



Cisco Secure Store—A Unified Approach to Securing Assets and Brand Image

Cisco PCI Solution and Video Surveillance for Retail Mitigate Risk and Improve Overall Security

Executive Summary

Asset protection is one of a retailer's highest priorities. In the past, protecting assets meant guarding against shoplifting and weeding out dishonest employees. Today, along with inventory, a company's brand image ranks as a primary asset. Built on customer trust, a brand can be quickly tarnished if the enterprise suffers the theft or misuse of sensitive customer data and credit card information. Security solutions must help you secure both your physical assets and your company's reputation for trustworthiness. This is why comprehensive, network-based solutions that include physical and data security solutions for reliably protecting customer data, brand image, and enterprise assets have become increasingly important.

Cisco® provides two solutions in its Cisco® Secure Store program that help you protect store assets—tangible and intangible. Cisco can help you meet the requirements of the Payment Card Industry (PCI) Data Security Standard and implement data security best practices through Cisco PCI Solution for Retail network architectures. Cisco Video Surveillance for Retail solutions can facilitate the improving of store physical security and your loss-prevention programs. Built on a Cisco Intelligent Retail Network, Cisco Secure Store solutions provide a comprehensive, highly secure foundation for protecting assets while successfully evolving your security strategies.

The Challenge—Managing Multiple Risks

Risk exists in many retail locations—at point of sale (POS), in storefronts, warehouses, loading docks, public areas, and headquarters. Securing the physical boundaries of a store is just the beginning.



Noncompliance Risks

The PCI Data Security Standard (DSS) was instituted to ensure the security of cardholder data and information—at POS, in transit, and at rest. The PCI standard affects all retailers. Noncompliance can result in a retailer suffering penalties ranging from fines to withdrawal of card processing privileges by credit-card companies.

Damage to Brand Credibility and Profitability

If retailers do not protect customer POS data through rigorous measures, the consequences can be severe because of the high risk associated with compromised data. Security breaches have resulted in lawsuits, which can damage a company's brand and lead to financial losses. On the other hand, companies that can demonstrate compliance with the PCI standard and prove that they are trustworthy custodians of customer data have the opportunity to build solid customer loyalty.

Loss from Theft

Shoplifters and dishonest employees are stealing more than ever. According to the 24 retailers surveyed in the 18th Annual Retail Theft Survey, for every dollar's worth of stolen goods recovered, another \$37.05 was lost. As a result, these retailers lost more than \$5.8 billion in 2005. The retail industry as a whole suffers more than \$30 billion in theft-related losses annually.

Delayed Response to Loss

Increasing the number of loss-prevention staff to provide additional monitoring is costly and impractical. In many instances, when a theft or suspicious event is identified, security staff must retrieve and review videotapes—which can take at least a day. Meanwhile, the thieves have escaped and the chances of apprehending them have diminished.

Inability to Identify Suspicious Events

Unusual product returns, employees not charging for every item, empty shelves—all can indicate a high likelihood of loss. Loss-prevention staff cannot be everywhere in the store at the same time or continuously watch real-time monitors, which leaves you unnecessarily vulnerable to loss.

Incompatible Systems

Many retailers have deployed point solutions for managing data security and loss prevention. Standalone video networks cannot integrate with POS solutions; existing closed-circuit TV systems do not issue alerts to mobile employees; individual stores cannot easily transmit warnings or alerts to other store locations. Success in preventing loss is often hit-and-miss because retailers cannot easily correlate events and coverage.

Cisco Secure Store Solutions

The Cisco Secure Store program helps you mitigate the wide range of risks that you face. Through Cisco PCI Solution for Retail and Cisco Video Surveillance for Retail solutions, Cisco Secure Store:

- Helps you meet PCI requirements
- Provides a long-term strategy for data security that protects customer, employee, and operational data
- Improves loss-prevention capabilities to reduce theft

- Offers video surveillance solutions that improve store operations and the customer experience
- Integrates with existing data security and loss-prevention solutions to protect your investment

Cisco PCI Solution for Retail

Regulatory requirements, such as the PCI Data Security Standard, demand ongoing compliance. Most industry experts agree that the best way to achieve and maintain PCI compliance is by adopting a strategic, holistic approach to network security risk management and compliance. Cisco can help provide the network foundation for implementing comprehensive data security best practices and meeting today's regulatory compliance requirements.

Industry-Tested Guidelines

Cisco has extensive experience working with networking technologies. Using its accumulated best practices, Cisco has developed a set of architectures in a lab environment with PCI requirements in mind. Cisco invited PCI auditors to evaluate these architectures, and the auditors found that the technology—if properly deployed and maintained—could help retailers achieve PCI compliance. Known as the Cisco PCI Solution for Retail, these network architectures support highly secure transport for POS traffic, such as credit card data, cardholder information, transaction logs, and database records.

Recommendations for a Range of Retail Environments

Retailers can use these network architectures as a guideline for deploying their own network installations as they work toward PCI compliance. These architectures can be used across the range of retail environments—from small stores to large retail footprints.

- Small stores—2000-6000 square feet and less than 25 network devices
- Medium stores—6000-18,000 square feet and from 25 to 100 network devices
- Large stores—15,000-150,000 square feet and more than 100 network devices

Proven Products for a Highly Secure Network Foundation

In addition to supplying recommendations for audited network architectures, Cisco can provide proven network products that help you meet specific PCI requirements while minimizing infrastructure complexity. Most Cisco PCI Solutions include Cisco secure routers, adaptive security appliances, Cisco Security Agent software, compliance reporting and management solutions, Network Admission Control, Cisco Advanced Services, and a range of partners who provide specific retail applications.

Cisco Video Surveillance For Retail Solutions

Cisco Video Surveillance for Retail solutions can help you improve the effectiveness of your loss-prevention strategies without increasing staff. Cisco provides a range of advanced, network-based video solutions that extend video surveillance wherever the network is present. In addition, Cisco has partnerships with leading video analytic software providers to integrate innovative new video analytic capabilities with your surveillance solutions.

Accelerate Video Access and Review

Cisco video surveillance solutions can accelerate your loss-prevention staff's response to suspicious behaviors or incidents by enabling them to quickly isolate and view suspicious events. With the solution, staff can also send critical scenes to a central review monitor or to local authorities.

Correlate Surveillance with Point-of-Sale Data

Cisco works with leading POS and analytics vendors to stop theft at the POS. With these solutions, you can time-stamp POS transactions on the video as they are recorded, easily identify suspicious behavior, and alert loss-prevention staff in real time.

Integration with Video Analytics

Combining Cisco Video Surveillance for Retail solutions with video analytics delivers valuable visual information to you. In addition to reducing employee theft and shoplifting, these solutions can alert you to lengthening checkout lines so that you can deploy additional staff to reduce waiting time or identify shopping patterns to help you improve the effectiveness of marketing and merchandising efforts.

Deliver Mobile Alerts

Using Cisco video and mobility solutions, video analytic data can be used to trigger alerts in mobile devices, such as Cisco IP phones, for faster response.

Enhanced Loss-Prevention Training

Retailers can also integrate Cisco video surveillance solutions with e-learning videos to train loss-prevention employees to use alarms, alerts, and other new capabilities. Updates and alerts can be shared between stores and delivered instantaneously, helping staff to sharpen their awareness about patterns of criminal activity.

Building on a Highly Secure Foundation-the Cisco Intelligent Retail Network

Cisco Secure Store solutions operate over a Cisco Intelligent Retail Network—a powerful, highly secure common IP platform that unites all company and store functions. Built on the Cisco Service-Oriented Network Architecture (SONA) framework, a

Cisco Intelligent Retail Network lets you combine data, voice, and video services on one network and thereby accelerate applications, business processes, and profitability.

Using a Cisco Intelligent Retail Network, you can easily deliver innovative retail applications and supporting services to all retail locations. With the ability to deploy data, voice, video, and mobile communications services over a single infrastructure, you can improve almost every aspect of store operations, employee productivity, and cost structure. The Cisco Intelligent Retail Network helps you to securely and reliably protect brand image and assets.

Cisco Intelligent Retail Networks also include built-in advanced security capabilities that optimize security for sensitive information and provide integrated, collaborative, and adaptive solutions that apply to specific requirements of the PCI standard. For example,

a Cisco Intelligent Retail Network protects against worm and day-zero attacks and offers sophisticated protection against information theft for both servers and clients. Cisco Intelligent Retail Networks create a highly secure foundation for meeting future regulatory requirements, while enabling you to undertake new business initiatives and improve companywide risk management.

Create a Secure Store, Starting Today

You no longer have to build separate infrastructures to support video surveillance or comply with the latest regulatory mandates. Instead, you can benefit from Cisco's industry-leading position in networking and extensive experience in networked services and applications. Cisco helps you build a Secure Store—today.

For more information, visit www.cisco.com/go/retailsolutions



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

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