



Secure Your Data, Satisfy Your Shoppers

EarthLink Secure Storefront™



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Technology is driving dramatic changes in your industry.

Risk is rising.

\$5.85 million 

is the average cost of remediation, lost revenue and brand damage stemming from a data breach in the US.¹

Customers expect more.

86% of shoppers 

will pay more for a better customer experience.²



Change brings new challenges.

“The customer is always right” —
a familiar maxim to any retailer.

While this sentiment still holds true, your customer is now fundamentally different. They're techies, tethered to mobile devices and online 24/7, sharing opinions and information about your brand, products and services.

As a retail IT leader, the rapid expansion of technology and rising customer expectations mean that you play a central role in enhancing the shopping experience—while keeping customer information safe and your company's name out of the headlines.

This new connected era introduces technology conveniences but also brings unprecedented security risks. Wireless connectivity, mobile device adoption and other digital strategies embraced by retailers mean additional entry points for today's sophisticated hackers. It's only a matter of time until you have to deal with an attack. You need to understand these challenges and be able act quickly to isolate and deal with threats.



134 days

is the average time elapsed between
security breach and detection.⁴



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Your network: the intersection of security and customer satisfaction.

The central element to overcoming security and customer enablement challenges demanded in our modern retail era is your network.

To address security challenges, you need visibility in order to actively monitor each segment of your network and assess current and potential vulnerabilities. You also need to adopt a secure network architecture strategy that helps protect you against constantly evolving attacks.

Your network can also serve as the launch pad for IT innovation. With secure and stable connectivity in place, you can roll out new services to connect with your customers and increase revenue and satisfaction. You'll also be able to capture and mine valuable customer data beyond the point of sale to maximize store profitability.



What if your network could...



...help you quickly detect and shut down security breaches?



...serve as a stable foundation for in-store services that win over shoppers?



...provide a way to capture more information about shoppers and their shifting behaviors?

You'd not only keep data safe and your company's name out of the headlines, but—more importantly—you could show your customers that their personal and financial information is one of your top priorities.

Instead of fixing security issues, you'll be able to focus your attention on the new demands of the modern shopper, who expects mobile applications, new payment options at the point of sale, ubiquitous WiFi and other services that enhance their experience.



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Protect and connect with EarthLink Secure Storefront™

Goals like these are just a handful of reasons that companies like yours have partnered with EarthLink.

EarthLink Secure Storefront is a suite of managed security, network and IT services tailored specifically for the fast moving retail world that can help you:

- Identify and manage threats starting with a professional service assessment to establish a security baseline and continuing with managed security monitoring services for ongoing monitoring plus remediation
- Connect with customers through secure WiFi to differentiate the in-store experience and capture intelligence on shopping behaviors and preferences
- Ensure PCI compliance with assessments to identify gaps, tools to achieve and maintain compliance and financial breach protection
- Safeguard the security of transactions and data with managed security services, direct connections to card payment processors, PCI-compliant firewalls and endpoint management

All of this adds up to data that's protected and an ability to forge stronger connections with the people that shop with you.



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Your challenge:

Attacks are becoming more frequent and your organization is looking to you for answers.

The headlines are full of reports of hackers stealing personal consumer information. Target lost an estimated \$148 million, and Home Depot was hit for more than \$60 million⁵ in a data breach that went on for five months.

All eyes are on IT and security leaders to develop and deploy the right solution. You need to have systems in place to understand your security risks, guard against them and be prepared to react quickly to isolate threats as soon as they appear.

If you can't respond quickly enough, your exposure grows as more customers are impacted and your brand image is damaged. And it's not only customer data that's at risk—hackers may also gain access to information and records that are critical to your business. As hackers evolve their techniques over time, without the right plan you'll only become increasingly vulnerable.



89%

of businesses

that were breached
failed a PCI
compliance audit.⁶

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Your path forward:

Find and foil threats before they can do damage.

EarthLink offers you end-to-end protection, beginning with a complete security health check that provides you with an actionable report you can use to remediate security vulnerabilities.

EarthLink's Secure Storefront is a comprehensive suite of managed security and IT services. The solution also provides 24x7 security monitoring to protect your company's systems and data and respond immediately to security threats.

Secure Storefront includes PCI Compliance services designed to help you assess, achieve and certify PCI 3.0 compliance as well as provide financial breach protection. Secure Storefront also uses PCI-compliant solutions, such as Direct Connect, to keep customer data secure and speeds transaction times to card payment processors.

Secure Storefront also offers:

- Secure public and/or private WiFi service
- Secure remote access and management for your endpoints (PC/Mac/mobile devices)
- Managed firewalls for your on-premises and cloud solutions



By partnering with EarthLink, you can be confident your network is being monitored—and your brand protected—at every point.



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Your challenge:

Your company is relying on you to meet radically increased shopper expectations.

Today's customers are shaking up shopping traditions. Technology has infiltrated every aspect—from the initial search to price comparisons to in-store browsing.

Shoppers now expect technology at every turn, from their initial online search to the moment of purchase. Along the way, they're in constant contact with each other, using text, chat, social media and email to crowdsource opinions and share their experiences—often from right within your store.

You know you need to offer the technology that supports these new expectations, but you can't just experiment with new technology or applications without knowing more about your customers' preferences and buying patterns.

Moreover, these new challenges don't mean that the perennial problems of retail go away—you still need to find ways to do the retail basics faster, more efficiently, and more securely than ever before.



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84% of
smartphone
shoppers

use their smartphone
in-store to help
them shop.⁷

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Your path forward:

Give the people what they want
(and your marketing team what it needs).

EarthLink Secure Storefront offers secure WiFi so your shoppers don't have to "go offline" or run up their data rates when they're in your store. You can keep them connected with Facebook, Twitter and the other social channels they rely on for information. And, once they enter your store, you can push out special deals and promotions to guide them to better deals and more purchases.

Working with EarthLink also helps you learn more about your shoppers and their behavior. Which stores get the most traffic? How long does a shopper typically stay in your store? What are the demographics of the shoppers that use social login to access in-store WiFi? EarthLink helps you answer questions like these, so you can make changes in your stores to improve sales. This data is also a gold mine for your marketing colleagues, who rely on this information to create more targeted campaigns and promotions.



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EarthLink Secure Storefront helps you:

Identify and prevent security vulnerabilities before they become a threat

Keeping constant watch on your network takes a lot of time, and staying current with all the new attack techniques is simply not realistic when balanced with all of your other responsibilities. When you work with EarthLink, your networks will be constantly monitored and actively protected from breach attempts.

Improve the customer experience and capture business intelligence to help you grow revenue

You're doing your best to keep up with the technologies your organization wants in-store. To drive real value to your business, you need to pivot from just enabling services to capturing business intelligence and customer buying patterns. When you work with EarthLink, you can leverage secure WiFi to provide a better customer experience while also getting greater visibility into the behaviors that are driving this massive change.



Companies who **prioritized customer experience** see a **performance gain of 43%** over a 6 year period.⁸

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There's no question that a retail revolution is underway. Technology is reshaping the industry, and as an IT leader, you are now front and center. By working with EarthLink, you can overcome these new security challenges and help your company create a shopping experience that will win over new customers and accelerate the growth of your business.

Security and satisfaction in action

An EarthLink Secure Storefront case study

Hancock Fabrics

With more than 260 retail stores in 37 states, Hancock Fabrics chose to partner with EarthLink to provide a comprehensive solution in order to address network reliability, improve security and reduce payment processing costs.

“When Hancock Fabrics assessed providers, EarthLink won the business on several fronts, but primarily due to the outstanding relationship and confidence we built with the local account team,” says James Hayes, Divisional Vice President of IT.

The company implemented an array of EarthLink solutions, including:

- **EarthLink Secure WiFi** to offer shoppers an enhanced experience and Hancock Fabrics stronger business intelligence analytics
- **EarthLink PCI Compliance Solutions** to provide additional financial protection from potential data breaches
- **EarthLink Hosted Voice** to handle voice traffic and cut costs associated with on-premises equipment
- **EarthLink Direct Connect Service** to cut transaction times and reduce fees

As a result, Hancock Fabrics will benefit from more dynamic customer interactions, along with a more proactive security posture. The company also expects to see savings of up to 20% compared to their previous service partner.



“While the cost-savings with EarthLink is important to our bottom line, it’s their **keen understanding of retail dynamics** that won our business. This is a true partnership and I consider them a part of my IT staff.”

James Hayes,
Divisional Vice President
of IT, Hancock Fabrics



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Learn more about protecting your data and enhancing your shoppers' experience.



1-877-355-1501



learnmore@earthlink.com



www.earthlinkbusiness.com/solutions/retail



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