



# Global Retail Security

Best Buy challenges traditional security complexity in the retail marketplace.

EXECUTIVE SUMMARY
<b>BEST BUY COMPANY, INC.</b> <ul style="list-style-type: none"> <li>• Retail</li> <li>• Minneapolis, MN, USA</li> <li>• 128,000 Employees, 1000 Stores</li> </ul>
<b>BUSINESS CHALLENGE</b> <ul style="list-style-type: none"> <li>• Maintain PCI compliance without complexity</li> <li>• Improve scalability of security solution</li> <li>• Improve vendor/guest onboarding and provisioning within stores</li> <li>• Maintain a holistic solution that stretches both wired and wireless</li> </ul>
<b>NETWORK SOLUTION</b> <ul style="list-style-type: none"> <li>• Install enterprise routing and switching across all stores to provide foundation for security policy enforcement</li> <li>• Install centralized security policy controller</li> </ul>
<b>BUSINESS RESULTS</b> <ul style="list-style-type: none"> <li>• Reduced complexity of security policy enforcement</li> <li>• Greatly increased security agility and scalability to existing and emerging threats</li> <li>• Reduced IT Operations overhead</li> <li>• Reduced provisioning time for new vendors/guests</li> </ul>

## Business Challenge

Best Buy Company, Inc. is a Minnesota based multinational consumer electronics corporation. Employing over 128,000 individuals, Best Buy caters to PC-enthusiasts, audio/videophiles, digital media and small appliance consumers. Best Buy was named Company of the Year by Forbes in 2004 and ranked in the top 10 of America's Most Generous Corporations by Forbes in 2005.

Recently, through a CxO level directive, Best Buy has begun pursuing segmentation within their retail environment. As it stands, each store sports several VLANs, VRFs, Zone-Based Firewall and Policy Based Routing statements to support a secured multi-vendor guest environment. With over 1000 stores, this solution is beginning to show scalability limitations and poses a strain on IT Operations. Best Buy sought a solution that provides the same level of segmentation – for both wired and wireless – yet at a lower complexity and administrative cost. Additionally, the solution needed to effectively support PCI compliance directives.

## Network Solution

As part of reviewing the retail store architecture to meet the segmentation and access control requirements per Cisco's best practice recommendations, the account team worked closely with the

Enterprise Networks Business Entity on an assessment and PoC of the proposed architecture. Specifically, the BE was able to augment the account team to show how TrustSec could effectively address all stated use-cases.

As said above, the primary goal of the solution is to enforce segmentation within the retail store – providing PCI compliance and secure access on a shared medium between vendors and guests. To accomplish this, Cisco Catalyst 3650 switches have been positioned as the standard switch along with Cisco 3702E Access Points – an upsell from the initial positioning of Catalyst 2960. This product placement allows Best Buy to immediately take advantage of wired segmentation while also positioning them for wireless segmentation through converged access (Flex Connect) when it becomes available. Additionally, ISR4Ks have been selected to replace the aging ISR G1 and ISR G2 routers currently providing Zone-Based Firewall. The account team could see additional security pull-through with regards to Snort IDS/IPS and LanCope Stealthwatch as the solution footprint begins to expand.

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## Business Results

Though the initial goal was to simply refresh existing hardware, Best Buy has now positioned themselves for demonstrable RoI with the TrustSec solution. Because of the agility and scalability brought about by TrustSec, Best Buy will immediately begin to see measurable benefits in operations.

- Improved provisioning time of vendors/guests
- Decreased complexity of security policy through single pane of glass management and reduced hardware footprint
- Decreased IT Operations burden
- Increased responsiveness with regards to existing, new and emerging threats
- Security policy consistency, regardless of access method or location

## Product Summary

### Routing and Switching

- Cisco ISR 4K
- Cisco Catalyst 3K

### Security and VPN

- Cisco TrustSec
- Cisco Identity Services Engine
- Cisco Secure Group Firewall

### Wireless

- Cisco AP 3702E

## Next Steps

Currently, Best Buy is evaluating TrustSec in their stores via a Proof of Concept. The account team is in the process of finalizing the Bill of Materials for wired segmentation, yet also positioning Best Buy for wireless segmentation when it becomes available. Best Buy anticipates their Phase 1 rollout of TrustSec to start in CY16.

To learn more about Cisco TrustSec, go to [cisco.com/go/trustsec](http://cisco.com/go/trustsec)



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