RETAIL | **Comprehensive Internet Security for Retail**

SONICWALL®

Driving Productivity Gains and Revenue Growth

Today's retailers face an increasingly competitive environment, and many are looking to new technologies to improve productivity, reduce costs, and generate incremental revenue. Older point-of-sale (POS) systems are giving way to next generation POS solutions that bring a range of new capabilities — from real-time POS and inventory reporting and customer loyalty programs, to wireless line busting and hot spot customer Internet access.

Underlying new POS solutions is the need for reliable, real-time data communications between stores as well as wireless connectivity within stores. By combining new networking technologies with next generation POS solutions, retailers are dramatically improving the timeliness and flow of information within their organizations, leading to improved efficiency and higher levels of customer satisfaction.

These new technologies also raise new challenges. Next generation POS systems are an essential part of a retailer's operations — they cannot afford downtime. Furthermore, retailers are capturing more and more information about their customers and sharing this information across widely distributed, connected organizations—creating an enticing target for hackers and exposing retailers to other threats such as viruses and worms.

Today's point-of-sale systems provide many important new applications to retailers, but also raise new networking and security challenges. SonicWALL helps retailers meet these challenges and ensures the security and reliability of next generation POS systems.

For retailers who can effectively meet these challenges, however, exciting opportunities for enhanced productivity and revenue growth await them. SonicWALL®, with optimized and easy-to-use security solutions for retail point-of-sale environments, is helping retailers face these challenges and embrace these new opportunities today.

Emerging Applications

Many new front office and back office applications are helping retailers improve customer satisfaction, enhance productivity and drive revenue growth. Internet-based credit card processing and wireless handheld POS terminals speed transaction times and enhance customer satisfaction. Internet-based supply chain management and Web-based employee portals create efficiencies and reduce costs.

Front office applications

- Internet-based credit card processing
- Customer loyalty programs
- Wireless handhelds for line busting busy check-out lanes and tableside order entry
- Wireless hot spots for customer Internet access
- Kiosk and mobile POS stations

Back office applications

- Real-time POS/inventory reporting
- Internet-based supply chain management
- Wireless handhelds for inventory management
- Employee portals
- Corporate access for traveling managers
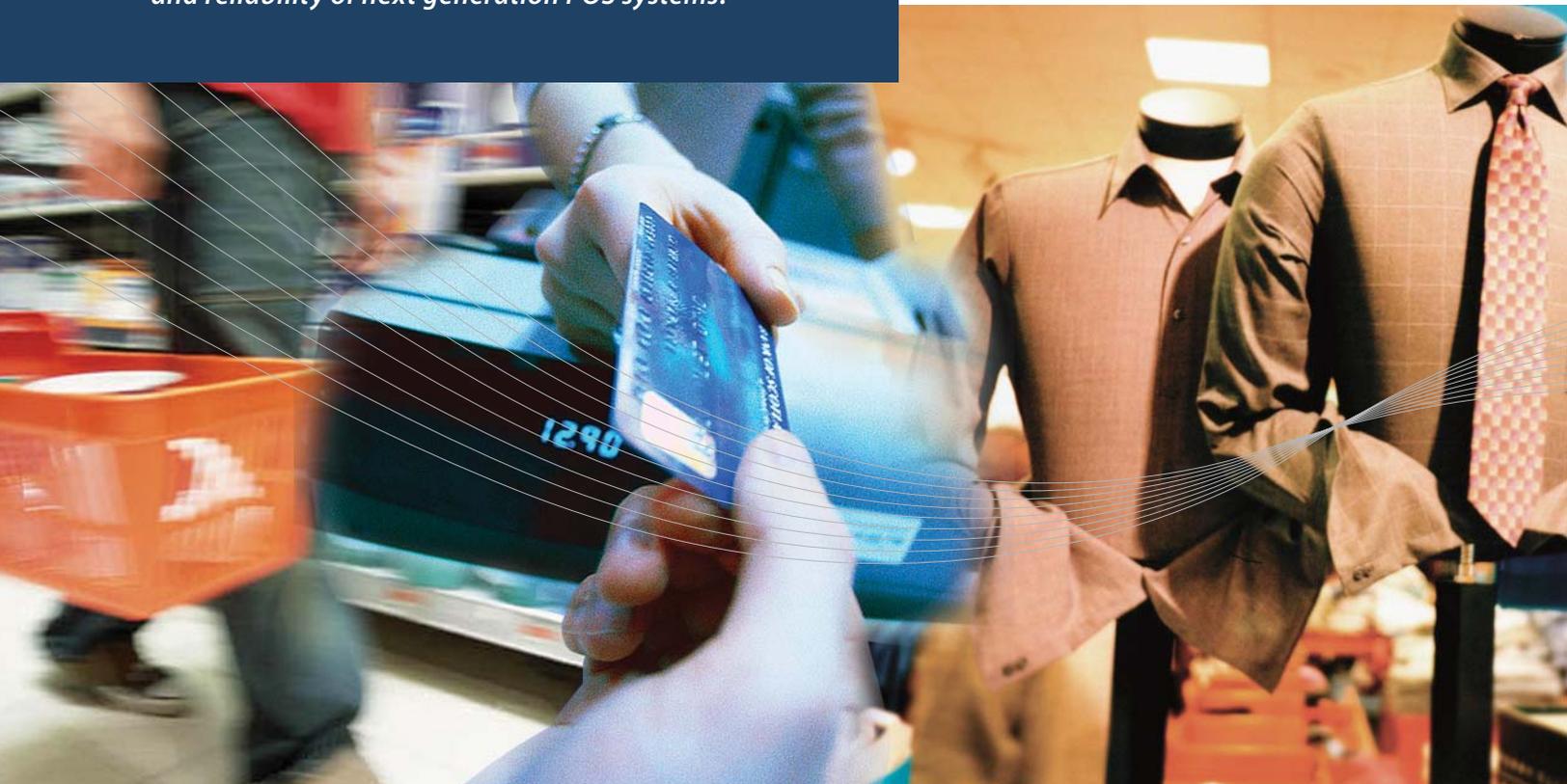
Increasing Use of Broadband and Wireless

Underlying these new applications is reliable, real-time data communications with stores as well as wireless connectivity:

- For most retailers, traditional data communications choices of dial-up and frame relay are giving way to broadband, the most cost-effective option available for high-speed data communications.
- Wireless networking enables a range of exciting new applications within stores, as well as kiosks and mobile POS stations.

Both broadband and wireless have inherent vulnerabilities that must be addressed, however, and there are other security measures that need to be considered to ensure secure, reliable POS systems.

Key Security Measures for Today's POS Systems

Communicating security with broadband

Broadband connections provide affordable high-speed access to the Internet, but it is not advisable to use the Internet for private communications unless the information is protected during transmission with strong encryption. *Virtual private networking (VPN)* accomplishes this, and is a widely-used industry standard for secure communications over the Internet.

Preventing hacker attacks

Broadband connections must also be properly secured against hackers on the Internet. With a *firewall* between the Internet and the POS system, vital information stored in today's POS systems can be protected from hackers, preventing the theft or destruction of valuable customer and business information.

Ensuring business continuity

The POS system is the life blood of a retailer's business, and downtime can be devastating. Broadband connections are a compelling option for retailers, but they do fail on occasion. It is critical for a retailer to have *backup connectivity* in the event of a broadband interruption.

Stopping viruses and worms

Increasingly, POS systems run on open operating systems such as Microsoft Windows® and Linux. Viruses and worms target open systems because of their widespread use, and these fast-moving threats can cause considerable damage to POS systems. *Up-to-date virus protection* is crucial for POS systems as is a firewall, which can limit the damage done by worms.

Sealing holes in wireless networks

Wireless networks are vulnerable to hackers because data travels over public radio waves and can be easily intercepted by anybody in close proximity. Standard security measures included in today's wireless networks are flawed and can be compromised with hacker tools readily available on the Internet. It is vital to deploy strong *wireless security* to protect sensitive information transmitted over wireless networks.

Securing kiosk connections

With the addition of instant 3G wireless broadband access, the possibilities for deployment locations has become limitless. The key is to connect securely eliminating the threats to data at both the mobile station and headquarters.

"With more than 4,800 retail locations, we needed an integrated solution that could easily address all of our Internet security needs…SonicWALL fit the bill."

> — *Bob Gradle*
> *Network Technologies Manager*
> *Ace Hardware Corporation*

SonicWALL offers a range of flexible, easy-to-manage and cost-effective security appliances to help retail organizations ensure the security and reliability of their POS systems. All SonicWALL security appliances are designed to deliver retailers a comprehensive set of essential security functions in a single, integrated device:

- **Virtual private networking (VPN)** SSL-VPN and IPSec VPN secure communications over the Internet to protect sensitive information transmitted across POS networks
- **Firewall and intrusion prevention** An ICSA-certified, deep packet inspection firewall shields POS networks from outside threats, such as hackers and worms
- **Instant 3G wireless broadband access** enables secure networking even in areas where fixed broadband is impractical
- **Back-up connectivity** Multiple failover options provide retailers with reliable backup connections to ensure continuous availability of vital POS systems
- **Wireless security** Advanced wireless LAN security protects sensitive customer or business information as it travels over public airwaves
- **Virus protection** SonicWALL's anti-virus solutions rapidly protect against fast-moving viruses that can cripple Windows-based POS systems
- **Content filtering** SonicWALL's integrated content filtering lets retailers provide employees and customers with Internet access while blocking inappropriate or objectionable sites

SonicWALL TZ Series

The SonicWALL TZ Series is the ideal security platform for small networks such as retail and restaurant locations, and is available in the following hardware configurations:

- **TZ 190** Secure 3G wireless broadband networking in an instant
- **TZ 170 SP Wireless** Secure wireless platform combined with integrated failover/failback
- **TZ 170 Wireless** Secure 802.11b/g wireless platform to unwire your locations
- **TZ 170 SP** Failover to integrated analog modem for critical POS deployments
- **TZ 170** Powerful, proven network protection for small networks

SonicWALL PRO Series

Typically used at a retailer's headquarters, SonicWALL PRO Series appliances act as the central data communications hub for distributed retail organizations. These flexible, high-performance products also offer high availability features to assure the constant availability of critical resources.

Advanced Security Services

SonicWALL security platforms offer a full array of advanced security capabilities for multi-layered security, enables you to add features and functionality as your security needs grow over time.

- **Complete Anti-Virus** Developed in partnership with McAfee®, this service rapidly protects against fast-moving viruses that can cripple Windows-based POS systems.
- **Gateway Anti-Virus, Anti-Spyware and Intrusion Prevention Service** Utilizes a high-performance deep packet inspection engine and a dynamically updated signature database to protect networks against a comprehensive array of dynamic threats including viruses, spyware, worms, Trojans and application layer attacks.
- **Content Filtering Service (CFS)** Leverages a continuously updated database of millions of Web sites to help businesses control Web content to improve productivity and limit legal liability.

Award-Winning Management and Reporting

SonicWALL's award-winning Global Management System (GMS) provides centralized control of all SonicWALL devices and is scalable to manage hundreds or thousands of remote devices. With SonicWALL GMS, retailers can effectively manage large POS networks, even with limited IT staff.

For more information on SonicWALL's broad range of security solutions for retail point-of-sale environments, please visit http://www.sonicwall.com/industries/retail.html