Vivant
Simplified. Powerful. Technology.
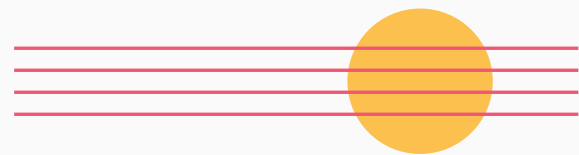
and

Bacus Foods Corp.

From Risk To Resilience

How Bacus Foods Corp. Locked in Compliance and Connectivity

February 2025

About Bacus Foods Corp.

Bacus Foods Corp. is a franchisee owner and operator of Jimmy John's Gourmet Sandwich shops. Their mission is to "work hard to get our best product to each and every customer, while having a great time doing so!"

The company's founder, Brandt Bacus, began his career in the food service industry with a niche, gourmet condiment and relish company, with many of his products inspired by his mother's recipes. After being presented with an opportunity to purchase a Jimmy John's territory in Gilbert, Arizona in 2010, he felt like it was a perfect time to change his focus.

The business climate was ideal in Arizona at the time and the team opened 13 locations before expanding into Tucson, and then into other states—
35 locations to date.

Vivant User Since
2012

Industry: Quick Service Restaurants
Owner and operator of Jimmy John's franchises

Locations
35 (and counting!) in Arizona, Nebraska, Colorado, and Idaho

Revenues
$35M

The Business Challenge

The Real Cost of Internet Outages

Online ordering is a huge portion of the business (across all locations) with pickup orders making up the majority of the online business in some stores, and delivery making up the majority of online orders in others—some stores have as much as 70% of their business dedicated to delivery.

If the internet goes down, even for an hour, before 2:00pm when most of their daily business occurs, it could cost the store thousands of dollars in lost revenue.

Make No Mistake

At one point in 2020, each store had as many as four phones that were ringing off the hook during peak periods.

"I couldn't afford to have my limited staff on the phones during the whole shift," said Brandt Bacus, owner of Bacus Foods Corp.

"Our biggest headache with the phone orders was the number of errors. 97% of orders with mistakes were from phone orders."

The Mystery of PCI Compliance

Brandt understood the importance of protecting his customers' data and being PCI-compliant. But it was complicated. *"There are maybe five people in the world that understand PCI compliance, and I am not one of them!"* he admits.

His POS provider was challenging to work with when it came to helping him decipher the required compliance reports and scans. He even had to pay additional fees to the POS provider in order to remain compliant.

The Vivant Solution:
PCI Compliance and
Zero Downtime

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The Apprehension: Could Vivant Cure My PCI-Compliance Headache?

"What was Vivant really going to do about PCI-compliance? Were they going to remove my pain?"

The hope was certainly there. If it worked, they would be able to enjoy the benefits of bundling each store's phone, internet, and backup internet with the PCI-compliant firewall.
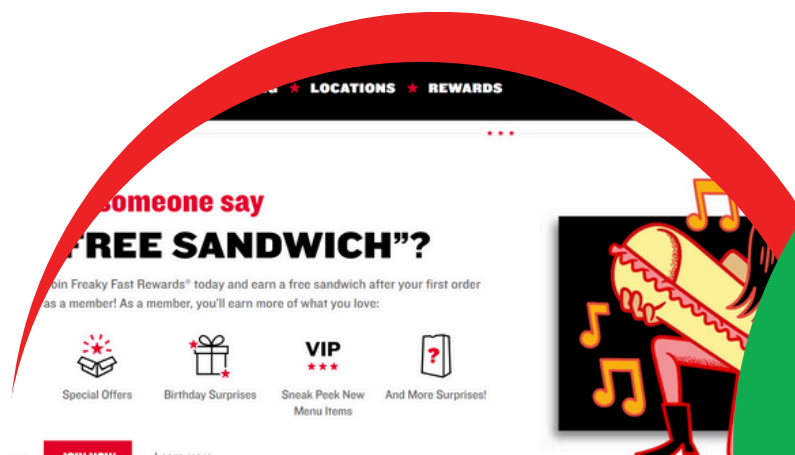
The Outcome: All Pain Points Were Eliminated!

Not only does Bacus have the peace of mind that all 35 of their Jimmy John's are PCI-compliant and being managed seamlessly by Vivant's system, there has been no downtime due to internet outages. That means no lost revenue, no angry customers, no delayed orders, and no loss of data protection.

"The initial setup did not go smoothly. I started to wonder if I made a mistake. But the CEO and the development team at Vivant worked tirelessly to get things on the right track. Within weeks, I did a complete 360, going from wondering if it was the worst decision I ever made to knowing confidently that it was the BEST decision I ever made! That holds true today."

Brandt Bacus
Owner, Bacus Foods Corp.

LOCATIONS ★ REWARDS

omeone say
FREE SANDWICH"?

in Freaky Fast Rewards® today and earn a free sandwich after your first order
as a member! As a member, you'll earn more of what you love:

Special Offers · Birthday Surprises · VIP ★★★ Sneak Peek New Menu Items · And More Surprises!

The Vivant Solution:
From Chaos to Efficiency

The Results

Then:

- **4 phones** (all ringing at once)

- **Staff spending entire shifts answering phones**

- **97% error rate on phone orders** (resulting in angry customers and lost revenue)

Now with Interactive Voice Response:

- Incoming calls **cut down by 80%**

- **Error rate reduced** to almost zero

- **Phones and phone lines eliminated** (down to 2)

- Staff reduced and operations made **more efficient**

ORDER TRACKER
↻ Refresh

● ORDER SUBMITTED
1:40 PM

● ORDER RECEIVED
1:40 PM

● OUT FOR DELIVERY

○ EAT!

"This is THE best business relationship I have ever had. No debate!"

[*One example of why Vivant is the recipient of the 2024* Inc. *Power Partner Award for contributing to the success of our small and medium-sized business customers.*]

Inc. POWER PARTNER 2024

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"Words of Advice
from Bacus Food Corp's Brandt Bacus

Get Compliant

PCI-compliance is a real thing. Until you've been breached you don't understand how big of a deal it really is. Not to mention added fees, security, processes and procedures. Business owners realize the magnitude of it. Make sure you partner with a vendor who can not only make it easy for you to understand it, but will actually manage it all for you...at no additional cost.*
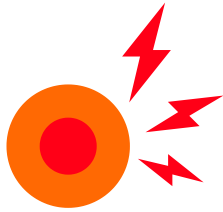
Remove All Pain Points

Get very specific examples of what pain points can be eliminated by your vendor—pain that is experienced every day—such as the internet going down, penalties and risk assessed if you are not PCI compliant, angry customers due to order errors, etc.

Proactive Customer Support

The best situation you can ask for is a proactive team. That means, when your internet goes down, you don't even know it because the system switches you to a backup internet. Or, you never get hit with a fine for not being PCI-compliant. Or there is never a breach on your customer data. Find a vendor that provides that!

"

Contact Us

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https://vivantcorp.com/contact/

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*More information on the Merchant's responsibility for PCI compliance and what Vivant provides can be found in this KB article.