

# Why WiFi?

## Wireless access offers flexibility and choice for consumers, cloud-based solutions for operators

As the use of mobile devices like iPhones, iPads, Kindles, and others operating on Internet access increases, restaurant operators have responded. Providing WiFi access in quick-service environments is quickly becoming the standard. Offering Internet access from the restaurant enhances the customer experience and increases store traffic, from the business person who wants to get some work done on the way to a meeting, to students who want to hang out after school, to those who feel they must always stay connected.

Adding wireless can also be a strategic initiative for forward-looking enterprises to improve store efficiencies, including wireless POS systems, line-busting applications, and self-service kiosks.

But cost, complexity, security,

and compliance have been barriers for the adoption of wireless in many organizations. PCI DSS requires quarterly wireless vulnerability scanning of all locations to identify unauthorized WiFi that might put data at risk, even if wireless is not deployed.

**AirTight Networks**, a California-based leader in wireless security and compliance solutions, delivers both PCI-compliance wireless scanning and secure WiFi access in a cloud-based delivery model branded as AirTight Cloud Services.

AirTight Cloud Services provides scanning for, detection of, and prevention against rogue access points (APs) and other wireless vulnerabilities to satisfy PCI compliance requirements, while laying the foundation for strategic wireless initiatives in the future. AirTight's combination wireless Sensor-AP device allows operators to add WiFi access to its automated wireless PCI compliance scanning and threat prevention with the click of a mouse. This seamless transition gives

IT complete control and maximum flexibility to roll out WiFi with no additional equipment to purchase, no additional deployment costs, and without compromising security or PCI compliance.

"Some retailers immediately embraced WiFi when it became

available, but others didn't," says David King, chairman and CEO of AirTight. "Now they realize they've missed out and want a piece of that action."

King says that operators don't want to make an upfront investment in security equipment or assume any additional administrative burden. In addition, capital outlays for upgrading equipment can take a long time to recover. Many have been searching for affordable, easy-to-deploy-and-use, scalable WiFi access solutions that can meet their needs while maintaining PCI compliance and network security. Previously, their only choices were complex solutions impractical for managing multiple locations because of the capital expense or low-grade consumer solutions with limited security features and no management. AirTight has now introduced a managed service to fill that gap.

AirTight, which began shipping its automated wireless intrusion detection product six years ago, has recently added a smaller security sensor that can be deployed in the restaurant and offer protection 24 hours a day, seven days a week. It offers operators full-time security, analyzes potential threats, and generates PCI compliance reports. For retail and hospitality enterprises such as quick-service restaurants, AirTight Cloud Services provide a secure, single-cell WLAN network with minimum cost and complexity while satisfying all PCI DSS wireless security requirements in a single device. Customers can choose just PCI scanning and have reports delivered to their inbox, or they can add intrusion detection and prevention and/or WiFi access.

"AirTight was the first and is still the only wireless security company to offer PCI wireless scanning services managed from the cloud," King says. "Our customers embraced our cloud-based services model and asked if we could help them deploy WiFi in the same way with the same simplicity and cost-effective price point.

"Cost and security concerns were the main barriers for operators wanting to provide their customers with wireless access," King says. "This is a simple, cost-effective system to use. The value proposition is very clear."



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# The Players

## AirTight Networks

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AirTight Networks is the global leader in wireless security and compliance products and services, providing customers powerful technology to automatically detect, classify, locate, and block all current and emerging wireless threats. AirTight offers the industry's leading wireless intrusion prevention system (WIPS) and AirTight Cloud Services™, the world's only SaaS-based wireless security and compliance solution, which also includes a controller-less WiFi access point. AirTight's solutions are used by customers globally in the financial, government, retail and hospitality, manufacturing, transportation, education, health care, telecom, and technology industries.

## American Express

200 Vesey Street  
New York, NY 10285  
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American Express Company is a leading global payments, network, and travel company founded in 1850. Merchant Services is the merchant network of American Express, which acquires and maintains relationships with millions of merchants around the globe where American Express-branded cards are welcome.

## BHI Secure Connect

7599 Corporate Way  
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BHI SecureConnect is a leading Managed Security Services Provider (MSSP), offering a wide range of Internet security, managed network, and PCI compliance services to the multisite retail industry. Named on the Inc. 5000 list as one of the country's fastest growing companies and rated by the Star Tribune as one of the top 50 places to work in Minnesota, the company has experienced double-digit revenue growth each of the past five years. SecureConnect®, BHI's innovative flagship service, provides reliable, secure, and PCI-compliant networks at thousands of locations for leading retail brands across the U.S. and Canada.

## Fifth Third Processing Solutions

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## Heartland Payment Systems

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