



Assess Your Compliance with Today's PCI DSS Standards

In the United States alone, there were nearly 800 publicly reported information-security breaches from 2000 to 2007, affecting tens of millions of consumers and retail businesses.

Today's retail sales environment is constantly evolving. And the standards that safeguard retailers and consumers are changing too, as regulators strive to help businesses protect credit card data and prevent costly security breaches. The ongoing struggle to protect information is challenging companies everywhere.

Advantages and Risks

Compliance with PCI DSS can produce numerous benefits, including risk and penalty mitigation, higher profits, and improved customer satisfaction. Non-compliance may jeopardize brand integrity, generate costly lawsuits, or expose customers to identity theft and fraud.

Meeting the New Standards

As of fall 2008, the former PCI DSS standard has been replaced by a new one (version 1.2). Like its predecessor, it requires retailers that store, process, or transmit customer credit card data to carefully audit their operations, including networks, policies, and data-handling processes.

The difference is that version 1.2 moves toward a risk-based approach that encompasses businesses of all sizes, emphasizes network segmentation, establishes wireless deadlines, and outlines more-detailed agreements between merchants and third parties. It further refines the twelve requirements for PCI DSS compliance, specifically by:

- Offering improved flexibility
- Managing evolving risks and threats
- Incorporating existing and new best practices
- Clarifying scoping and reporting
- Eliminating redundant sub-requirements
- Consolidating documentation

In addition, the PCI Security Standards Council has adopted a two-year lifecycle, so the next set of adjustments isn't far in the future. And PCI compliance has become an ongoing effort that must remain at the top of your priorities.

PCI Compliance Services for Retail

Cisco® can support your efforts to become and remain PCI-compliant. Many retailers are relying on outsourced services to help identify, resolve, and monitor payment card operations and devices.

Two service categories are offered:

For achieving compliance: These services identify and help remediate disparities in your current network environment, relative to the current PCI Data Security Standard.

Gap Analysis and Remediation Planning Service

- Detects gaps in your systems, policies, and processes, as well as Cisco and third-party network components involved in payment card transactions
- Creates a customized remediation plan, including prioritizing actions for closing compliance gaps

Design and Implementation Service

- Develops or refines your company's high-level goals, procedures, rules, and requirements for securing information assets
- Provides design review, if suggested by the gap analysis and remediation plan
- Helps implement your solution on time and on budget

For maintaining compliance: These services are designed to preserve compliance and optimize your systems.

Asset Monitoring Service, Support for Configuration and Change Management

- Monitors and manages devices critical to your PCI-compliant network in real time 24 hours a day, 365 days a year (periodic reporting of PCI-critical device status may also be required)
- Helps identify anomalies, events, or trends that might adversely affect network security
- Improves operational efficiency by maintaining an accurate, reliable system configuration database and managing configuration changes through an orderly, effective process
- Designed to reduce operating costs and limit change-related incidents with a consistent and efficient change management process

Quarterly Security Gap Analysis

- Assesses your network for changes that might affect compliance
- Provides improvement recommendations and remediation services, as needed
- Includes periodic reporting of PCI-critical device status

Let Cisco Experts Support Your Efforts

Cisco security engineers and Cisco Security Specialized Partners can help you:

- Reduce network complexity, expense, and the risk of fines and penalties by establishing a proven, PCI-compliant architecture
- Prepare for audits by helping ensure your alignment with current compliance standards as they continue to evolve
- Improve the return on your security technology investment and speed solution deployment by identifying necessary infrastructure changes
- Reduce deployment costs by identifying compliance gaps early in the planning process



Compliance with PCI DSS can produce numerous benefits for retailers, including risk and penalty mitigation, higher profits, and improved customer satisfaction.

Why Cisco?

Whether you have two stores across town or 2,000 around the globe, Cisco has the solutions, experience, and expertise to help improve your effectiveness and operational capacity.

- **Increase efficiency.** Cisco offers an exceptional range of data, voice, and mobility products to help your retail business to achieve long-term IT efficiencies, while providing the tools for business innovation.
- **Lower total cost of ownership (TCO).** Cisco can help your business reduce capital expenses through higher utilization of data servers and storage, simplifying and automating administrative tasks, and lowering operational costs.
- **Increase agility.** With a flexible Cisco network architecture, IT staff can more quickly respond to changing business demands, streamline operational procedures, and improve resource management.
- **Benefit from best practices worldwide.** Applying principles and guidelines derived from real-world deployments with a variety of leading retailers, Cisco provides the roadmap for achieving PCI DSS compliance and delivering impressive benefits.



The Cisco team is a trusted source of integrated, collaborative, adaptive solutions. We have deployed, operated, and optimized the performance of some of the world's largest networks. Similarly, Cisco Security Specialized Partners offer extensive expertise in designing, installing, and supporting comprehensive, integrated network security solutions, including PCI Compliance Services for Retail.

Learn More About PCI Compliance Services for Retail

For more information about Cisco Security Services or Cisco's PCI Solution for Retail, call today. Your local account representative is available to discuss your needs and explore how Cisco can help you achieve and maintain PCI compliance.