

Cisco Security for Retail



Benefits

- **Gain end-to-end protection** tailored for retail
- **Safeguard customer, employee, and credit card data** across multiple channels
- **Protect your brand and assets** before, during, and after a cyber attack
- **Reduce threat detection time** from 200 days to under 1 day
- **Reduce management complexity**

Protect Your Business

Strong IT security is critical to the success of a retailer. Almost three-quarters (73 percent) of customers will reconsider using a company if it fails to keep their data safe.¹ A stunning 71 percent of executives say concerns over cybersecurity impede innovation in their organizations. The perceived threat to innovation is of particular concern in the retail industry, and 35 percent of retailers say the main purpose of cybersecurity is to enable growth.²

But what does strong security really mean? Complying with the PCI DSS isn't enough. Your company probably captures customer data through multiple channels.

In fact, in-store analytics may generate \$285 billion in digital value for retailers between 2015 and 2024.³ But customer data is now spread across a much wider attack surface. The risk of a breach has gone up.

Security products from different companies often aren't compatible. They create a confusing array of configurations, administration tools, and capabilities. What you need is a fully integrated, end-to-end system that delivers proven security.

Only Cisco brings all the pieces together: architectures, hardware, software, services, and expert advice.

¹ "The Deloitte Consumer Review: Consumer Data Under Attack: The Growing Threat of Cyber Crime," 2015

² Cisco Research: Cybersecurity as a Growth Advantage, 2016

³ Ibid

“We need security minds to start thinking away from the old model of defense-centered thinking into the new model of security enablement.”

– **Mike Dahn**

Head of Data Security Solutions, Square

How Does Cisco Stack Up?

Cisco is the global leader in IT security. We won SC Magazine’s Best Security Organization and Best Security Company awards for 2016. We have also led the NSS Labs Breach Detection System (BDS) Security Value Map for 7 years. Our 99.2 percent breach-protection rating is unmatched. Only Cisco sees 13 billion web requests, 70 billion DNS requests, and 150 million global endpoints that generate 100 TB of data per day.

Cisco Security for Retail allows all your shoppers, associates, channels, and applications to use one highly secure, consolidated platform that protects their data and your business.

With Cisco Security for Retail you can:

- Detect network vulnerabilities
- Simplify security while increasing protection
- Update your security stance based on new outbreaks
- Improve network performance by eliminating bot and virus traffic

Software-defined controlled environment derails threats against everything from manufacturing operations to shoppers using in-store Wi-Fi. Active analytics provide superior visibility and consistent policy enforcement.

Cisco Security for Retail is flexible and configurable, and you don’t have to throw out existing solutions to see immediate benefits. You can choose to work with Cisco for a single penetration test or security solution. Or you can work with us to create a roadmap for deploying end-to-end security for your business.

Next Steps

Let us help you draft an end-to-end security plan.
For more information, visit [Cybersecurity for Retail](#).

For more information about our industry leadership, see the [blog post](#) “Cisco Recognized for Security Leadership at the 2016 RSA Conference.”