

# Improve data protection on premises and in the cloud for retail organizations



## Address regulatory concerns

Retail organizations of all sizes are facing increased demands regarding their handling of customers' Personally Identifiable Information (PII). They must adhere to a wide range of data protection mandates and standards such as the Payment Card Industry Data Security Standard (PCI DSS).

Monitoring sensitive data and complying with the ever-changing global regulatory landscape is an ongoing challenge. IBM® Security Guardium® can help retail organizations address new compliance requirements and regulations such as the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR).

## Become proactive about threats

Among all industries, the retail sector is the fourth-most targeted for cyberattacks.<sup>1</sup> Cybercriminals may exploit the following vectors, including but not limited to:

- PCI DSS
- Europay, MasterCard and Visa transactions (EMV)
- Unprotected business-to-business data sharing

Visibility into potential threats and vulnerabilities can help save your IT security and operations teams valuable time and resources. What's more, it can help safeguard your company from the potential long-term financial and reputational damages commonly associated with wide-scale breaches.

208 days

Average time to identify a data breach in the retail industry globally<sup>2</sup>

69 days

Average time to control a data breach in retail<sup>3</sup>

## Protect your digital transformation initiative

You need security policies for when you store and share retail business, customer data or both across hybrid cloud environments. These policies should apply to plans to move data across a mix of on-premises, public cloud and private cloud environments. By applying a consistent security strategy across your entire data environment, you can help your organization secure its digital transformation.



## Help protect your sensitive retail data with IBM Security Guardium— an intuitive and scalable data protection solution for your business

This solution can help retail institutions efficiently discover, analyze and protect their sensitive data.

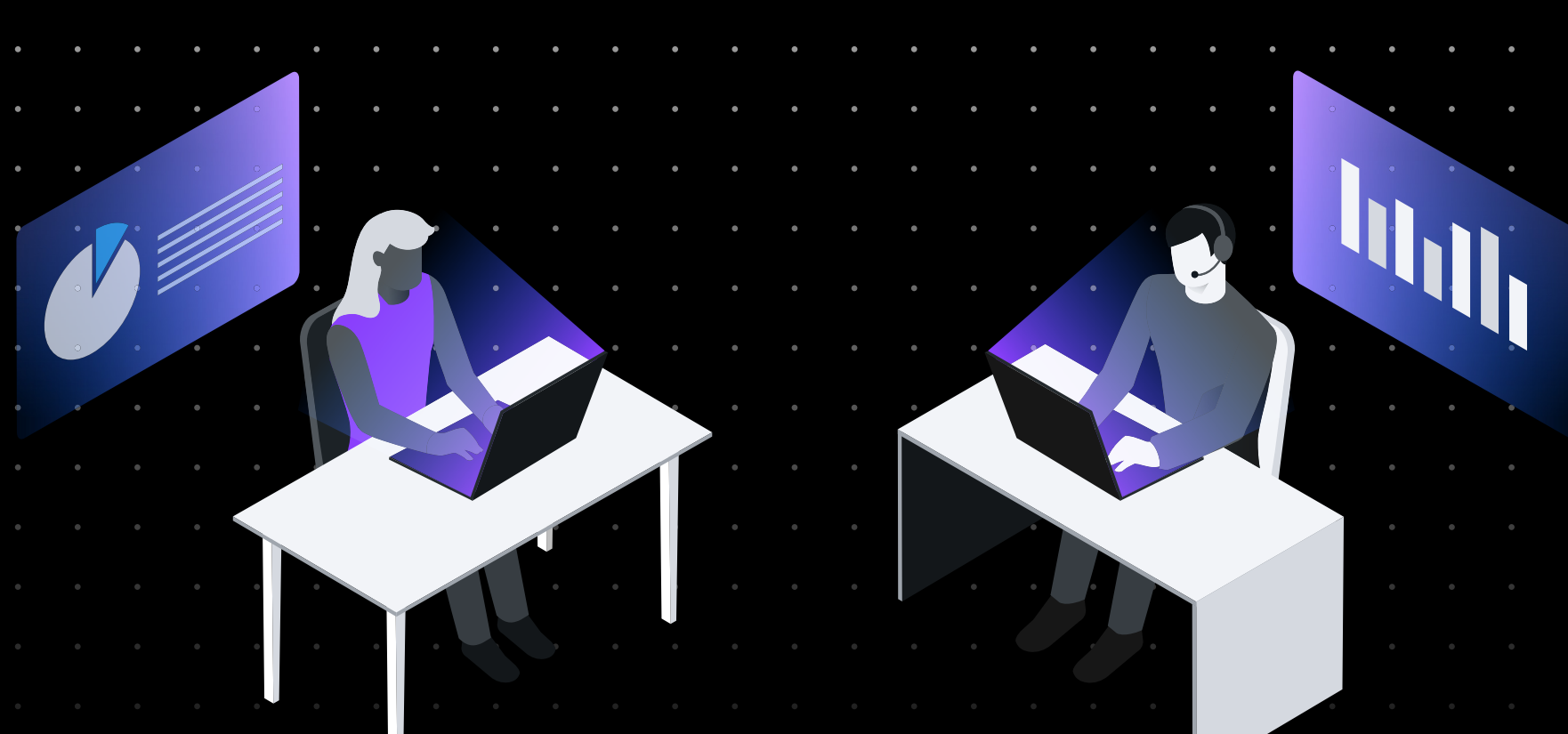
IBM Security Guardium Data Protection can provide step-by-step navigation and embedded instructional videos and tutorials, allowing the solution to be deployed without a team of security experts.

343%

Potential return on investment from implementing IBM Security Guardium Data Protection<sup>4</sup> based on a study sponsored by IBM

Within 4 weeks

Time by which users can realize benefits from implementing IBM Security Guardium Data Protection<sup>5</sup> based on a study sponsored by IBM



## Gain insights to help prevent breaches

IBM Security Guardium Data Protection provides active threat analytics and user risk spotters to help identify and mitigate potential data vulnerabilities. Its built-in intelligence can help deliver visibility into:

- Where critical data resides
- Who is accessing that data
- Whether the appropriate access controls and entitlements are in place
- What data may be at security and compliance risk

This solution makes actionable data security and data insights accessible to retail companies of all sizes.

- Discover structured and unstructured data across hybrid cloud environments
- Detect potential data security risks
- Expedite remediation through pre-built and customizable processes and workflows
- Present relevant information to stakeholders through role-based, customizable dashboards and reports

[Learn more →](#)



1. IBM X-Force Threat Intelligence Index 2019 Report, [ibm.com/account/reg/us-en/signup?formid=urx-36763](http://ibm.com/account/reg/us-en/signup?formid=urx-36763)

2. The 2018 Cost of a Data Breach Study, sponsored by IBM Security, Ponemon Institute, [ibm.com/account/reg/us-en/signup?formid=urx-33316](http://ibm.com/account/reg/us-en/signup?formid=urx-33316)

3. The 2018 Cost of a Data Breach Study, sponsored by IBM Security, Ponemon Institute, [ibm.com/account/reg/us-en/signup?formid=urx-33316](http://ibm.com/account/reg/us-en/signup?formid=urx-33316)

4. The Total Economic Impact™ of IBM Security Guardium Study, sponsored by IBM, Forrester Consulting, April 2018, [ibm.com/account/reg/us-en/signup?formid=mrs-form-2454](http://ibm.com/account/reg/us-en/signup?formid=mrs-form-2454)

5. Ponemon Report: Client Insights on Data Protection with Guardium, independently conducted by Ponemon Institute, June 2019, sponsored by IBM, [ibm.com/account/reg/us-en/signup?formid=urx-40683](http://ibm.com/account/reg/us-en/signup?formid=urx-40683)