

Sporting Goods Chain Refreshes WLAN While Achieving PCI Compliance

This sporting goods chain chose Cisco over Aruba and Symbol for a wireless LAN (WLAN) refresh, comprehensive firewall protection, Payment Card Industry (PCI)-compliant security, and a custom WLAN extension to storerooms.

EXECUTIVE SUMMARY
<p>SPORTING GOODS CHAIN</p> <ul style="list-style-type: none"> • 353 stores in 10 states • 800+ employees
<p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • Refresh aging in-store wireless LAN equipment • Conform to requirements for Payment Card Industry (PCI) Data Security Standards (DSS) compliance by hardening network security in each store
<p>NETWORK SOLUTION</p> <ul style="list-style-type: none"> • Cisco PCI Solution for Retail, Cisco Wireless for Retail
<p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Full PCI DSS compliance achieved via a Cisco ASA 5505 firewall protecting four separate zones, including wired and wireless assets, in each store • Achieved significant cost savings and investment protection from not having to purchase a wireless controller right away and instead using Cisco autonomous mode access points, which provide easy migration to a controller solution • Cost-effective wireless connectivity was extended without cabling to storerooms through use of an access point connected by a 802.11a radio serving as a backhaul to the primary in-store access point

Business Challenge

This leading U.S. sporting goods retailer had seven-year-old wireless access points in the stores and embarked on a retail store refresh for wireless that would include access points, servers, and handheld scanning devices connected to the wireless LAN (WLAN). Around the same time, the company became a Type 1 PCI vendor (based on its volume of more than six million VISA transactions per year). As a Type 1 vendor, the company had to have annual external audits and needed to conform to the PCI DSS. This meant a significant retooling of security for both the wireless and wired networks in the stores. PCI compliance was an unbudgeted project and the company needed to fit any additional security purchases for PCI into their wireless refresh budget which put a major focus on the cost of the proposed solutions.

Competitor Symbol boasted use of the same management tool to manage both handheld scanners and their access points. And Aruba promoted PCI compliance by using a firewall built into the wireless controller.

Network Solution

“We introduced the Cisco PCI architecture and showed the customer that placing the firewall on the wireless controller isn’t an optimal security solution,” says the Cisco systems engineer on the account team. “That way you’re not protecting the server where the credit card purchases are processed. With a Cisco ASA5505 firewall, you can protect both wireless and wired assets. You get protection for four different zones in the store: the WAN connection, LAN, the point of sale application server, and the wireless network.”

The retailer can also use Cisco access points in autonomous mode without use of a controller. Due to the ability of Cisco access points to be autonomously configured, the overall WLAN cost was significantly reduced. Aruba’s technology does not allow for autonomous mode control and configuration.

Business Results

“With our autonomous mode access points, not only was the customer been able to fit this project into their original budget, but this design also gave them investment protection since they could add a controller in the future and keep the same access points by doing a simple software conversion.

Neither Symbol nor Aruba could offer the customer this same value proposition.”

PRODUCT LIST
<p>Wireless</p> <ul style="list-style-type: none"> • Cisco Aironet 1242AG Series access points • Custom Link Roll Flexibility solution for backhaul access points using wireless radio <p>Security and VPN</p> <ul style="list-style-type: none"> • Cisco ASA 5505 Series Adaptive Security Appliance

A final competitive differentiator was meeting the customer’s requirement to extend each store’s WLAN to the back storerooms. Symbol proposed installing an access point in the storerooms using a wireless mesh configuration. Cisco proposed a feature called Link Roll Flexibility (LRF) that would provide the same connectivity to the storerooms

without having to connect the access point using Category 5 Ethernet cable. Instead, the access point uses a radio and establishes a backhaul link with the other access point in the store.

For More Information

To find out more about Cisco Solutions for Retail, go to:

<http://www.cisco.com/web/strategy/retail/index.html>



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
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