

# CASE STUDY: Hudson



## Reliant Platform Delivers Payment Environment Management and Retail Store Compliance for Hudson Group

Hudson Group is a wholly owned subsidiary of international duty-free travel retailer Dufry AG (DUFN. SW) of Basel Switzerland, a public corporation traded on the Swiss stock exchange.

Hudson Group aims to enhance airports and other transportation facilities as a dynamic news and specialty retailer. In order to provide the best possible service for travelers, it adapts to operate under multiple models including Master Concessionaire, Direct Lessee, and Developer. The company possesses a unique blend of management capabilities, backed by a sterling reputation and proven success in transportation retail. Its recognizable store names, exciting retail concepts, impeccable credibility, and financial stability ensure a long and profitable relationship for its customers and airport partners.

Hudson's Executive Management team is committed to driving revenue for its airport partners and maintaining the highest customer satisfaction, particularly as it relates to securing customer data. Through its long partnership with Reliant, Hudson has maintained a PCI program build around the Reliant Platform and managed services, and has incorporated payment application delivery and management as an integral part of the solution.

## Hudson Group's Challenge

Similar to so many retailers today, Hudson Group found it challenging to address PCI DSS requirements in its store systems environment. According to Hudson's Chief Information Officer, "PCI compliance in our stores was critical to the business, but it also needs to fit within the business's operating constraints. We were not interested in solutions that would add unnecessary complexity to our store systems environment. We are always looking for ways to add value and provide a return on investment to our business." Following their PCI implementation, Hudson Group next moved to use Reliant for payment application delivery as part of an enterprise wide upgrade to support EMV.

## 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 seamless way possible. To accomplish this, Reliant leveraged Allsup's existing payment software provider and relocated the payment application from the POS to the Reliant Platform. The next step was a complete migration to IP-based PTS-compliant pin pad hardware. With this new open and secure architecture in place – 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 DSS scope.

During the initial stages of the project, another technical challenge arose. Allsup's third-party managed fuel service providers mandated pump upgrades to meet their own individual PCI DSS requirements. The new fuel controllers and payment systems, however, did not directly interface with Allsup's POS and financial management software. Without this interface, visibility into fuel operations became impossible.



## Hudson Group's Results

Beyond PCI DSS compliance, Hudson has turned to Reliant as it moves its business closer to their customers. Temporary stores are taking a more prominent role in Hudson's business and Reliant Platform is a perfect match for the unique requirements of this dynamic environment. Reliant's 3/4G network solution is used to provide primary connectivity and a secure VPN tunnel between the temporary store and Hudson's headquarters. The dynamic nature of the Reliant build process allows for database-driven frictionless configurations. What's more, Reliant Platform's ability to host additional value-added applications, such as digital signage, VoIP, 3G backup, and secure management of wireless devices, was a significant factor in Hudson Group's selection.

**Realizing that payment acceptance is integrally related to its PCI DSS compliance posture, Hudson Group also turned to Reliant for help with making payment solutions more seamless and accessible for its customers. Reliant started by taking a comprehensive look at the company's existing business processes and technologies. Based upon this requirements analysis, Reliant developed a strategic plan for moving Hudson Group to an open and secure payment architecture that offers customers the latest in omnichannel acceptance and tokenization.**

## Reliant's Commitment to Innovation

Reliant automates the management of your technology. By addressing security, networking, and in-store computing on a holistic basis, we help retail and hospitality chains reduce the cost and risk of delivering the next generation of customer-engaging applications to their stores. Reliant Platform allows you, for the first time, to consolidate a wide range of different network, security, infrastructure, and application functions into a single in-store platform. The results are reduced costs, improved security, and increased reliability.

Our management team consists of leaders in the fields of networking, PCI compliance, POS, mobility, and payment technology, who bring together decades of retail industry and technology experience.

## About Reliant

Reliant is a leading provider of technology automation solutions and services for retail and hospitality. We automate the management of your technology and transform the way applications and infrastructure are delivered by reducing costs, improving security, and increasing reliability. Reliant Platform is a better way to deploy and manage applications, networks, and security controls at the store or restaurant. Our services ensure that critical systems are optimally designed, implemented, and supported. Leading brands have selected Reliant to deploy their next generation of mobile, agile, and customer engaging applications.