solution, Kahala Brands is assisting its restaurant brands by simplifying payment card security and PCI DSS compliance. The comprehensive offering is cost-effective because there are no upfront hardware fees. Moreover, the restaurants can reduce costs associated with dispatch technicians since the solution can be installed in minutes by store personnel.

## A Fully Managed Service

Another major benefit of the CyberaONE Platform is the use of existing Internet connections, which allows Kahala Brands to protect its current investments. Whenever Kahala Brands chooses to do so, it can also leverage the CyberaONE Platform to securely enable new applications such as guest Wi-Fi, 3G wireless backup, loyalty, and digital signage—just to name a few.

The fully managed service that provides 24/7/365 proactive monitoring by Cybera helps make the solution worry-free, so that store personnel can focus on their core business while protecting themselves and the Kahala Brands image at large.



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## Customer Results



Reduced IT costs since the solution can be installed in minutes by store personnel



Ability to quickly and securely deploy revenue-generating apps



Simplified PCI DSS compliance across all restaurants



Use of existing Internet connections allows protection of current investments



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