Bitdefender | BatteriesPlus

CASE STUDY

How Batteries Plus Delivers Scalable, Seamless Protection Across Its Nationwide Franchise Network

Batteries Plus provides trusted battery, lighting, and repair solutions across 700+ U.S. locations, helping businesses and consumers minimize downtime with expert service and dependable power products.

- **Industry:** Retail
- **Headquarters:** Hartland, Wisconsin
- **Employees:** 2,500

"GravityZone gave us the clarity, stability, and simplicity to secure every location at scale. It meets strict PCI DSS requirements, integrates cleanly into our processes, and lets our team stay focused on the business instead of managing security tools."

RYAN LANGE
Senior Director of IT & CISO, Batteries Plus

700+ Locations Secured

GravityZone protects all store registers and corporate endpoints across a nationwide franchise network of 700+ Batteries Plus locations, covering more than 3,000 endpoints.

Zero Operational Burden

Runs reliably without daily intervention, allowing the IT team to focus on higher-value initiatives instead of troubleshooting security tools.

Seamless PCI Compliance

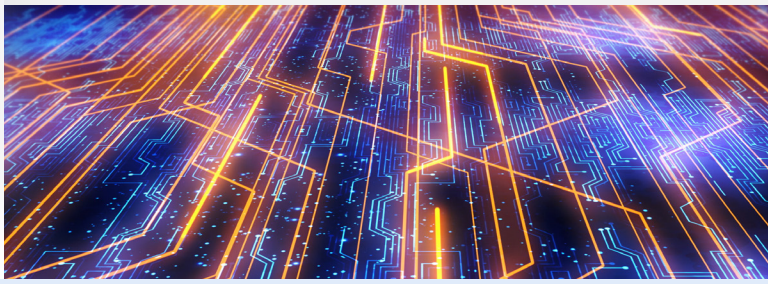
GravityZone ensures continuous PCI DSS 4.0 compliance across all retail locations, helping Batteries Plus meet strict retail security requirements at scale.

Business Objectives:

- ✓ Proactively prevent threats with improved risk visibility, prioritization, and remediation across corporate and franchise endpoints.
- ✓ Reduce operational complexity by replacing siloed tools with a unified platform that streamlines protection, reporting, and long-term management.
- ✓ Strengthen PCI compliance across all store registers through consistent controls, reliable reporting, and scalable deployment across hundreds of locations.

Bitdefender Footprint

- GravityZone Business Security



Our Solution:

GravityZone provided a centralized dashboard with clear risk scoring, detailed vulnerability insights, and easy navigation for deeper investigation into endpoint posture and remediation steps.

Simplified deployment through rapid onboarding, minimal configuration needs, and smooth migration from the previous MSP-managed environment.

Delivered actionable recommendations and high-fidelity alerts that helped the team respond quickly while maintaining focus on higher-value operational and security priorities.

Results:

Improved security effectiveness with clearer insights into vulnerabilities, helping the team prioritize remediation and address hidden risks across both corporate and franchise environments.

Reduced manual workload by streamlining reporting, incident management, and endpoint oversight, allowing staff to shift time toward high-impact technology and business initiatives.

Increased operational confidence by delivering consistent protection, minimal support needs, and dependable performance across hundreds of geographically dispersed store locations.

Bitdefender is a cybersecurity leader delivering best-in-class threat prevention, detection, and response solutions worldwide. Guardian over millions of consumer, enterprise, and government environments, Bitdefender is one of the industry's most trusted experts for eliminating threats, protecting privacy, digital identity and data, and enabling cyber resilience. With deep investments in research and development, Bitdefender Labs discovers hundreds of new threats each minute and validates billions of threat queries daily. The company has pioneered breakthrough innovations in antimalware, IoT security, behavioral analytics, and artificial intelligence and its technology is licensed by more than 200 of the world's most recognized technology brands. Founded in 2001, Bitdefender has customers in 170+ countries with offices around the world.

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