



APPENDIX **D**

The Art of Compliance

Cisco's Global Retail Marketing team commissioned professional artists to create works of art inspired by PCI as a creative way to support Cisco's global launch of the Cisco PCI Solution for Retail 2.0. Each artist was given a description of the 12 requirements of PCI, general networking information, an overview of data security, and a description of Cisco's PCI solution. The following pages contain the artists' interpretations of the solution, networking, and data security.

To learn more, visit: www.cisco.com/go/pci2.



Artist: Nancy Nimoy

Title: “Encrypted Data Crooks”

This piece is about encrypted data and the bad guys who steal it. When I thought of encrypted data, I thought of a human fingerprint and how it is literally a manifestation of what is inviolably unique about us. I thought to depict one’s interior and deeply personal DNA. To communicate how our uniqueness is so often diminished and violated and “stolen” these days.

I used the universal symbol of theft, the generic black-cloaked burglar. He lurks behind the scrim of a loosely drawn human profile, encroaching upon the imperfect water color of a human head with its fingerprint brain. Layers of my piece are deliberately transparent and overlapping to convey “intrusion.”

A cacophony of numbers, letters, codes, and secret passwords represent our pathetic defense against the onslaught of HTML bad guys trying to steal our encrypted data.



Artist: Eric Thorsen

Title: “Information Lock Down”

The credit card contained inside the lock illustrates how personal data can be withheld and protected from anyone not having the correct “key” or password. Restricting access to data with user IDs and passwords secures lock doors where sensitive data is stored.



Artist: Matt Foster

Title: “Worldwide Data Safety”

Since the subject is technical in nature, this project needed subtlety and a connection to human elements. Since the image was planned for a myriad of viewing possibilities and would also be viewed worldwide, it needed to illustrate the complex, layered concept of the product yet be simple.

I started with a dark background, adding a layer of semi-transparent red eyes representing the checks and balances of the program, and also doubling as a “who else is looking” aspect. The lock is in the shape of the globe with the numbers being the security element. The keyhole is YOU- the user. The circle completes the world of secure data.



Artist: Lance Jackson

Title: "Stack"

A stack of credit cards is completely tantalizing eye candy. Credit cards are as American as apple pie and baseball. The bright pop-art colors are appropriately American. Knowing that the cards are secured wherever they are used is even more empowering.



Artist: Larry Janoff

Title: “Failed Breach”

I was raised before the computer era, so conceptualizing a breach in security brings to my mind the “olden tools” used by a thief in the “olden days.” PCI is a difficult concept for people like me to comprehend, but the theme is SECURITY!



Artist: Sue Averell

Title: “Network Neighborhood”

While creating this painting, I strove to combine my current theme of neighborhoods with that of data networks. It was important to me to be true to my style. Color and texture and an elevated view of the subject are some of the identifying characteristics of all my work.



Artist: Eric Thorsen

Title: “Impenetrable Firewall”

The sculpture of the fist attempting to break through the firewall, but being prevented from doing so, illustrates the basic strength of the essential software called a firewall. Personal computers and corporate computers alike require protection from predators, viruses, and software created to gather such data for ill purposes, including stealing money, data, or personal identities.



Artist: Filip Yip

Title: "Hacker"

Transferring private and important data over the Internet can expose users to the prying and hacking of ruthless cyber-criminals. There is an urgent need for a comprehensive solution to secure the safe transmission of information from point A to B. This godsend will be the cavalier who fights hackers incessantly, and strives to slay the dragon who has been devouring the most valuable and vulnerable asset of all netizens.



"THEY don't sleep at night"
Larry Janoff

Artist: Larry Janoff

Title: "THEY don't sleep at night"

I visualize a hacker as a vicious creature. I thought it humorous to represent him as a weird, evil monster that is trying very hard to breach PCI Security, someone who never sleeps, day or night.



Artist: Randy South

Title: “Secure Flight”

The objective of the work is to show that despite the dangers of maintaining financial security, freedom of commerce is still possible.



Artist: Lance Jackson

Title: "Secure Card"

Having your colorful, expressionistic, inner shopping self literally secured with chains and a lock says it all. You have the power to unlock it. No one else has that key.



Artist: Lance Jackson

Title: “Happy Network”

Shopping without information or a connection can be a dizzying, spinning experience. Why be sad or mad when you can be glad? By shopping on a secure networking you become a happy, smiling shopper. Being connected is the new shopping mantra.



Artist: Jerry Sprunger

Title: "Sanctuary"

The various components in this airbrushed painting serve to exhibit the security, service and reliability of Cisco's PCI solution.

The credit cards and sensitive data behind the firewall on top of the rock pillar are secure due to the inaccessibility provided by two firewalls and secure pathways. The other globe-topped pillars in the background indicate the global coverage the systems offers. The bright light on the horizon is indicative of a bright, secure and strong future.

