Modern Commerce Made Secure

How to improve business outcomes with better and stronger security from Palo Alto Networks
Digital transformation risks
The changing landscape for retailers

Increased competition, customer expectations, environmental concerns and striving for operational efficiencies are driving traditional retailers to reinvent themselves. Retail has become a digital industry with innovative products, services and competitors.

With an expanded service portfolio and increasingly complex operational systems, retailers have more exposure than ever across their organizations and customer touchpoints:

1. **Traditional point of sale vulnerabilities.** Store networks need to be secure by design to anticipate risks to wireless PoS vulnerabilities.
2. **Supply chain threats.** Planning, tracking and managing supply chains across a multitude of providers means acquiring risk from them. Digital transformation of wholesale transactions introduces risk.
3. **IOT management.** In–store/warehouse IOT devices could be compromised, creating data leaks or rogue networks.
4. **Customer privacy.** Moving to e-commerce and data analytics requires collection of detailed user data.

Palo Alto Networks solutions across network, cloud and security operations help retailers deal with a constantly evolving attack surface while driving operational efficiencies through AI and machine learning.

---

**Figure 1:** The impact of digital transformation: security risks are everywhere
Retail cybersecurity professionals are faced with three broad problems: complexity, security gaps and poor user experience.

### Complexity
- Multiple point products, management consoles and vendors to deal with.

### Security gaps
- Incomplete coverage, inconsistent security policy and lack of context and threat intelligence sharing between products.

### Poor user experience
- Users receive a different experience based on where they are located (stores, HQ and WFH) and poor VPN performance when working from home and in retail stores.

A security-by-design approach is essential to reduce the risk of a severe cyber breach and to safeguard business continuity. Disruption of digital services can have a significant impact on the brand image and financial results of your retail business.

## Securing a modern commerce experience for your customers

### Cybersecurity transformation is business transformation

**Digital front door and discovery**
- Accelerate growth of e-commerce and mobile commerce in a multi-cloud environment.
- Help shoppers with product discovery, research any purchase or BOPIS/BOPAC.
- Buy online or pick up in store or curbside.

**Palo Alto Networks Products**
- Prisma Cloud: cloud security for e-commerce; SaaS apps in the cloud, with consistent management across clouds and tech stacks (includes CSPM, CWP, Web App and API Security and Cloud Identity Management).
- Threat Prevention, Advanced URL, DNS and CASB.

**Store digitization**
- Provide a frictionless customer experience.
- Empower your store associates.

**Palo Alto Networks Products**
- SASE (SD-WAN and remote access security—customers, associates)
- VM-Series/PA-400
- XDR for store devices (i.e. mobile POS, POS, kiosk)
- Zero Trust for store associates
- IoT Security
- Prisma Cloud: Cloud Security

**Fulfillment and supply chain**
- Empower your store associates.

**Palo Alto Networks Products**
- NGFW
- IoT Security
- Prisma Cloud: Cloud Security

**Cybersecurity operational excellence**
- Provide overall visibility around security alerts driven by the experts in threat research from Unit 42.
- Employ continuous discovery and monitoring of your attack surface and leverage playbooks across your retail enterprise (e.g., stores, customer devices, distribution centers, associates and WFH).

**Palo Alto Networks Products**
- Cortex XSOAR—secure automation and response platform
- Cortex Xpanse—continuous discovery and monitoring of your attack surface
- Unit 42—your experts in threat research

---

**Figure 2:** Securing our customers’ digital life today for a better tomorrow
A single platform to connect and secure everything

Network (micro)segmentation
Easily apply controls at every entry and exit point, preventing malware from moving between zones and advanced attacks from making lateral moves. Palo Alto Networks offers two complementary virtual segmentation strategies that control traffic in different ways:

- North-south segmentation controls traffic entering a network or a private, public or hybrid cloud.
- East-west segmentation controls traffic entering and exiting a virtual machine.

Safe enablement of applications, users, devices and content
Retailers can configure granular policies that allow or deny applications by user and user group. The Application Control Center offers insights that can be helpful in developing security policies, such as for the applications in use on your network and activity by user.

Automation features and centralized management
Simple, well-integrated solutions will empower organizations to easily deploy virtual firewalls in their branch locations and manage them from the same centralized console that they use to manage their data center and public cloud firewalls.

Secure SD-WAN deployments
Deployed at branches and the central office, next-gen firewalls (NGFWs) can host multiple virtual network functions such as application awareness, intrusion detection and prevention, URL and web content filtering, malware detection and antivirus protection. With native integration of SD-WAN and security, businesses can enforce consistent security in all parts of their business, including their branch retail locations.
Our sustained track record of best-in-class capabilities is undeniable

<table>
<thead>
<tr>
<th>10x Leader for network security</th>
<th>Zero Trust Leader</th>
<th>SD-WAN Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>in Gartner Magic Quadrant Network Firewalls</td>
<td>in Forrester Wave: Zero Trust eXtended (ZTX) Ecosystem Platform Providers</td>
<td>in Gartner Magic Quadrant WAN Edge Infrastructure</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#1 for cloud</th>
<th>Best combined prevention and detection:</th>
<th>Partner “Champion”</th>
</tr>
</thead>
<tbody>
<tr>
<td>workload security and container security on IT Central Station</td>
<td>best overall results in MITRE ATT&amp;CK Round 3 Evaluation</td>
<td>in the Canalys Cybersecurity Leadership Matrix</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOAR Leader</th>
<th>IOT Security Leader</th>
<th>Endpoint Security Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>in KuppingerCole Security Orchestration Automation and Response Leadership Compass</td>
<td>Gold Winner from VDC Research for Industrial IoT Cybersecurity</td>
<td>in Forrester Wave: Endpoint Security Software as a Service</td>
</tr>
</tbody>
</table>

Why are retailers choosing Palo Alto Networks?

Palo Alto Networks is the leader in cybersecurity for retail, trusted by 42 of the Top 50 Global Retailers. When it comes to delivering unparalleled cybersecurity, here are 7 undeniable reasons:

1. We provide the most innovative, effective and comprehensive cybersecurity portfolio. It’s filled with best-in-class products that make us a multi-category leader. Ask your representative to see how our portfolio works together to simplify your security and lower costs with economies of scale.

2. Unit 42 threat intelligence keeps us and our customers ahead of attackers. Unit 42’s industry-leading global threat intelligence enhances everything we do, from our products to our proactive assessments and incident response services.

3. We enable the Zero Trust Enterprise. Palo Alto Networks is the only company that can enable comprehensive Zero Trust across the full ecosystem—network, endpoint, cloud, application, IoT, identity, and more.

4. Our advanced AI and automation take security operations to the next level. We offer unprecedented speed and visibility with the industry’s only integrated security operations platform. It collects, integrates, analyzes and enriches all of your security data to stop modern attacks.

5. We secure the future of work. Hybrid workforces stay protected and productive with the industry’s most complete SASE solution. See how our SASE solution scales with you to deliver best-in-class security with an exceptional user experience everywhere—in the store, in the warehouse, and at home.

6. We protect you in today’s complex, multicloud universe—code to cloud. Prisma Cloud is the industry’s only comprehensive cloud native application protection platform with flexible, integrated modules that offer full lifecycle, full stack protection across all clouds.

7. We’re a true partner for every step of your digital transformation journey. Our global team and extensive ecosystem of certified partners are committed to bringing industry-leading expertise to your retail enterprise. It’s how we ensure the best possible security outcomes and help you derive the most value from security investments.

---

Retailers love Palo Alto Networks

“During the proof of concept, Palo Alto Networks demonstrated that their Next-Generation Firewall is proven to simplify our workflows and strengthen security from an onslaught of sophisticated attacks.”

- Emircan Kurtkan, System Engineer, Trendyol

“70+ implementations in one week while simultaneously not having any negative impact on store operations.”

- John Trainor, CTO, Aaron’s

Maui Jim, one of the world’s largest sunglasses retailers, was looking to streamline security operations by alleviating their security analysts’ biggest pain point: resource contention.

**Just ask AutoNation**

For the largest automobile retailer in the United States, more bandwidth goes a long way toward boosting sales, productivity, customer satisfaction and new sources of revenue.

That’s why Adam Rasner, Vice President of Technology Operations at AutoNation, has spearheaded continuous network improvements over the last four years as part of the company’s ongoing digital transformation journey. It became apparent to Rasner and his team that AutoNation’s complex, slow and often unreliable multiprotocol label switching (MPLS) network had outlived its usefulness at the company. Even after they moved from unreliable, low-bandwidth bundled T1 circuits to higher-bandwidth fiber connections, they found their legacy MPLS network still couldn’t keep up with their performance and reliability requirements.

**AutoNation**

We saw a 10x increase in performance with Prisma SD-WAN for less cost than our old solution. In fact, we expect to save $3M in WAN costs next year.

— Adam Rasner, VP Technology Operations
See for yourself

Be sure to visit us in Booth #2073 at NRF Protect in Cleveland this June. Our solution specialists will be on hand to provide technical and business overviews across our product portfolio.

Join us on Wednesday, June 22, at 10:30 a.m., for a “Big Ideas” session with Ryan Heckman, security lead for Casey’s General Stores. Ryan will talk about the company’s cybersecurity journey and how they are securely transforming their store experience in partnership with Palo Alto Networks.

Palo Alto Networks at NRF Protect in Cleveland
June 21–23, 2022
Booth #2073

Speaking Session: “Big Ideas”
Date: Wednesday, June 22, 2022
Time: 10:30 a.m.
Featured speaker: Ryan Heckman, Security Lead, Casey’s General Stores

For immediate information or to consult with your account team, request a meeting with us. We look forward to seeing you in Cleveland!

Learn more about what Palo Alto Networks can do for your retail enterprise.