



Secure Your Store and Your Brand

Real-world experiences from
three retailers



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Customers want rich experiences, and retailers want to know their customers.

Through growing digital interactions and access to customer data, retailers have an opportunity to meet customers wherever they are and gain recognition in the market. Mobile solutions deliver significant market-changing value with connectivity for both customers and employees.

Retailers are continuously investing in IT solutions to meet their evolving business needs. But with new technologies comes new security gaps and vulnerabilities, while regulations such as PCI compliance in the U.S. remain unchanged. How do they ensure all areas of the attack surface are protected from potential threats?

Personal and highly valuable data needs to be protected.

Security is a threat to a retail organization's digital journey and overall growth. 71 percent of executives say concerns over cybersecurity impede innovation in their organizations.¹ As a result, it is time to shift the security approach in retail from defensive to offensive, enabling a secure experience for customers, suppliers and store owners.

Digitize employee workflows to efficiently improve the bottom line while protecting retail systems and data. Provide the frictionless digital solutions to accelerate growth with threat defense and ease of mind. It is time to make security a competitive advantage for retailers, and open the doors for innovation.



What's at stake: Security breaches

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Operational effectiveness

Time spent navigating security breaches exposes ineffective resources and processes. Retailers depend on store networks, retail systems and online channels to deliver secure transactions around the clock.

With the increasing sophistication and sheer volume of cyber threats, data has become the most challenging area that can stand in the way of adding value to customers.

Brand credibility

Brand presence and customer trust are paramount for a retail organization. Both of which are instantly affected by weak security. Maintain and grow brand credibility by securing customer financial data, preventing future attacks using analytics, and having an automated approach to instantly do the manual work for you.

Financial costs

Security breaches once realized are unavoidable losses, but with the right solutions in place, can be side-stepped entirely. Across industries, 53% of security breaches resulted in financial damages of more than \$500,000.²

These costs to remediate existing threats, on top of the costs to hire more IT security professionals and implement new solutions, raises the need for one reliable, scalable, and integrated enterprise-wide approach to security.



Retail is the #4 Industry targeted with cyber attacks.²

9% of all security breaches & 10% of malicious attacks from 2017 affected the retail industry.



Hackers account for more than 90% of login attempts on e-commerce sites.³



In 2017, the average cost of a lost or stolen record from a Retail security breach was \$154.⁴

(ex. of a stolen record is one person's credit card number)

Camuto Group protects intellectual property

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📍 Stores across US & Europe

👤 Users protected: 500

Camuto Group prides itself on its brilliant and innovative designs. Their extremely mobile workforce therefore requires secure access to a wide range of edgy websites for both on and off-network devices. With malware on the rise, Camuto Group knew that a security solution allowing the right access and protection against data theft was going to be key for their business.

CHALLENGE

- Protect brand-defining intellectual property on devices used by a very mobile workforce
- Provide secure Wi-Fi access for guests & staff

SOLUTION

- Cisco Umbrella

RESULTS

- Detects & blocks ~400 malware threats/day
- Rapid provision off-network security for new employees
- >30% faster internet than alternative solution



“There's only a few products I've used in my career that actually do what they say they'll do and Umbrella is one of them.”

- Tom Oleiniczak, Network Engineering Manager
Camuto Group

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SCHEELS creates a safe environment for customers

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- 📍 26 stores across the US
- 👤 6,000+ employees

Scheels has recognized the importance of security across its many stores, and aims to provide secure access for its customers on protected store networks. However, their lean cost structure and the time required for their off-shore vendor to implement security changes was not compatible with the ever-growing need for threat defense throughout their various locations.

CHALLENGE

- Gain visibility into internet activity in each store
- Provide and centrally manage secure WiFi for customers in stores nationwide
- Reduce time and money required for a network policy change to be implemented

SOLUTION

- Cisco ASA with FirePOWER
- FireSIGHT Management Center
- Cisco AMP for Networks
- Next-Gen IPS

RESULTS

- Visibility into internet activity in stores with a multilayer protection against malware
- Automatically blocks malicious links & restricts access from infected devices
- Non-outsourced solution delivers faster & more affordable outcomes



“ We are always looking to improve security everywhere. Moving to Cisco saved us money and is allowing us to apply resources to additional areas - increasing our endpoint protection with AMP for Endpoints is our next area of focus.”

- Josh Diemert, Lead Systems Administrator
Scheels

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Soul Cycle picks up speed deploying solutions

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📍 Studios across the US
👤 1,500 + employees

Soul Cycle has made great strides towards growth. With so many new locations emerging, the time required to set up new networks was hindering their abilities to expand. The fast-paced cycling company was looking for a way to deploy new networks quickly without compromising security.

CHALLENGE

- Remain at the forefront of security
- Help IT meet growth demands securely and quickly
- Establish consistent insight into network traffic
- Secure access of medical network devices

SOLUTION

- Meraki MX100
- Layer 7 Firewall
- Cloud Managed WiFi
- Next-Gen Cloud Managed Security & SD-WAN

RESULTS

- Scalable network deployment
- Single base configuration
- Pace of deploying networks increased resulting in being 1 month ahead of schedule (at time of interview)



“ Meraki has helped Soul Cycle be aggressive in terms of our deployments, our growth, and our scale. I don't think there's another product out there that can allow us to do IT refreshes in the time that we have with Meraki.”

- Derek McWilliams, IT Engineer
Soul Cycle

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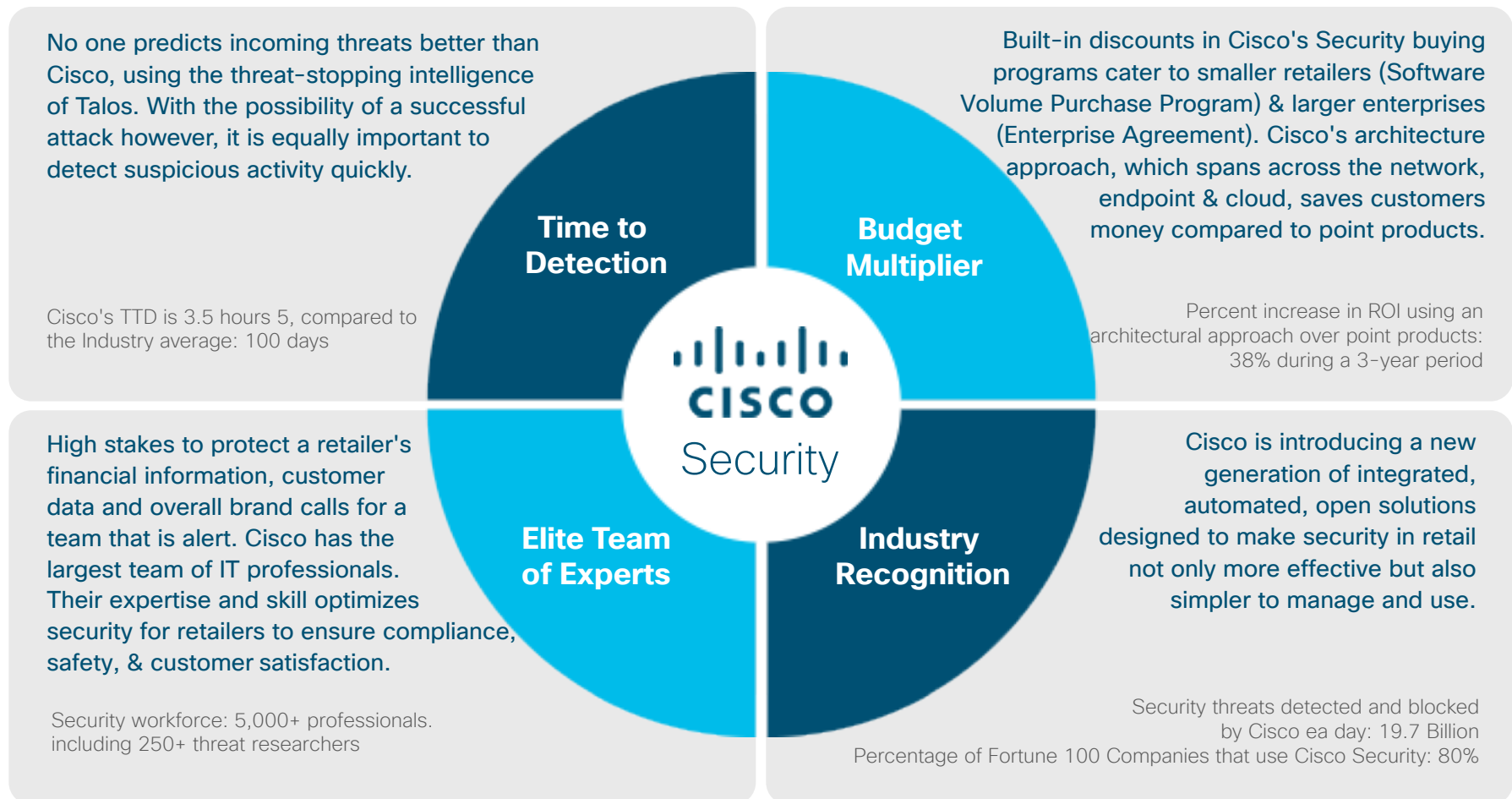
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Cisco's technology, scale, and expertise provide the broad and deep capabilities needed to improve security for retailers across different enterprises – for any retail ecosystem or structure. This threat defense that extends across products, networks and endpoints to ensure a fast, synchronized solution minimizes required action from the end user. It is simple, open, automated, and integrated to protect across the retail environment. From the store, to the data center, to the cloud, to customers & employees' devices roaming the floor.



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Connected Cisco Store
Virtual Tour

All Solutions

Watch Video
Cisco's Vision for Retail

Learn more about retail security challenges and strategies:

1-Minute Video
Cisco Security for Retail

Cisco Security
for Retail



Sources:

- 1: CSO Online "Cisco Cybersecurity as a Growth Advantage"
- 2: 2018 Cisco Cybersecurity Report
- 3: 2018 ShapeSecurity Report
- 4: 2017 Ponemon Institute's Cost of Data Breach Study