



PCI Solution for Retail Design and Implementation Guide

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Many retailers report that the PCI DSS (Payment Card Industry Data Security Standard) compliance guidelines are complex and ambiguous, so they seek additional support for products, configurations, and best practices. Additionally, they are concerned by recent data breaches that have exposed vulnerabilities in retail architectures, technology products, and business practices.

While many vendors claim their products are PCI compliant, Cisco maintains that no appliance can be PCI compliant in itself. Only a combination of an up-to-date implementation environment, configuration, policies, procedures, and vigilance can help ensure ongoing security and compliance. In today's retail world, security is a continuous process, rather than a checkmark in a box or a single event.

The Cisco PCI Solution for Retail Design and Implementation Guide presents an end-to-end, holistic view of compliance and ongoing security based on PCI DSS version 1.2. Its elements include:

- A lab environment, built using Cisco Connected Retail network architectures, which reflects validated architectures and designs for all sizes of retail stores, the retail enterprise data center, and the Internet edge, including remote workers and teleworkers. The guide includes:
 - The solution components mapped to PCI requirements
 - Implementing and configuring the solution
 - Bill of materials
 - Device configurations
 - Report of Compliance (ROC)

- Assessments by a PCI Qualified Security Assessor (QSA). The initial range of products (router, switch, wireless, and associated management tools) was scoped to address specific PCI DSS version 1.2 requirements and was successfully validated by the QSA auditor on January 27, 2009.
- Full documentation outlining the required designs, architectures, recommended configurations, and ROC. It includes proven Cisco products tested for addressing PCI requirements in wired and wireless environments.
- PCI best practices to protect your brand, assets, and customers.
- Applications and devices from Cisco partners that have been tested for compatibility with the Cisco PCI Solution for Retail architectures and products.
- Cisco PCI Services to assist with PCI readiness and remediation.



The High Cost of Data Breaches

Network and data security breaches do more than hurt consumers. They damage the brand credibility of retailers and increase costs associated with fines and litigation. The continuing rise in the popularity of payment cards will only magnify these risks and costs.

Organizations that experienced a data breach in 2008 paid an average of \$6.6 million to rebuild their brand image and retain customers, according to a new study. Ponemon Institute, a Tucson-based research firm, looked at 43 organizations that reported a data breach in 2008 and found that roughly \$202 was spent on each consumer record compromised. Thirty-six of these companies had at least one data breach in previous years. The cost of a breach was \$6.3 million in 2007 and roughly \$4.7 million in 2006.

PCI DSS compliance is not only required, it's the best possible protection against data security breaches that could severely impact your business.

The Cisco PCI Solution for Retail Design and Implementation Guide provides a comprehensive set of configurations and recommendations for data. It demonstrates how to build the infrastructure, secure data in transit and at rest on wired and wireless networks, and how to monitor and maintain PCI DSS-compliant configurations.

Download it today. Go to www.cisco.com/go/retail/pcidig



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