

# Cyber Security: Critical to Enabling the Store Experience

TRUST AND SECURITY HELP RETAILERS DELIVER AN EXCEPTIONAL CUSTOMER EXPERIENCE, BUT FINDING THE RIGHT EXPERTISE IS A MAJOR CHALLENGE

3 AREAS COMPANIES SAY CYBERSECURITY SKILLS ARE MOST ACUTE <sup>(2)</sup>

## Retailers' Top Technology-Driven Strategies Over the Next 18 Months <sup>(1)</sup>

- 46% Improving network and IT systems security
- 36% Advancing mobile store/enterprise security
- 35% Digital transformation (cloud, omni-stores, etc.)

30%

The amount of retailers' software spending in 2018 that will be on cloud-based solutions, up from 26% in 2016 <sup>(3)</sup>

## In-Store Technologies That Rely on Robust Network Infrastructure <sup>(1)</sup>

- Mobile devices for associates/managers
- Mobile POS
- Real-time inventory visibility
- Location-based sensing for marketing communication
- Clienteling/guided selling
- Digital devices (signage, magic mirrors, etc)

31%

Security analysis & investigations



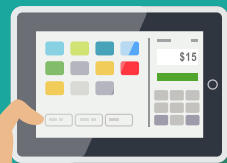
31%

Application security



29%

Cloud computing security



## Unified threat management (UTM)

is a converged platform of point security products, particularly suited to small and midsize businesses (SMBs). <sup>(4)</sup>

78%

North American companies larger than 500 employees have implemented or plan to implement managed security service providers (MSSPs) <sup>(5)</sup>

350,000

The number of cybersecurity openings in the U.S. in 2017 <sup>(6)</sup>

500,000

The U.S. is on pace for this many or more unfilled cybersecurity positions by 2021 <sup>(6)</sup>



70%

Companies believe that the cybersecurity skills shortage has had an impact on their organization <sup>(2)</sup>

Managed security service providers (MSSPs) incorporate a range of 24/7 services designed to protect against intrusions and scamming <sup>(7)</sup>

Benefits include:

- Minimizing time IT departments spend dealing with security issues
- Making business more secure
- Offering a wealth of security talent, without having to worry about recruitment issues
- Delivering a better customer experience, increasing satisfaction and improving responses times



Source: 1- RIS News, "28th Annual Retail Technology Study: Wake Up Call for Digital Transformation;" 2- ISSA (Information Systems Security Association International); "The Life and Times of Cybersecurity Professionals;" 3- RIS News, "Store Experience Study 2018;" 4- Gartner, Gartner IT Glossary; 5- Forrester, "Rethink Your Security Strategy;" 6- CSO, "Cybersecurity labor crunch to hit 3.5 million unfilled jobs by 2021;" 7- ITPro, "What is an MSSP?"

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# The Future of Retail Security

How retailers can take charge of their security future



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**Q** How is cyber security a fundamental part of the physical retail store experience?

Retailers are now the number-one target of cyber security attacks, surpassing the financial sector as the industry most at risk. Consumers, aware of security threats and breaches, adapt their shopping behavior to favor stores they feel are secure. A 2016 KPMG survey found that nearly one-fifth of shoppers said they would stop shopping at a retailer that had suffered a breach. Retailers must meet the security standards that determine PCI compliance, or face the financial and reputational costs.

Innovations like customized offerings, mobile POS transactions on the floor and scanning customer cell phones for loyalty programs or promotions require a level of security that encourage the customer to engage comfortably.

In a competitive industry, retailers simply can't afford to be lax about cyber security.

**Q** How has digital transformation in retail and a growing digital footprint expanded the attack surface, and what impact does putting more data in the cloud have on visibility of the attack surface?

The area of the threat attack surface increases as the number and complexity of digital tools grow. And as digital tools embrace cloud applications and providers, the growing threat surface becomes less visible and less controllable by the customer. A related challenge brought on by cloud solutions is the trend of having local project teams implement them without engaging the formal IT department. These types of teams often gravitate to cloud solutions because they are easy to develop and deploy, but don't fully consider the security implications. The result is a larger attack footprint that is hidden from the security process. These factors pose a significant risk to retailers and are difficult to mitigate without implementing a comprehensive, enterprise-wide security program.

**Q** Why should retailers use managed security service providers (MSSPs) to meet their security needs?

The increasing cyber

security threat requires a more robust and always-on security response. An MSP/MSSP provides access to a team of security experts with highly specialized skills, dedicated tools and much broader awareness of what is happening across the threat space. Most importantly, MSPs provide early identification of new threat vectors -- knowing that a new threat is emerging and seeing where and how it is attacking provides an MSP with real-time insight to implement a response and add extra protections to retailers' sites.

**Q** What are the benefits and key capabilities of unified threat management (UTM)?

One of the greatest benefits of UTM is how it simplifies security architecture and processes. With UTM, security features are seamlessly integrated, managed through a single management console, and automatically update with the latest security profiles, anti-virus definitions and new features -- requiring minimal intervention. UTM solutions combine firewall, gateway anti-virus, intrusion detection and prevention capabilities into a single platform designed to protect sites from blended threats.

HughesON™ managed network services leverage the best of wireline, wireless and satellite technologies to provide the connections needed for everything that's in store for tomorrow. Hughes next-generation solutions include SD-WAN that keeps up with soaring application and bandwidth demands, best in-class network security capabilities and digital signage that turns shoppers into buyers.

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