



RETAIL

Secure Technology Solutions for Retailers

SONICWALL[®]

Today's Retailers Demand Secure Technology Solutions

Retail is more competitive today than ever before. Whether selling out of a single storefront, a network of kiosks, through a global retail enterprise with multiple store locations or online, today's retailers increasingly leverage technology to provide the decisive edge. While new technologies such as broadband, VoIP or wireless can open your network resources to prospects, customers, partners, vendors and staff, they also create new channels for malicious or inadvertent threats.

The growing number of security threats created by attackers do not discriminate their targets on the basis of size—the smallest shop needs the same level of strong protection as the largest Fortune 500 retailer. At the same time, government and industry regulations such as the Payment Card Industry Data Security Standard (PCI DSS) mandate that retailers deploy secure technology to protect consumers.

Instead of viewing secure technology as simply just another line item expense, retailers are taking a holistic approach to their network and now see it as an integral investment in ongoing profitability, underlying all their business initiatives. SonicWALL® offers a scalable range of security solutions that can:

- Enhance customer satisfaction
- Reduce overhead and operational costs
- Create new or expanded revenue streams
- Comply with mandated industry and governmental regulations

Satisfy your customers

Keeping your current customers costs 8-10 times less than generating new ones! Yet today's customers are more demanding and sophisticated in their shopping habits than ever. Retailers are using technology to provide competitive

and flexible solutions such as self-checkout points of sale (POS), wireless in-store kiosks and interactive e-commerce sites. Customers have also grown accustomed to greater retailer responsiveness to their needs based upon automated analyses of their demographics and shopping habits.

In the wake of high-profile security breaches, "war driving" and identity theft, consumers are concerned over the security of their personal and financial data. An estimated 5% of customers will defect upon hearing of a security breach? Shoppers will take their business to the retailer who can provide them the greatest peace of mind.

SonicWALL solutions let you respond faster and easier to the demands of your customers. SonicWALL's high-performance network security solutions with Unified Threat Management technology comprehensively protect and automatically preserve transactional and consumer data in real time, increasing your CRM utilization, and ensuring that your customers can buy with confidence. SonicWALL 3G wireless solutions deliver secure high-speed access for seasonal kiosks, mobile point-of-sale stations, portable ATM machines, or disaster recovery failover, providing anywhere, anytime access over cellular networks to ensure that customers can access your products and services.

Reduce costs

Retailers continue to apply innovative automation and efficiency-enhancing technology like radio-frequency identification (RFID) to reduce costs in inventory management. Real-time data between POS, headquarters, and channels is being integrated with information from vendors, logistics providers and manufacturers to deliver tighter supply chain management.



IT initiatives are driving communications and customer support costs down using Voice over IP (VoIP) and Web-based training. Retailers are also fighting inventory shrinkage through advanced in-store IP surveillance technology and tighter supply chain network integration. The scaled economies of outsourcing and globalization have led retailers to become more heavily reliant upon virtual private networking (VPN) and Internet security solutions.

While it's been said that no one gets fired for buying the status quo solution, one can get fired for exceeding their IT budget without delivering results. Retailers today demand affordable solutions that reduce business costs without increasing technology support budgets.

SonicWALL solutions help you break free from premium-priced, complex legacy systems with elegant, affordable solutions that are robust enough to support the demands of today's business, while still being easy to deploy and manage from a single location. By relentlessly innovating to drive the costs and complexity out of building and running high-performance secure infrastructure, SonicWALL offers retailers exceptional value.

Generate revenue

E-commerce continues to be a significant driver in retail business. Among today's shoppers, 58% research holiday gift purchases online³. Roughly 5% of all retail transactions are now done online⁴. In response, retailers are increasing database utilization to obtain greater demographic and behavioral intelligence that drives larger purchases and bigger margins. They are driving up demand using Web-based viral marketing, interactive kiosks and digital signage. And in order to remove obstacles to purchase, retailers are using technology such as secure sockets layer (SSL) transactions to offer more flexible methods of online payment.

Quick and easy to deploy and manage in any environment, SonicWALL solutions help you deliver first-to-market products and services. Offering an advanced range of Web, voice, wireless and remote access technologies, SonicWALL supports e-commerce and cross-channel sales initiatives, and enables you to provide your customers with more purchase options and better service, driving greater brand loyalty.

Meet regulatory compliance

Noncompliance with PCI DSS and other regulations can result in retailers incurring significant fines or even losing their authorization to conduct credit card transactions. Yet these regulations represent only the foundation of security best practices for today's retailers. One highly-publicized security breach at a major retailer compromised 45 million credit card numbers, affecting 30% of all residents of New England states, and costing the retailer over \$7.2 billion⁵ all tolled.

Retailers are also becoming more proactive in avoiding potential costs incurred from business disruptions such as natural disasters and infrastructure failures. This has led retailers to invest in disaster recovery and business continuity technology such as automatic failover to offsite systems, secure remote access, and continual automatic backup of key data in order to comply with internal policy standards.

Fully reviewed by an independent VISA-approved PCI Qualified Security Assessor (QSA), SonicWALL solutions will help you satisfy PCI criteria when configured and implemented in accordance with the Data Security Standard. SonicWALL solutions extend protection over external and internal networks, delivering content inspection and filtering, application control, threat prevention, and enforced endpoint security throughout your retail network. SonicWALL solutions can ensure your business continuity with automatic continual backup, active failover, high availability, as well as secure remote access, administration and support. Centralized management and reporting supports comprehensive audit trails.

^{1,2} Gartner, August 2007

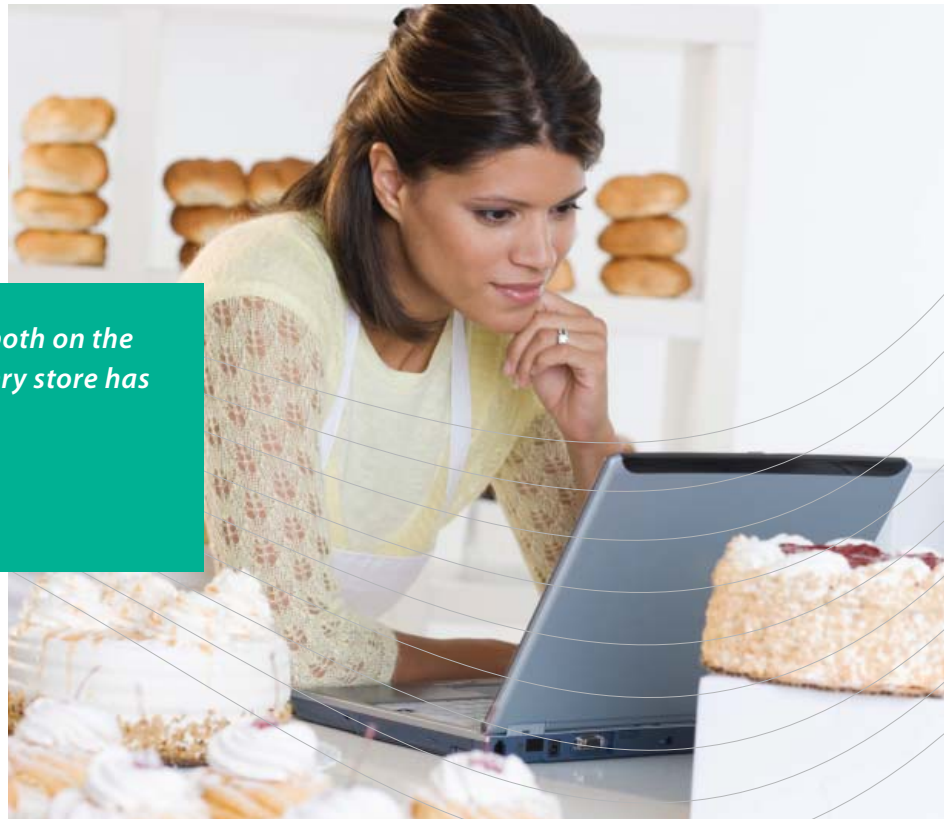
³ DoubleClick, November 2006

⁴ ComScore Networks, Inc., December 2007

⁵ This estimated figure includes legal fees and increased labor costs associated with customer service inquiries and other sanctions, as well as the cost of the theft of the credit cards.

"I have no problem deploying SonicWALL both on the enterprise level and at the store level. Every store has a SonicWALL in it."

— Ben Gray
IT Director
Palm Beach Tan





SonicWALL offers scalable high-performance retail solutions for global management and reporting, network security, secure wireless, secure remote access, anti-spam/e-mail security, and backup and recovery.

Global Management and Reporting

SonicWALL supports compliance with centrally managed policies, real-time monitoring and alerts, and intuitive compliance and usage reports from a single management interface.

- **SonicWALL Global Management System (GMS)**
- **SonicWALL ViewPoint**

Network Security/Unified Threat Management

SonicWALL delivers comprehensive anti-virus, anti-spyware, intrusion prevention protection and application control over Internet, extranet and internal retail networks.

- **SonicWALL E-Class NSA Series** for global enterprise retailers
- **SonicWALL NSA Series** for mid-size retailers
- **SonicWALL TZ Series** for small retailers and branch offices

Secure Wireless

SonicWALL integrates 802.11a/b/g and 3G wireless to support mobile POS, inventory tracking, interactive marketing and broadband failover.

- **SonicWALL TZ 180/TZ 180 Wireless**
- **SonicWALL TZ 190/TZ 190 Wireless**
- **SonicWALL SonicPoints** in conjunction with E-Class NSA, NSA, PRO, and TZ appliances

Secure Remote Access

SonicWALL solutions for easy remote access and clientless remote support enable secure outsourcing, partnering and business continuity.

- **SonicWALL Aventail E-Class SSL VPN Series** for mid-size to enterprise retailers
- **SonicWALL SSL VPN Series** for small- to mid-size retailers
- **SonicWALL Virtual Assist** for remote support to branch locations

Anti-Spam/Email Security

SonicWALL delivers award-winning anti-spam, anti-virus, anti-phishing, policy control and compliance management.

- **SonicWALL E-Class Email Security Series** for mid-size to enterprise retailers
- **SonicWALL Email Security Series** for small- to mid- sized retailers

Backup and Recovery

SonicWALL Continuous Data Protection (CDP) provides tape-free, automatic, real-time data backup, as well as offsite backup and remote recovery, to help meet regulatory mandates and business continuity best practices..

- **SonicWALL Continuous Data Protection Series**

For more information on SonicWALL's broad range of security solutions for retail environments, please visit www.sonicwall.com.

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