

Cybersecurity in Retail: Brand Trust beyond Compliance

The recent acceleration of digital transformation within Retail has led to significant improvements in the sector. But with the acceleration, comes increased exposure to cyber attacks that can impact a retailer's brand image, safety and customer privacy.

1

19% 

19% of shoppers would **stop going to stores** they knew had been a victim of a cyberattack

- [2016 KPMG Consumer Loss Barometer](#)

2

70% 

70% of CISOs cite **"lack of competent in-house staff"** as their number one concern

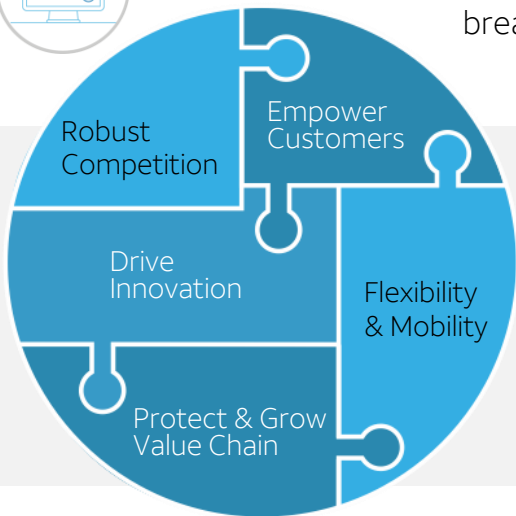
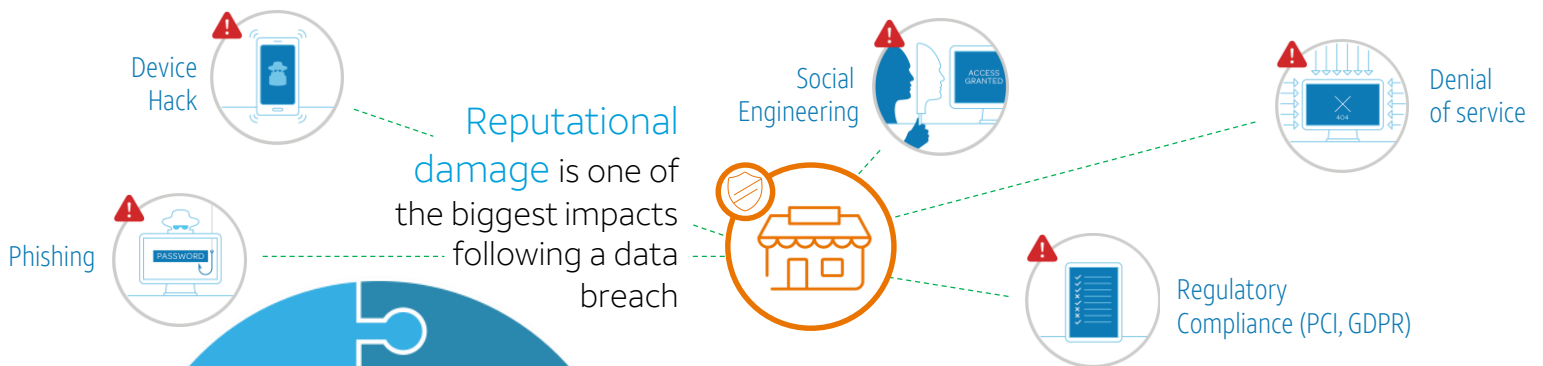
- [CISO Survey from Ponemon Institute and Opus: What CISOs Worry About in 2018](#)

3

#1 

CISO's number one concern as to why a data breach will occur and the top security threat: **the human factor**

For years, the industry has been considered a prime target for cyber criminals given the trove of customer and company data stored. But as new technologies emerge and advance, so do the nature of cyberattacks.

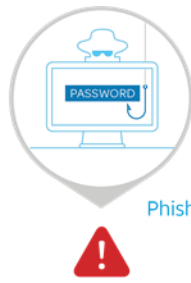


4 priorities for Retail Industries Leaders Association:

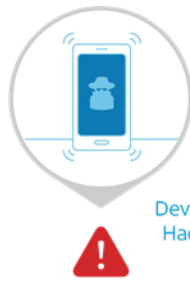
- Provide for robust competition throughout the Retail Industry
- Empower Consumers and Drive Innovation
- Promote Employee Flexibility and Mobility
- Protect and Grow the Retail Global Value Chain



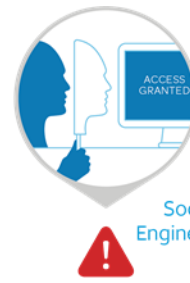
We offer expertise and implementation of services around applications, payments, PCI security, as well as converged and web infrastructure. We help identify and prevent threats to your retail environment while also seeing to it that critical systems are optimally designed, implemented, and supported.



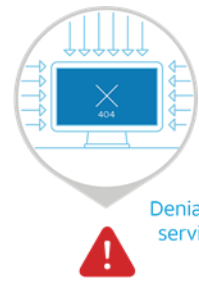
Phishing



Device Hack



Social Engineering



Denial of service



3rd party provider

eCommerce site

Store front

Store Associate with tablet or mPOS

Connected signage

Current Cybersecurity Challenges	AT&T Cybersecurity Solutions
Protect Point-of-sale systems Meet retail PCI compliance requirements Help evaluate readiness for GDPR compliance Protect data via 24/7 network and endpoint monitoring	<ul style="list-style-type: none"> • Risk Assessment • Industry Standards Assessment • Strategy & Roadmap services • Security Maturity Benchmarking
Baseline the security of your retail ecosystem and assist in determining risk	<ul style="list-style-type: none"> • Vulnerability Scanning services • Penetration Testing services • Firewalls
Threat Detection and Response Help reduce risks of a data breach and its impact on customers, employees and corporate reputation	<ul style="list-style-type: none"> • Threat Manager • Incident Response Table Top Exercises • Incident Response Retainer
Invest in Employee Education	<ul style="list-style-type: none"> • Security Awareness & Training • Social Engineering Assessment
Protect Retail Operations and be ready for Advanced threats	<ul style="list-style-type: none"> • SOC Transformation • Secure Email Gateway • Cloud Web Security Services • Cloud Security Assessments • DDOS Defense • IoT Cybersecurity Consulting
Third-party connections are a big concern for retailers	<ul style="list-style-type: none"> • Third Party Risk Management

Safeguard your organization with a multi-layer approach powered by Threat Intellect®, advanced data analytics, to help protect against security breaches.

To learn more about AT&T Cybersecurity Consulting, visit www.att.com/security-consulting.