



Large Retail Chain

The RSA® Data Loss Prevention (DLP) suite helps the largest U.S. retailer meet compliance initiatives.

Acceleration

RSA DLP Network helps a large retail chain accelerate PII and PCI compliance while keeping the total cost of ownership low. Incorporating the RSA DLP Network product enabled this large retailer to detect and protect emails containing PII and PCI data, ultimately complying with internal policies, state statutes and industry standards.

“RSA® DLP Network makes it easy to detect and encrypt sensitive information to reduce the risk of data security breaches or compliance violations.”

Tom Corn, Vice President of Product Management and Marketing
Data Security Group, RSA

For most enterprises, electronic communications are the de-facto standard for disseminating information, both internally and externally. Retail chains are not immune to this phenomenon. In fact, one of the industry's largest retail chains handles millions of e-mails each day. However, using e-mail as a form of corporate communication is not without security challenges. The retail chain needed to be sensitive to the potential accidental electronic transmission or misuse of credit card details and other financial data. With over 100 million individuals impacted by data breaches over the last two years, state and federal regulations have strict requirements in place requiring that enterprises protect sensitive information, including consumer credit card numbers.

The Challenge

When the compliance department for one of the industry's largest retail chains embarked on plans to revamp its network security processes, more than 100,000 of its employees interacted with large volumes of sensitive data, by way of e-mail, on a daily basis. In order to comply with state and federal regulations, the company was forced to define a stronger network security solution in line with mandates for the protection of Personally Identifiable Information (PII) and information governed by the Payment Card Industry (PCI) Data Security Standard.

Federal and state government regulations such as CA SB1386 regulate how PII is handled by corporations. However, protecting PII isn't just a regulatory or technology problem – lost data can lead to lost customers and significant legal fines. Customers and employees trust the stores they solicit to protect the privacy of their personal details.

Achieving PCI compliance became mandatory on June 30, 2005 for all members, merchants and service providers that store, process or transmit cardholder data. Specifically, to achieve PCI compliance, department stores are required to monitor the movement of data to ensure emails, including consumer credit card information are flagged and re-directed for encryption. The price for non-compliance carries a stiff penalty of up to \$500,000 for non-compliance as well as loss of certification and consumer confidence.

To avoid the cost of non-compliance, one approach this retail chain considered was increasing its staff of full-time employees who manually review email transactions. While this strategy would ensure a high level of intelligence and accuracy in the prevention of loss or misuse of sensitive information, it would have a negative impact on the bottom line. An increase in staff would equate to a boost in operating expenses that would inevitably be passed along to the consumer – not an option for a chain with a brand built on a commitment to lower costs.



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The Solution

Seeking an accurate way to cost-effectively achieve PCI compliance, the retail chain enlisted the RSA DLP Network product (formerly Tablus Content Alarm NW). Designed to safeguard data against theft by insiders and broken business processes, RSA DLP Network offers a host of innovative features and functions designed to enable organizations to instantly comply with a broad range of corporate security policies and government and industry regulations, including the PCI Standard.

Protecting confidential information is a business critical mission for enterprises large and small, said Tom Corn, Vice President of Product Management and Marketing, Data Security Group at RSA. “The loss of confidential and private information can cost enterprises millions in lost revenue, missed opportunities and legal fees, ultimately leading to erosion of shareholder value. The RSA DLP Suite provides the ideal solution for companies that have confidential information widely dispersed across their organization. Furthermore, the integration available in the RSA DLP Network product makes it easy to detect and encrypt sensitive information to reduce the risk of data security breaches or compliance violations

The Results

RSA DLP Network excelled in this retail environment, providing a precise network monitoring and blocking solution. The product offered a streamlined approach to enforcing the encryption of sensitive information through policy-driven encryption capabilities, integrating with existing enterprise gateway encryption solutions, such as Voltage Identity-Based Encryption (IBE) for intelligent routing of e-mail content. This contributed to the retailer's compliance with industry regulations around PII and PCI to safeguard the integrity and confidentiality of personal and financial information.

Unlike competitive offerings, RSA DLP Network includes a comprehensive expert policy library, built and maintained by Knowledge Engineers who are skilled in cognitive and library science and certified in a broad range of security regulations, with near 100 percent precision and recall rates – right out of the box. While the retail chain anticipated a certain amount of false positives due to its high volume of e-mail traffic, they have reported that RSA DLP Network fell significantly below the company's expected number of daily false-positive readings.

“The accuracy associated with data loss prevention can negatively impact the bottom line,” concluded Corn. “RSA DLP Network delivers more than 99 percent precision rates even when analyzing high volumes of sensitive content. This eliminates the need to add additional security and compliance staff, minimizing the impact on core business and enabling a retail chain to keep the costs passed to consumers low.”



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