



About the Customer: In the early 1990s, Gordon Logan recognized the huge potential and relative lack of competition in the haircut market. He wanted to create a place where people could take care of one of life's necessities—a haircut—and say, "This is my kind of place; I feel comfortable here," when they walked in the door.

Sport Clips has locations in all 50 states, with more than 1,800 locations throughout the U.S. and Canada. Sport Clips' culture is their values system, inspired by the same core values Coach Lou Holtz used to build championship football teams: "Do Your Best. Do What's Right. Treat Others the Way They Want to Be Treated."

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Information Security of
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The Challenge

Sport Clips worked with a leading Managed Security Service Provider (MSSP) for several years but spent the better part of the last 12 months of the contract researching different vendors to fit their changing technology needs. With a recent upgrade in their point-of-sale (POS) system to adopt Point-to-Point Encryption (P2PE), the team wanted to find a secure edge networking solution that offered the right mix of strengthened security, better agility, and enhanced network resilience while retaining a reasonable cost.

Prior to Netsurion, their team faced:

- Support inefficiencies, including daily complications due to configuration changes and lengthy response times
- Difficulties with PCI DSS management by franchisees
- Unreliable cellular failover that incurred droppage when it was most needed and the absence of notifications when the store was using cellular data

The unprecedented disruption during the COVID-19 pandemic required the business to adopt measures to safeguard worker and customer health, including the need to extend the Wi-Fi outdoors so customers could wait for their appointment times and online notifications. Expanding the network perimeter off-premises brought additional security concerns. Furthermore, an increase in online scheduling at each location also mandated resilient connectivity that always stayed on during ISP blackouts or brownouts.

The Solution - Why Netsurion

The IT team at Sport Clips includes security professionals supporting company-owned stores and creating industry-leading technology recommendations to their franchisee community of Team Leaders. The team worked daily to find the best vendors for the brand. These professionals consulted with a team of franchisees, an Advisory Council of Team Leaders that assists in vendor evaluation and decision making. Sport Clips incorporated the Team Leader feedback and requirements to find the vendor to help them overcome the edge networking challenges the brand was facing.

After multiple vendor evaluations, Netsurion was a clear choice and the winner of the RFP process. Netsurion's Secure Edge Networking platform, BranchSDO, was selected to provide all-in-one managed networking, security, resilience, and compliance for the Sport Clips brand. The [BranchSDO platform](#), coupled with a next-gen firewall, integrated Wi-Fi, and automatic cellular failover with pooled data plans, all managed via the cloud, delivers massive value to the retail organization and its franchisees. The ability to add a [PCI DSS compliance solution](#) that is easy to manage and tracks PCI Self-Assessment Questionnaire (SAQ) completions across all store locations was also a decisive factor in the selection decision.

"Netsurion worked with our team and our QSA to build an SAQ template that matched the needs of our Team Leaders across the country. The Netsurion portal is easy to navigate, very user friendly, and gives us the reporting we need to track and manage PCI DSS compliance status for over 1,800 company stores and franchisee locations."

- Dan Miller, CIO & SVP Information Security for Sport Clips Haircuts.

"Netsurion's support process was also a key differentiator. We were assigned a Technical Solutions Engineer, Implementation Engineer, Account Manager, and Support Champion during the first month of our evaluation. This team has stayed in place during the last 12 months and has been a great support model. Our team knows who to contact when issues arise and discuss project rollouts. Having this support structure is a clear upgrade from our previous vendor," said Dan Miller, CIO & SVP Information Security of Sport Clips.

Standardization for Faster Deployments and Support

Going through a hardware migration for 1800+ locations is a daunting task. Netsurion meticulously planned out the launch and the firewall pre-configuration process to ensure the **BranchSDO CXD edge devices'** rollout was as close to "plug-and-play" as possible. For configuration and faster deployment, the store network included three separate LAN networks – one for the POS system, one for the private network (in-house staff), and one for private devices (mostly IoT devices). The network also boasts three separate wireless networks for the same three wired LANs just mentioned and a fourth wireless network for guest utilization with a branded splash page.

Sport Clips worked with Netsurion before rollout to compile a dedicated Allow-List that would be deployed across the brand to lock down access across their POS networks. Once initial testing and confirmation of the successful

solution were complete at a few pilot stores, Sport Clips mandated the Netsurion configuration across the brand. There would be no deviating from it at the Team Leader level, which saved time from going back and making adjustments and accommodations as installations were rolling out. This method also streamlined the support process as the segmentation and configuration were standard across all Sport Clips stores, saving time and money for both the retailer and franchisees.

Full Visibility and Control

Netsurion's Cloud Orchestration tool provides the corporate team insight into each location in real-time to monitor network status via alerts and analytics for all sites.

With the multi-tenant solution's level of visibility and control, the corporate IT team can now offer better support to their Team Leaders. Furthermore, by ensuring all locations have automatic cellular failover capability, the brand can deliver optimal customer experience during transactions while protecting short and long-term revenue. By adding the protection of the **cloud-delivered next-gen firewall** and the support of Netsurion's **24/7 Network Operations Center** for a fast and effective response to network threats, Sport Clips is living up to its corporate values: Do what is best and do what is right for its Team Leaders and its clients.

Netsurion's network operations center (NOC) manages over 20,000 business locations today with a primary focus on multi-unit restaurant and specialty retail businesses, making the switch to a managed edge network service seamless and efficient. Netsurion Secure Edge Networking is purpose-built for high output, high traffic, small footprint point-of-sale locations such as those at Sport Clips. Netsurion delivers high-value benefits by reducing networking costs, boosting network availability, and enhancing data and transaction security across all corporate and franchisee locations.

Learn more at www.netsurion.com/secure-edge-networking