



## TEXAS C-STORE CHAIN DEPLOYS LEADING-EDGE CONNECTIVITY TO INCREASE CONVENIENCE AND ENHANCE SECURITY

### BACKGROUND

Phillips 66 is a diversified energy manufacturing and logistics company with a portfolio of integrated businesses: Midstream, Chemicals, Refining, Marketing and Specialties. The company processes, transports, stores and markets fuels and products globally. It has 2,100 marketers across the United States who own and operate approximately 7,500 Phillips 66 gas/convenience outlets.

#### CLIENT

Pak-A-Sak, a Phillips 66 Marketer

#### REQUIREMENTS

Fast and secure broadband with automatic cellular backup for continuous connectivity – backed by exemplary customer service

#### SAGENET SOLUTION

- Upgrade to LinkSafe 2.0 – Reliable broadband support with redundant cellular backup
  - Dedicated account team
  - Focus on exceptional customer service
  - Security and PCI compliance built-in
  - Strong partnership with customer's IT team
  - Digital signage solutions to meet growth needs
- State-of-the-art network monitoring, management and support

## CASE STUDY

Phillips 66 has a history of leveraging technology to improve efficiency, safety and productivity across its diverse organization; supporting its marketers is no exception. One of the most technology-savvy of these Phillips 66 marketers is Amarillo-based Pak-A-Sak, a family-owned company with 22 convenience stores throughout the Texas panhandle. Known for its friendly staff and innovative solutions, the company is sophisticated in its use of technology and is seen by Phillips 66 as a leader in the early adoption of new technologies.



Headquartered in Tulsa, Okla., SageNet provides a full suite of managed network and cybersecurity services, dedicated personnel, technical expertise and innovative products and services that have set the standard for Managed Network and Security Services. Combining longstanding traditions of industry leadership, innovation and a passionate commitment to customer support, SageNet manages communications at more than 160,000 locations in the retail, healthcare, finance and energy industry sectors and for many of the country's largest C-Store chains.

### THE NEED

For years, Phillips 66 has offered its marketers a network connectivity package, LinkSafe, through a sole service vendor. With the dramatic changes in the demand for faster speeds, greater security and accessibility, Phillips 66 introduced a major upgrade to the connectivity package, LinkSafe 2.0. To facilitate the launch of LinkSafe 2.0, the company selected SageNet as an alternative provider to the incumbent vendor.

The LinkSafe 2.0 platform takes advantage of the advances in, and availability of, high-speed fixed broadband, the dramatic advances in cellular speeds, and the significant price reductions from the major carriers. LinkSafe 2.0 also employs state-of-the-art Unified Threat Management (UTM) technology to help protect cardholder data.

Because of its experience providing Managed Network Services to large, multi-site operations, as well as its experience supporting franchise and dealer-based organizations, SageNet became an attractive option to Phillips 66. Of particular interest was SageNet's nationwide service and support organization featuring multiple 24/7 US-based network operations centers, leading-edge cybersecurity offerings and nationwide field service capabilities.

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**- Gary McKee, Co-owner,  
Pak-A-Sak**

"We're excited to be partnering with Pak-A-Sak, and all Phillips 66 marketers.

The LinkSafe 2.0 initiative offers perfect synergy with our expertise in connectivity and security as well as extensive experience in the C-store space," said Daryl Woodard, SageNet CEO. "Every Phillips 66 C-store operates at the intersection of technology and convenience, where the customer experience and customer loyalty are king. This philosophy is also at the core of the SageNet approach and the cornerstone of the SageNet/Phillips 66 partnership."

Working closely with Phillips 66, SageNet undertook an extensive R&D effort to put together the products and services that serve as the foundation for Phillips 66's new LinkSafe 2.0 network solution for its independent marketers.

Pak-A-Sak's reputation as technology leader led it to be selected as one of five pilot sites when the LinkSafe 2.0 program was rolled out in April 2016. In addition, Pak-A-Sak has been an early adopter of Phillips 66's innovative Mobile Pay rewards program which provides consumers a faster, more secure way to make purchases, in-store and at the pump.

## A BETTER SOLUTION

A key component of LinkSafe 2.0 is the seamless platform SageNet created for credit/debit card authorization requests. Utilizing a secure MPLS connection to Phillips 66's credit processing and authorization systems, the requests are in turn decrypted, re-encrypted, and sent back to the store – all within a few seconds of a card swipe. Direct-to-Internet connectivity delivers faster access to 3rd party applications, and diverse routing helps reduce or eliminate the impact of network outages (cellular back-up connectivity is also provided).

A major component of the LinkSafe 2.0 network is the emphasis on network and cybersecurity. SageNet's UTM services help protect sensitive customer information, with advanced firewall features that include real-time packet inspection, secure VPNs, simultaneous encryption of multiple store locations and real-time uploading of threat signatures.

The LinkSafe 2.0 by SageNet platform also provides Pak-A-Sak standardized ports inside their stores, with a pre-configured router set-up and pre-defined scheme for digital signage, VoIP, ATMs, loyalty program, Insta-Credit, Telecheck, tank monitoring, POS and security.

SageNet's managed network solutions provide the speed and reliability needed to support today's bandwidth-intensive applications, from POS to payment processing, online inventory to tank monitoring, digital signage to PCI compliance and complete continuity of operations.

## THE SAGENET DIFFERENCE

According to Gary McKee, a co-owner of Pak-A-Sak, the difference was in the customer service delivered by SageNet.

“At the end of the day, both vendors' LinkSafe 2.0 platforms offer similar speeds and pricing. The real difference for us is SageNet's focus on services and responsiveness. With SageNet we have a dedicated account team, with whom we're on a first name basis. We consider them an extension of our own team. For our 24-hour locations, knowing that our network is backed by SageNet's three 24/7 NOCs provides an extra level of peace of mind. For Pak-A-Sak, customer loyalty is the secret to our success. It's about building relationships and strengthening them with each and every transaction. SageNet approaches their business the same way. This is truly a partnership based on mutual respect.”

With the LinkSafe 2.0 pilot program, Pak-A-Sak moved its remaining locations to SageNet for ongoing support. The relationship does not stop there. Pak-A-Sak is now working with SageNet to pursue outdoor and indoor managed digital signage at all of its 22 locations.

Find out how your organization can benefit from SageNet's managed network and cybersecurity solutions.  
Call 866.480.2263 or visit [www.sagenet.com](http://www.sagenet.com).



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