



ADTRAN: Real Solutions

Retail



**A Security
Breach in
Retail is One
Mistake You
Cannot Afford**

Security

Consider the Cost: A Security Breach in Retail is the One Mistake You Cannot Afford

The cost of maintaining PCI compliance is a small price to pay to ensure the security of your customer's confidential credit card information. ADTRAN® offers you cost-effective, performance-enhanced networking solutions without compromising the security of your network.

Today, more than ever, it is critical to business success that your communications network provides the security required for protecting your customers' data and your business' reputation. Whether you process only a few credit card transactions each month or many thousands, without the correct security mechanisms in place all businesses are at risk of becoming a target for a security breach. Security breaches are real — with recovery costs exceeding \$200 million dollars in many recorded cases.

Coincidentally, small to mid-size merchants are the most vulnerable sector for this type of data breach. In fact, it is noted that more than 80 percent of attacks of payment card systems are targeted at Level 4 merchants — those who process less than 1 million payment card transactions a year.

- Loss of customer confidence
- Lost sales and revenue
- Drop in volume of eCommerce transactions
- Lower stock price
- Expensive legal settlements
- Fines and penalties for non-compliance

Understanding Payment Card Industry (PCI) Data Security Standard (DSS): Are you in compliance?

As a retailer, you already know the term "PCI compliance." This standard, established by the PCI, is designed to protect a customer's credit card data from being compromised as it is processed and stored by a merchant.

Protecting this valuable cardholder data becomes easier when the components of PCI DSS are followed. This includes ensuring the following are incorporated into your network:

■ Data network controls:

- Implement a stateful inspection firewall on each public network connection
- Restrictive network access
- Encrypting cardholder data across a public network
- Security patches and firmware updates

In addition to the network data controls above, businesses will also want to utilize these additional data security controls to further secure customer data under PCI.

■ Other PCI DSS controls:

- Protecting devices used for point of sale
- Developing and maintaining secure systems and applications
- Monitoring physical access to data network
- Providing secure storage and retracting of cardholder data
- Regularly assess and audit the PCI network



**Network
Security
Breaches are
Preventable
with PCI**

Innovation

Gaining PCI Compliance: The ADTRAN Advantage

Why does PCI DSS matter to you? All merchants are required to be in full compliance with the PCI standard. Even if you process only a single credit card transaction a year, you must participate in the standard. When assessing, implementing and maintaining PCI security for your business you will reap the benefit of compliance and peace of mind while bestowing confidence in your customers that they can return to you again and again. Understanding is the first step. ADTRAN, a leader in networking solutions, is ready to help. ADTRAN:

■ **Offers Reliable, Carrier-class Solutions:**

- ADTRAN solutions are currently in use by every major U.S. service provider and many global providers. These same engineering solutions commonly deployed into carrier networks are offered by ADTRAN's Enterprise Networks Division as high performance business-class solutions for the small and medium business and enterprise customer.
- With proven success in the access network, ADTRAN is a recognized leader in the industry, with a reputation for quality products and superior customer service.

■ **Increases Overall Customer Experience:**

- With performance-enhanced solutions supporting a variety of networking services, ADTRAN offers versatility and reliability to the customer. The ADTRAN NetVanta® line of small, medium and enterprise business networking solutions offer a variety of disaster recovery options to alleviate network delays of downtime during

customer check-out. Customers of your retail store may benefit from Wi-Fi® access for their cell phones with the wireless capabilities supported in the NetVanta products.

- ADTRAN solutions provide performance-enhanced wire-speed throughput capabilities supporting network services ranging from Carrier Ethernet, T3, T1, DSL, and 3G Wireless. With a variety of modular platforms, there is no need to overhaul the networking equipment when upgrading carrier services.
- ADTRAN offers solutions to minimize or alleviate network downtime, provide Wi-Fi access for shoppers and enable secure, fast processing of credit card transactions with performance-enhanced solutions. Integrated into the NetVanta products are performance-enhancing technologies including IPsec FastFlow for VPN connections; RapidRoute technology and Layer 3 switching to enable faster processing of business transactions.

■ **Allows Adherence to PCI Standards:**

- The PCI standards are not limited to the Point of Sale Terminals and eCommerce sites. This compliance, mandated by acquiring banks processing credit card transactions considers the overall scope of the credit card transaction network.
- ADTRAN's internetworking and security solutions adhere to the PCI requirements. ADTRAN provides the firewall, VPN and authentication capabilities necessary to protect cardholder information as it transverse the scope of the network from the POS Terminal to the Service Provider's access point.

A close-up photograph of a transaction at a grocery store. A person wearing a red shirt is handing a gold-colored card to a person wearing a blue shirt. The person in blue is holding a bunch of green leafy vegetables. In the foreground, there are several bright orange oranges. The background is slightly blurred, showing a typical grocery store environment with shelves and other items.

**ADTRAN —
The Name
to Trust for
All Your
Networking
Needs**

Value

Affordability: ADTRAN Lowers Total Cost of Ownership for Retail Networks

In challenging economic times, ADTRAN understands that you, as a retailer, have to be strategic in your IT spending decisions. PCI DSS compliance is critical and yet it is still only one of many objectives you have when investing in your network. Smart investment decisions mean your IT dollars are used to ultimately increase the overall customer experience, prevent loss, and obtain and maintain PCI compliance.

ADTRAN, a value leader, provides quality, networking and security appliances that aid you in increasing the overall customer experience and adhering to PCI standards for networking hardware.

- ADTRAN provides an industry-leading warranty (5 years to limited lifetime) and world-class support enabling retailers, like yourself, the ability to invest wisely in networking hardware without incurring ongoing expenses for support, services or firmware upgrades.
- ADTRAN provides all-in-one networking hardware solutions enabling you to optimize your office real estate by integrating your data and voice networking needs into a single platform. This reduces overall networking costs by consolidating the PoE Ethernet switch, the IP router, the Wireless Access Point, the VoIP capability, firewall and VPN functionality into a single platform.

ADTRAN: The Name to Trust for All Your Networking Needs

ADTRAN's internetworking solutions are key contributors to the overall PCI compliance for retail

networks today. Providing robust firewall and secure encryption parameters, the ADTRAN solutions enable the segmentation, authentication and encryption of credit card data from the rest of the network, thus limiting the overall PCI scope. Customers can have confidence that their cardholder data is isolated and hidden from public access with the ADTRAN solutions in a PCI-compliant network without compromising network performance.

ADTRAN: Your Partner for Industry-leading Network Infrastructure Solutions

When it comes to networking, ADTRAN is a name you can trust. For more than 20 years, ADTRAN has been building networks of all types, providing innovative solutions to enhance and secure a vast array of customer applications. A proven network equipment vendor, ADTRAN has products installed in the networks of all major U.S. service providers and in businesses and government agencies, worldwide. ADTRAN offers a portfolio of managed access and aggregation Ethernet switches, multiservice access routers, and all-in-one IP telephony solutions.

Unique to ADTRAN is the level of high-touch support provided not only after product installation, but before and during the customer's decision process of evaluating solutions and vendors. With this combination of innovation and support, ADTRAN consistently delivers award-winning networking solutions you can trust.

ADTRAN is ready to help you secure your customer data so you can focus on your primary business — retailing. For more information, visit

www.adtran.com/retail



For ADTRAN®'s new eCatalog,
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ADTRAN is an ISO 9001, ISO 14001,
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