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How Two Auntie Anne Franchise Owners Found Their Compliance Partner

Never have a false sense of security.™

Background

Auntie Anne's got its start in 1988 when Anne Beiler bought a pretzel stand in a Pennsylvania farmers market. Today, Auntie Anne's has grown to more than 1,500 locations, three of which belong to Bob Lawinger and Jay Stewart in the Annapolis, Maryland area. Bob oversees the data security for these locations and makes protecting customer data a high priority. In 2017, Bob selected SecurityMetrics to be his managed firewall provider, giving him more time to focus on running his business without having to worry about firewall operations.

"I'm a big fan of SecurityMetrics. I'm not tech-savvy at all, but whenever we have a firewall issue I'm relieved because I know that I can call SecurityMetrics and talk to somebody, and they will resolve the issue 100% of the time. I don't know what else anyone could want from a company."

Bob Lawinger
Franchise Owner, Auntie Anne's

PCI Challenges

"I get nervous when I'm faced with tech issues, because I don't understand a lot of the lingo, and the more I try to explain my tech issues to people, the more they figure out that I wasn't lying when I said I didn't know anything."

"The more I get involved with these franchises, the more business calls I have to make. More often than not, I call a number and nobody is there. You have to sit on hold or leave a message and be told that somebody will get back to you."

"Auntie Anne's corporate told me that I need a firewall, and I know that it's also a PCI requirement, but I don't know where to begin when it comes to implementation."

Resolving Challenges With SecurityMetrics' Help

"SecurityMetrics' support reps are very patient with me and walk me through everything. They constantly say 'don't worry, I promise we'll get you up and running and it's just a couple of minutes.'"

"For me, there's nothing better than somebody picking up the phone. At SecurityMetrics, there's always somebody answering the phone—I never have to wait on hold for long."

"Meeting PCI requirements is complicated enough, but SecurityMetrics is very user friendly. I go to conferences with other franchise owners and I hear complaints from them about their firewall provider. I just think to myself, 'Cut your losses. Just call SecurityMetrics.'"

Goals Achieved Working With SecurityMetrics

"I have found a long-term partner for my PCI compliance and managed firewall needs."

"SecurityMetrics provides me with reliable support and answers to all my data security questions."

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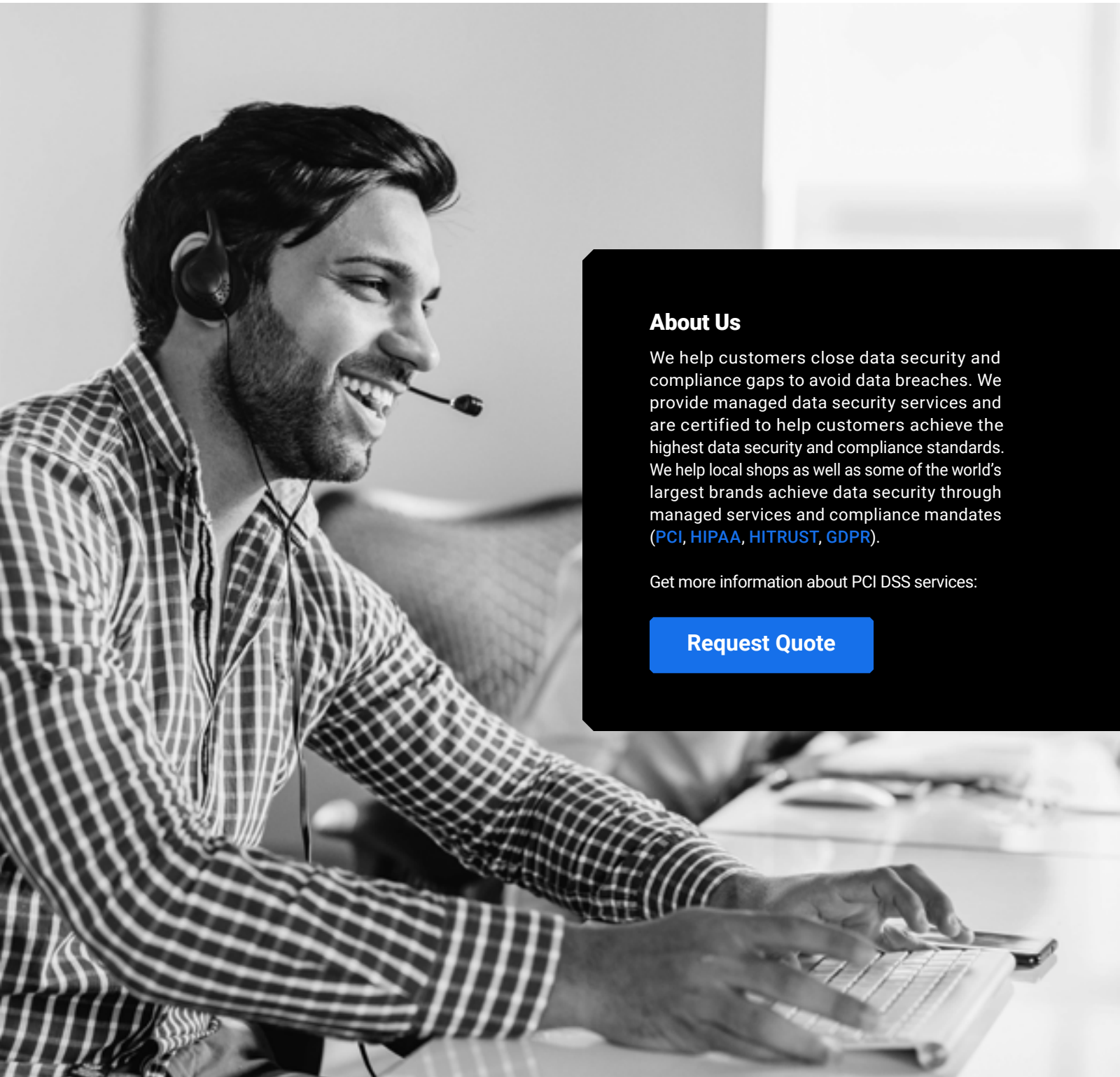
About Us

We help customers close data security and compliance gaps to avoid data breaches. We provide managed data security services and are certified to help customers achieve the highest data security and compliance standards. We help local shops as well as some of the world's largest brands achieve data security through managed services and compliance mandates (**PCI**, **HIPAA**, **HITRUST**, **GDPR**).

Get more information about PCI DSS services:

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