Industry: Retail

Company: Love's Travel Stops & Country Stores

Field-level Encryption Helps Retail Chain Achieve PCI Compliance

Love's Travel Stops and Country Stores, a retail travel stop chain with over 210 locations in 34 U.S. states, processes approximately 200,000 credit card transactions on a daily basis. Needing to meet PCI standards, Love's found in Crypto Complete a product to encrypt credit card numbers in a way that would satisfy PCI compliance auditors.

"We need to be able to access credit card numbers to settle disputes, so if someone disputes a charge or has some other issue, they can contact us, and we've got the information we need to take care of it. At the same time, we have to make sure the information is secure. So when the data comes in, it's placed on a server that's segregated from the network, and we've set up Crypto Complete with triggers such that when we add the records to the history file, the credit card numbers are automatically encrypted," says Tommy Sellers, Programming Manager for Love's.

Creating a Seamless Process

Due to the large volume of transactions handled by Love's, Sellers wanted a seamless process for the encryption and decryption of sensitive information. "We've written our own program wrappers to handle the encryption and decryption of the fields, using the APIs provided by Linoma Software, so the other programmers here don't have to be familiar with the product if they

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> Tommy Sellers,
> Programming Manager
> Love's Travel Stops & Country Stores

need to write an application that does decryption – they can just use one of the program wrappers we've written and that takes the complexity out of it," says Sellers, "We've got everything set up so it runs automatically. We just forget about it because it's not something we have to deal with on a daily basis."

Exceeding Expectations

Love's relied upon the support and documentation provided by Linoma Software to set up the processes and configure Crypto Complete to meet their specific needs. Says Sellers, "One of the main things we liked was that all the examples in the documentation dealt with precisely our situation, which is encrypting fields that contain credit card numbers. So it was very easy to apply that to our business. Also, the people are very good. When we talk with them, we feel like they understand the software and the problem we're having, and they know how to fix it."

"Our experiences with all the Linoma Software products have been pretty positive. Right now, we're working with another one that involves PGP encryption (GoAnywhere). As we transfer sensitive information across the internet, we're having to deal with security and encryption more and more, and these products are good, the documentation is very good, and they work," says Sellers.

As for Crypto Complete? "[It] has been doing its job quietly for a while now. The software is well-designed. There are not a lot of software products that impress me, but I have to say that I really like the way Crypto Complete works. It was easy to implement and allowed us to meet all the requirements for securing our data to become PCI compliant," concludes Sellers.

About Love's Travel Stops and Country Stores

Founded in 1964 by Tom Love, Love's Travel Stops & Country Stores remains family owned and operated and is headquartered in Oklahoma City, Okla. With more than 200 locations in more than 30 states, Love's current growth rate is approximately 15 stores per year. Love's is currently ranked No. 42 on Forbes' Magazine's annual listing of America's largest privately held companies. From the first filling station in Watonga, Oklahoma, the Love's mission has remained the same: "Clean Places, Friendly Faces".

For more information, go to www.loves.com.

About Linoma Software

Founded in 1994, Linoma Software provides innovative technologies to consistently meet evolving data transmission, translation, encryption and compression needs. Linoma Software has a diverse install base of over 3,000 customers around the world including corporations, non-profit organizations and government entities. With its dedication to research, development and superior customer service, Linoma Software is recognized as a leader in software development.

Customer Support

The success of Linoma Software is largely due to our customer-centric approach to the markets we serve. Providing the highest level of customer support is our number one priority. We are able to efficiently respond to any issues or questions through phone, email and live online assistance.

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