

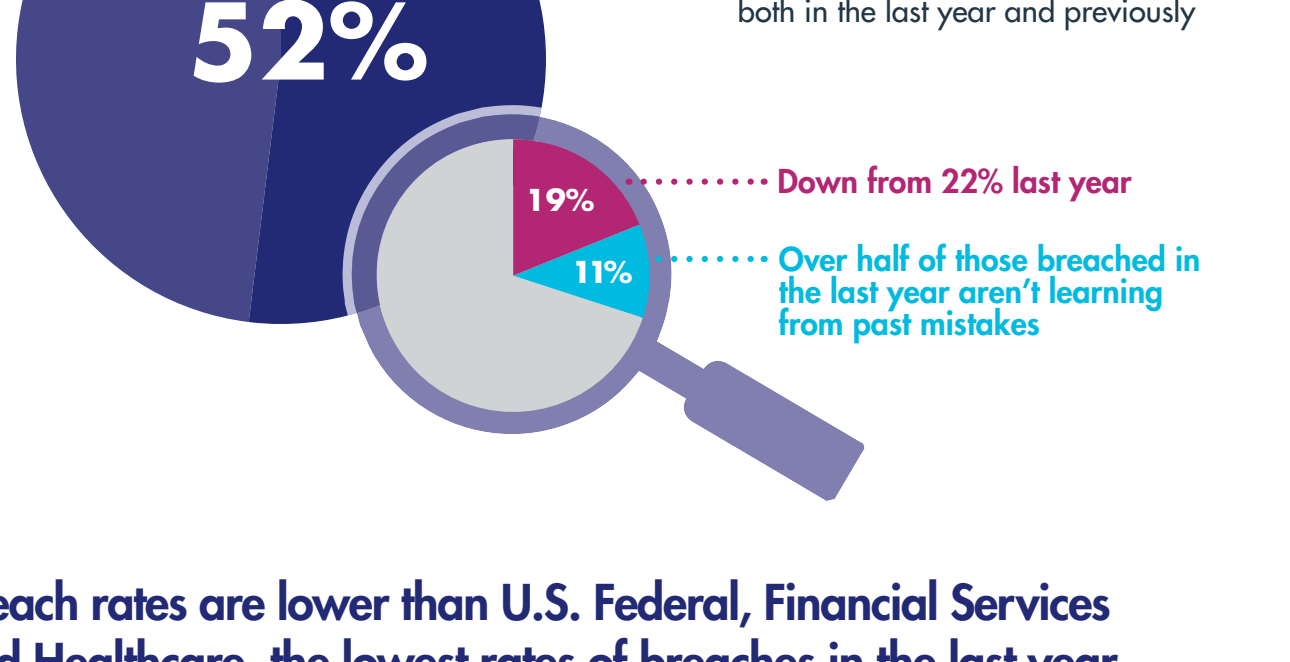
# U.S. RETAIL

FINALLY TURNS THE CORNER ON DATA BREACHES – BUT THERE IS MORE TO DO

“TODAY’S UNBROKEN STRING OF HIGH PROFILE DATA BREACHES SERVES AS STARK PROOF THAT DATA ON ANY SYSTEM CAN BE ATTACKED AND COMPROMISED.”

—Garrett Bekker, 451 Research Principal Analyst, Information Security

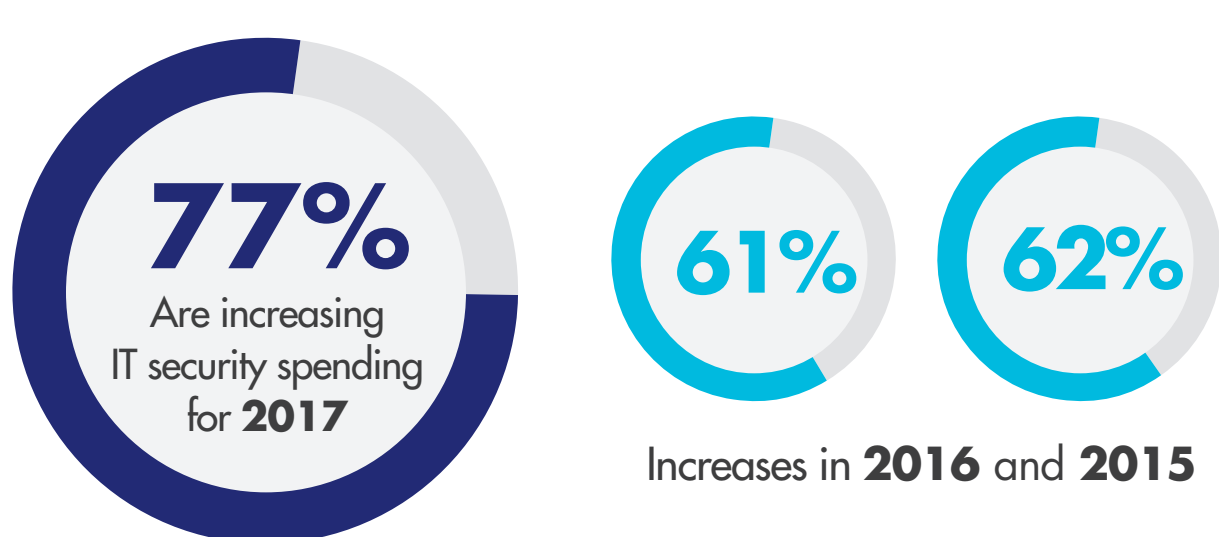
## RETAIL DATA BREACH RATES FINALLY STARTS TO DECREASE, IT SECURITY SPENDING CONTINUES TO RATCHET UP



Breach rates are lower than U.S. Federal, Financial Services and Healthcare, the lowest rates of breaches in the last year of the verticals that we measured:



Retail Increases in IT security spending may finally be making a difference:

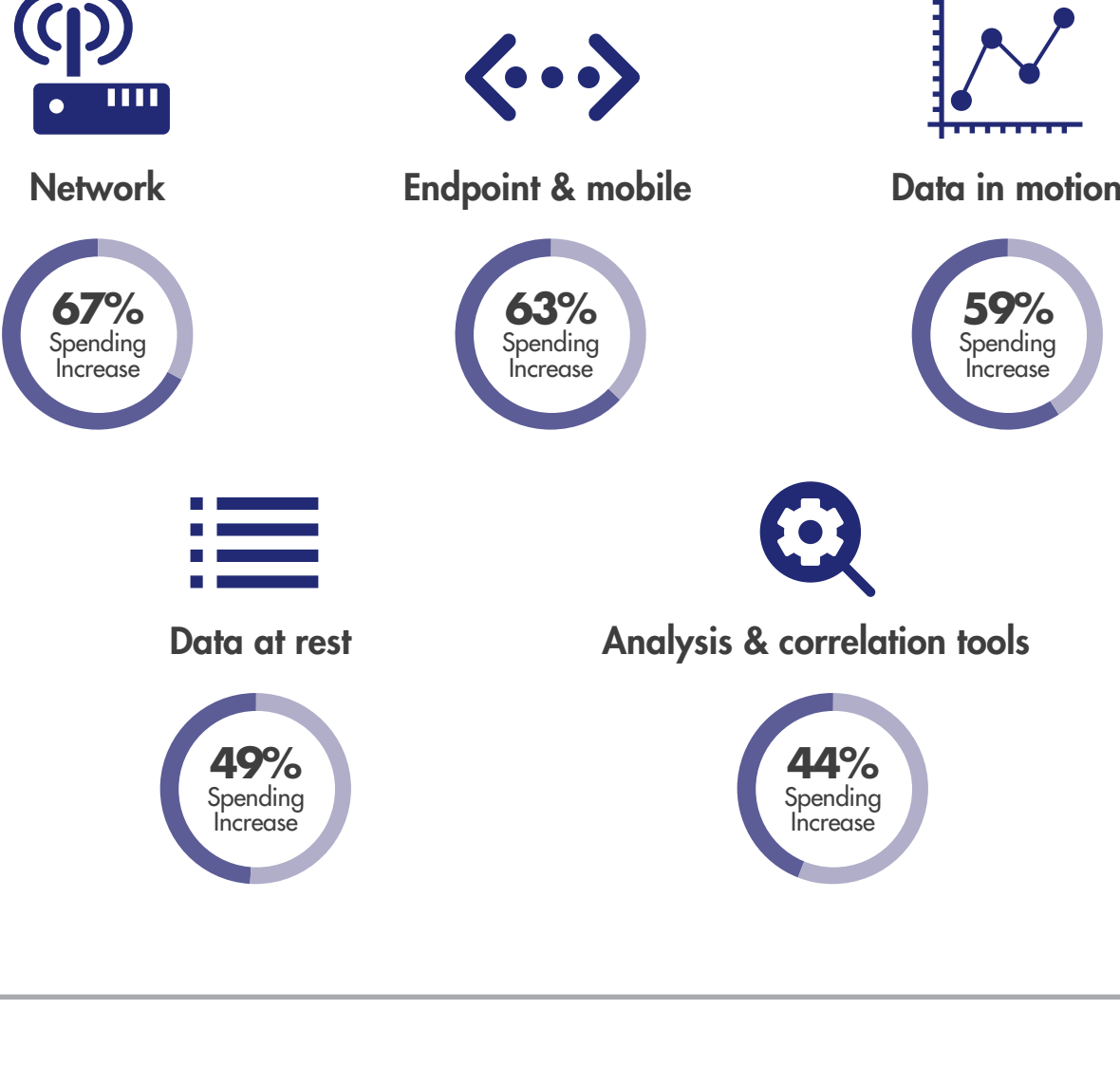


## DATA AT REST PROTECTION NEEDS TO BE A HIGHER PRIORITY

“It’s no longer enough to just secure our networks and endpoints. With the rapid and continuing growth of data outside the four walls of the enterprise, spending on securing internal networks from external threats is less and less effective – and less relevant.”

—Garrett Bekker, 451 Research Principal Analyst, Information Security

### 2017 IT Security Spending Increases in Retail



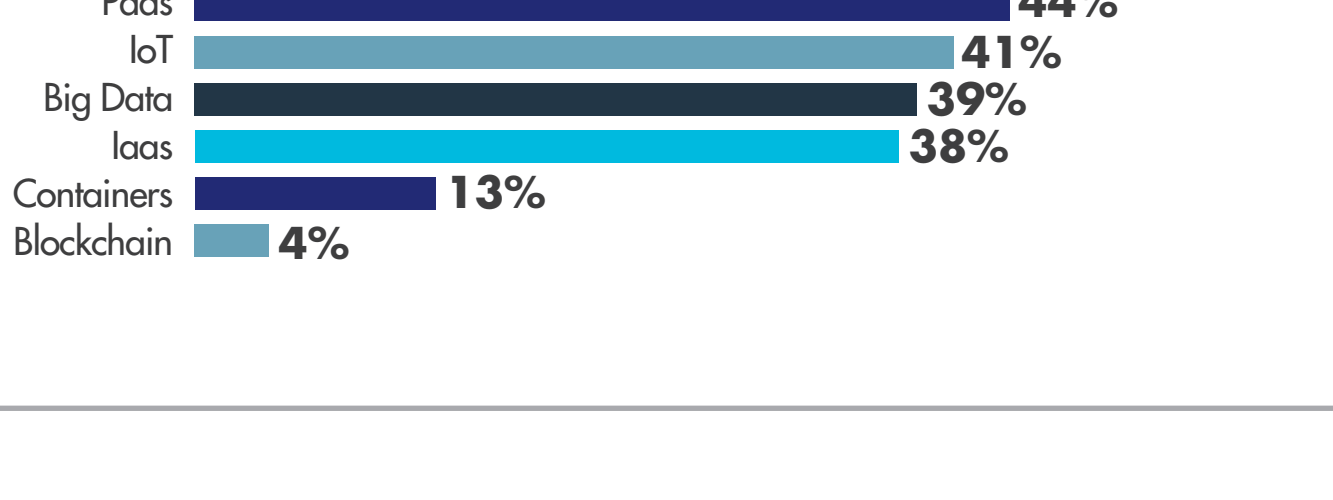
## ADVANCED TECHNOLOGY USAGE ESCALATES – COMPOUNDING THE PROBLEM

“Cloud, Big Data, the Internet of Things (IoT) and increasingly container technology are all being actively embraced and collectively pack a potentially disruptive punch to the basic ground rules of venerable businesses.”

—Garrett Bekker, 451 Research Principal Analyst, Information Security



### U.S. Retail Rates of Sensitive Data Use by Advanced Technology Environment:



## GOOD NEWS – RECOGNITION THAT ENCRYPTION ENABLES DIGITAL TRANSFORMATION WITH ADVANCED TECHNOLOGIES FOR RETAIL



### Cloud

Encryption enables further adoption of cloud



### Big Data

Encryption offsets top security concerns



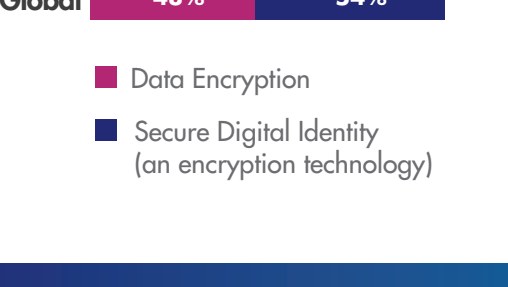
### IoT

The top technologies needed to expand usage



### Containers

Encryption the top control needed to enable greater adoption



# WHAT TO DO ABOUT IT

- ### 1 RE-PRIORITIZE YOUR IT SECURITY TOOL SET

  - Cloud and SaaS break legacy IT security models** – Data security with encryption and access controls across environments is required
  - Service-based solutions and platforms** that include automation are preferred for reduced costs and simplicity
- ### 2 DISCOVER AND CLASSIFY

Get a better handle on the location of sensitive data, particularly for Cloud, Big Data, Containers and IoT
- ### 3 DON'T JUST CHECK OFF THE COMPLIANCE BOX

Move beyond compliance to greater use of encryption and BYOK, especially for cloud and other advanced technology environments
- ### 4 ENCRYPTION AND ACCESS CONTROL

Encryption needs to move beyond laptops and desktops

  - Data center:** File and application level encryption and access controls
  - Containers:** Encrypt and control access to data – within containers and underlying storage
  - Cloud:** Encrypt and manage keys locally, BYOK enables safe SaaS, PaaS and IaaS
  - IoT:** Use secure device ID and authentication, as well as authentication of data at rest on devices, back end systems and in transit to limit data threats
  - Big Data:** Encryption and access control within the environment

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