

Secure technology solutions for retailers



SonicWALL



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 technologies such as broadband, Voice over IP (VoIP) or wireless can open retail 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. Dell® SonicWALL® offers a scalable range of security solutions that can:

- Enhance customer satisfaction
- Reduce overhead and operational costs
- Create new or expanded revenue streams
- Ensure that online business stays up and running
- Comply with mandated industry and governmental regulations

Today's retailers demand secure technology solutions

Satisfy customers

Keeping current customers costs 8-10 times less than generating new ones¹. 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 analysis 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 breach². Shoppers will take their business to the retailer who can provide

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

Ben Gray, IT Director, Palm Beach Tan

them the greatest peace of mind. Dell SonicWALL solutions let you respond faster and easier to the demands of your customers. Dell SonicWALL's high-performance network security solutions with Next-Generation Firewall technology comprehensively protect and automatically preserve transactional and consumer data in real time, increasing your Customer Relationship Management (CRM) utilization, and ensuring that your customers can buy with confidence. Dell SonicWALL's comprehensive gateway security services and granular application control deliver consistent policy with easy centralized management. Dell SonicWALL 3G/4G 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. In addition, Dell SonicWALL Application Intelligence and Control with real-time Visualization, Application Traffic Analytics and WAN Acceleration enables retailers to optimize bandwidth, increase transactional performance and enhance customer experience.

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 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 network support budgets.

Dell 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, Dell SonicWALL offers retailers exceptional value.

Optional integrated module support (on NSA 250M and NSA 250M Wireless-N firewalls), as well as built-in VPN, router and wireless functionality, reduces acquisition and maintenance costs through equipment consolidation, and adds deployment flexibility.

Ensure uptime

Downtime can result in direct loss of sales revenue. Retailers are becoming more proactive in avoiding potential costs incurred from business disruptions such as natural disasters and infrastructure failures.

Dell SonicWALL offers high availability, disaster recovery and business continuity technology such as automatic failover of security appliances, ISP connections and 3G/4G modems; secure remote access; and continuous automatic backup of key data both onsite and offsite for rapid recovery and compliance with business continuity policy.

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, Dell SonicWALL solutions help you deliver first-to-market products and services. Offering an advanced range of web, voice, wireless and remote access technologies, Dell 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.

Fully reviewed by an independent VISA-approved PCI Qualified Security Assessor (QSA), Dell SonicWALL solutions will help you satisfy PCI criteria when configured and implemented in accordance with the Data Security Standard. Dell 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. Dell SonicWALL wireless solutions comply with PCI mandates by enabling retailers to segment customer WiFi traffic from POS systems and periodically scanning for rogue access points. Dell 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 to demonstrate compliance to auditors.

^{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.

Dell SonicWALL offers scalable high-performance retail solutions for policy and management, network security, clean wireless, secure remote access, anti-spam/email security, and backup and recovery.

Management and reporting/ application traffic analytics

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

- Dell SonicWALL Global Management System (GMS)
- Dell SonicWALL Universal Management Appliance (UMA) EM5000
- Dell SonicWALL Analyzer
- Dell SonicWALL Scrutinizer
- GMS Virtual Appliance

Next-Generation Firewall

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

- Dell SonicWALL SuperMassive™ E10000 Series for global enterprise retailers
- Dell SonicWALL E-Class Network Security Appliance (NSA) Series for global enterprise retailers
- Dell SonicWALL NSA Series for mid-size retailers
- Dell SonicWALL TZ Series for small retailers and branch offices
- Dell SonicWALL WAN Acceleration Appliance (WXA) Series

Clean wireless

Dell SonicWALL integrates 802.11a/b/g and 3G/4G wireless to support mobile POS, inventory tracking, interactive marketing and broadband failover.

- Dell SonicWALL NSA 220M Wireless-N
- Dell SonicWALL NSA 250M Wireless-N
- Dell SonicWALL TZ 215 Wireless-N
- Dell SonicWALL TZ 205 Wireless-N
- Dell SonicWALL TZ 105 Wireless-N
- Dell SonicWALL SonicPoint-Ns in conjunction with SuperMassive E10000, E-Class NSA, NSA, and TZ Series appliances

Secure remote access

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

- Dell SonicWALL Aventail E-Class Secure Remote Access Series for mid-size to enterprise retailers
- Dell SonicWALL Secure Remote Access Series for small- to mid-size retailers
- Dell SonicWALL Secure Virtual Assist/Access/Meeting
- Dell SonicWALL Mobile Connect for Apple® iOS and Google® Android™

Anti-spam/email security

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

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

Backup and recovery

The Dell SonicWALL Continuous Data Protection (CDP) Series easily and reliably prevents data loss and downtime with automatic validated backup, status notifications and reports, and one-touch restore. CDP protects local and remote Windows®, Mac OS®, and Linux® servers, desktops and laptops. Flexible disaster recovery options include Site-to-Site Backup, Cloud Backup, Local Archiving and Universal System Recovery.

- Dell SonicWALL Continuous Data Protection Series



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