TRUEFORT®

TrueFort® Platform: Safeguarding the Retail Sector
Crucial Cybersecurity Assurance for Retail

The retail sector, pivotal in our global economy, faces unique cybersecurity challenges due to its high transaction volume and reliance on digital technology. This sector, blending online and brick-and-mortar stores, navigates complex risks like cloud-based botnets, NFC payment vulnerabilities, software loopholes, and third-party plugin insecurities. Cybersecurity in retail must address these multifaceted threats.

Retail Cyber Challenges and Innovative Solutions

▶ **Data Breach Risks:** Retailers store vast customer data, including PII and credit card details. Employing a platform that reduces exposure to insider threats and external breaches is crucial. Continuous monitoring of the Cardholder Data Environment (CDE) and File Integrity Monitoring are key strategies for safeguarding this data.

▶ **Regulatory Compliance:** Navigating PCI-DSS, GDPR, and CCPA is essential for maintaining customer trust. A solution that ensures compliance through microsegmentation, behavior analytics, and regular testing is vital.

▶ **Brand Protection and Incident Response:** In an era of sophisticated cyberattacks, protecting customer data is paramount for maintaining a brand's reputation. Proactive security measures and rapid incident response capabilities are essential.

▶ **Operational Efficiency:** Balancing security with operational fluidity is a major challenge. A solution that minimizes disruptions due to cyberattacks, including ransomware, is critical.

▶ **Supply Chain and Third-Party Risks:** Retailers interconnected with POS vendors face significant third-party risks. Continuous monitoring of application interactions is necessary for mitigating these risks.

▶ **48%** of security breaches occurred at the application layer, making it the most commonly identified attack vector.
(Forrester)

▶ **66%** of organizations were hit by ransomware in the last year.
(Sophos)

▶ **78%** of companies expect annual increases in regulatory compliance requirements.
(Thomson Reuters)

▶ Cybercriminals can reliably penetrate **93%** of organizations' networks, with the emergence of AI making these attacks less detectable.
(betanews)

"We need to get this installed everywhere - right away!"

Cybersecurity lead for a national energy co.

▶ **IoT and Smart Device Security:** With the rising use of IoT devices in retail, ensuring their security is crucial. A platform that offers real-time visibility and control over these devices is essential.

▶ **Adapting to IT Changes:** Addressing the evolving retail IT landscape requires continuous analytics into application dependencies and support for both legacy and modern systems in the data center and in the cloud.

What Makes the TrueFort Platform Different?

▶ **Flexibility:** Compatibility with existing agents simplifies implementation.

▶ **Process Termination:** Unique capability to terminate malicious processes.

▶ **CIS Benchmarking:** Continuous protection against misconfiguration and exposure.

▶ **Behavior Analytics:** Insights for informed security decisions using machine learning.

▶ **Service Account Protection:** Essential for insider threat protection in retail networks.

▶ **Enterprise Reporting:** Comprehensive and customizable reporting for security, compliance, and business continuity.

The retail industry's cybersecurity needs are multifaceted and dynamic. Adopting a comprehensive and proactive approach is key to protecting sensitive data, ensuring regulatory compliance, and maintaining operational efficiency while safeguarding against evolving cyber threats.

"This does even more than we thought."

Security Architect and TrueFort customer

"Nobody, and I mean NOBODY, else is doing this."

Dir. of Security Engineering and TrueFort customer

ABOUT TRUEFORT

TrueFort® Platform puts you in control of lateral movement across the data center and cloud, protecting service accounts and against zero-day threats. The TrueFort Cloud extends protection beyond network activity by shutting down the abuse of service accounts. Founded by former IT executives from Bank of America and Goldman Sachs, leading global enterprises trust TrueFort to deliver unmatched application environment discovery and microsegmentation for accounts and activity.

For more information on how the TrueFort Platform can enhance your retail cybersecurity posture, please contact us for a detailed demonstration.

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