



# Valvoline Instant Oil Change

A division of Ashland – a Fortune 500 company

## Situation

[Valvoline Instant Oil Change](#) (VIOC) is the second largest quick-lube chain in the United States and provides oil changes and preventive maintenance to millions of customers at its 800 U.S. locations each year. VIOC is owned by Ashland Inc. (NYSE:ASH), a Fortune 500 company and a diversified chemical company which provides innovative products, services and solutions to customers around the globe.

To differentiate itself among competitors and enhance customer satisfaction and loyalty, Ashland decided to replace its previous dial-up network with a new wireless network. In doing so, there were some requirements that the company had to meet. Separate secure service set identifiers (SSIDs) were required so that multiple functions such as point of sale (POS) applications, wireless handheld scanners and wireless laptop use for managers could be used. More importantly, VIOC was planning to offer customers free wireless connection while they waited for their oil change. In order to this, a splash page was required so that customers would agree to the terms and conditions of network usage and thereby release VIOC from liability.

When considering security providers, [Fortinet](#) was the only unified threat management vendor that could meet these needs.

"It was imperative that we have a splash page where guests would be required to accept terms and conditions of using our network and Fortinet was the only vendor that could offer us this extra level of protection for us," said Bryan Justice, manager of business technology and computer services at Ashland. "Having multiple security functions within one appliance was an added bonus for us."

## Solution

To help provide virtual private network (VPN) and Web content filtering for the new wireless network located at more than 800 of its Valvoline Instant Oil Change locations throughout the United States, Ashland has deployed Fortinet's [FortiWifi™-60](#) appliances as well as Fortinet's enterprise-class [FortiGate™-5000](#) Series, [FortiManager™](#) and [FortiAnalyzer™](#) management and reporting appliances at its headquarters.

Located at the company's Lexington, Ky. headquarters, Fortinet's FortiGate-5001 and FortiGate-5020 chassis-based appliances are being used as VPN concentrators for the 800-site Fortinet roll-out to the VIOC stores. A third FortiGate-5020 chassis is located in Columbus, Ohio, for VPN fail-over in the event that the Lexington, Ky. site goes down.

Ashland has also deployed Fortinet's FortiWifi-60B and FortiWifi-60A appliances at all VIOC locations. The FortiWiFi-60 appliances offer the same network security protection as FortiGate appliances, but for a wireless network infrastructure. The type of Internet connectivity at each location (DSL, cable or 3G wireless) determined which Fortinet appliance was deployed – the FortiWifi-60B supports 3G. Each FortiWifi appliance delivers four SSIDs for each wireless network: one for POS information, one for traveling managers of Valvoline to wirelessly connect to the network, one for handheld devices such as scanners, and the final for wireless guest access. By viewing a splash page, and then consenting, Ashland is able to allow only appropriate Websites to be viewed while on the network. Fortinet's Web content filtering allows this by giving Ashland's IT the ability to select which Websites are deemed "inappropriate" for the guests to view and therefore block them.

Ashland was also in need of a network security management, reporting and analysis solution so that management and analysis of the stores' networks could be more easily done. Ashland purchased

## CASE STUDY

### Challenges

- Provide secure wireless access to guests

### Objectives

- Create splash page for terms and conditions
- Separate and secure SSIDs

### Deployment

FortiWifi-60s  
FortiGate-5020  
FortiGate-5001  
FortiAnalyzer  
FortiManager

### Industry

Retail

*Fortinet has allowed us to dramatically improve customer service with the wireless network. Not only are customers able to be productive while getting a vehicle oil change, but the time to process the information for such service has gone from three to five minutes to three to five seconds*

- Bryan Justice  
Manager of business technology and computer services

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Ashland

Fortinet's FortiManager-3000 and FortiAnalyzer-2000 carrier-class appliances for deployment at its datacenters in Kentucky. The FortiManager system is being used as the centralized management platform for the Fortinet security infrastructure. The FortiAnalyzer system is easily aggregating, analyzing and reporting on Internet usage of the 800+ VOIC stores and monitoring and analyzing attempted network attacks.

By deploying FortiManager and FortiAnalyzer, Ashland can provide its individual stores with detailed reports on network usage. All the FortiGate systems at the VIOC locations are centrally managed by Fortinet's FortiManager appliances which minimize the administrative effort required to deploy, configure, monitor and maintain the full range of network protection services provided by Fortinet products. FortiAnalyzer is allowing Ashland to simplify and centralize the collection and analysis of log and event data from the FortiGate appliances and can then deliver highly relevant network reports and valuable intelligence on network usage.

### Success

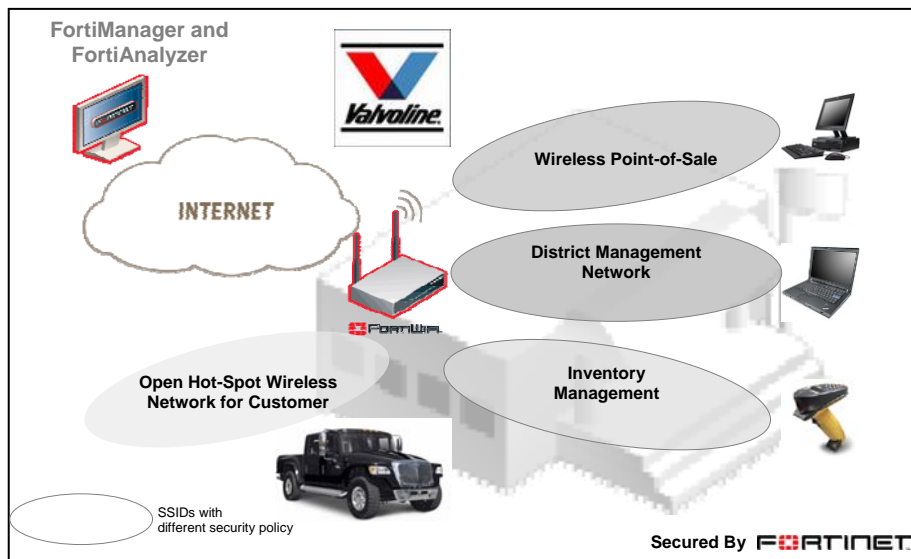
Deploying Fortinet throughout its distributed network, Ashland has seen many unexpected benefits including meeting regulatory compliance, service and increased employee efficiency and customer satisfaction.

Part of PCI compliance is a requirement stating that there is firewall segmentation between wireless networks and the point of sale networks or any network that comes in contact with credit card information. Because of Fortinet's use of SSIDs, VIOC can easily separate the guest wireless network from the point-of-sale network at each location.

Faster customer service is an additional benefit of Fortinet's wireless network security appliance. VIOC employees can now use handheld devices to greet guests on the lot before they even get into the VIOC office. As a result, guests save time because they don't have to wait in line within the office and information can be processed as soon as they are greeted. Because VIOC can now service more guests throughout the day it is seeing an increase in financials.

As a result of this wireless security implementation, Ashland employees have become more efficient and its customers more loyal due to the convenience of being able to browse the Internet while their vehicles are being serviced.

"Since deploying the FortiWifi appliances, we have enabled our employees to work more efficiently and have also given customers the benefit of working on their laptops in a secure and wireless environment. Fortinet has allowed us to dramatically improve customer service with the wireless network. Not only are customers able to be productive while getting a vehicle oil change, but the time to process the information for such service has gone from three to five minutes to three to five seconds," concluded Justice.



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