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# Modern Commerce Made Secure

How to improve business outcomes with better  
and stronger security from Palo Alto Networks

# Digital transformation risks

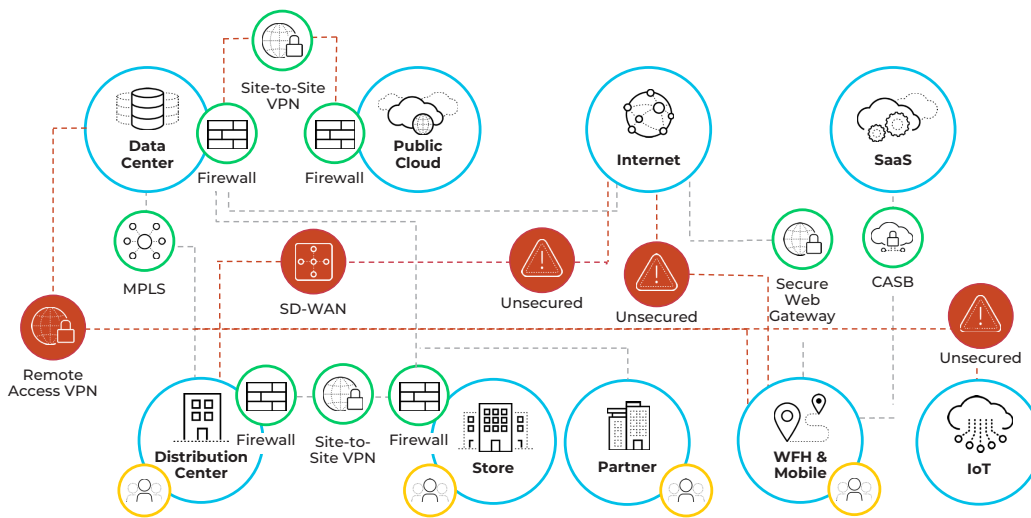
## The changing landscape for retailers

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.



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

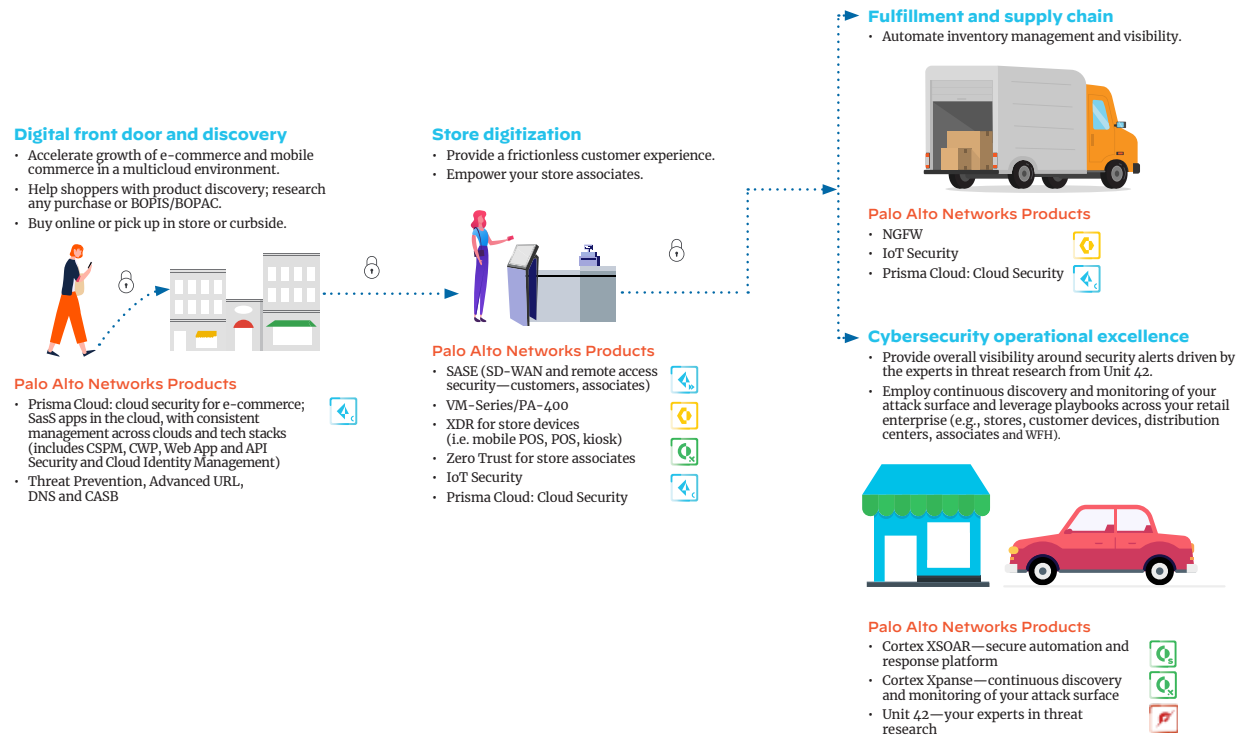
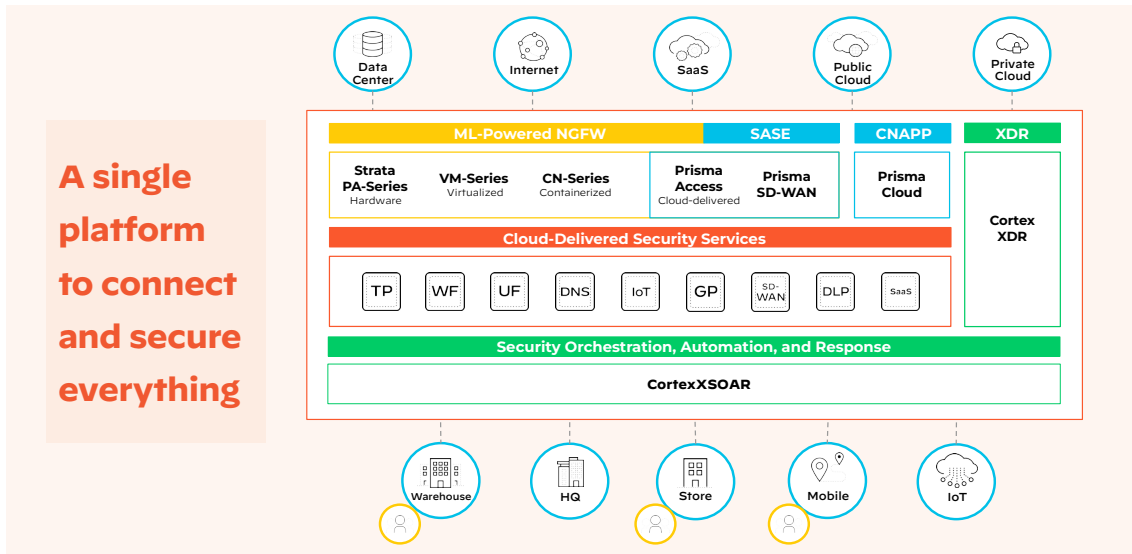


Figure 2: Securing our customers' digital life today for a better tomorrow



**Figure 3:** Secure your entire retail environment with a single platform

## 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

### 10x Leader for network security

in Gartner Magic Quadrant Network Firewalls  
Rajpreet Kaur, Adam Hills, Jeremy D’Hoinne, Nat Smith Nov. 1, 2021.

### Zero Trust Leader

in Forrester Wave: Zero Trust eXtended (ZTX) Ecosystem Platform Providers  
Q3 2020, Chase Cunningham, Sept. 24, 2020.

### SD-WAN Leader

in Gartner Magic Quadrant WAN Edge Infrastructure  
Jonathan Forest, Andrew Lerner, Naresh Singh, Evan Zeng Sept. 20, 2021.

### #1 for cloud

workload security and container security on IT Central Station

### Best combined prevention and detection:

best overall results in MITRE ATT&CK Round 3 Evaluation

### Partner “Champion”

in the Canalys Cybersecurity Leadership Matrix

### SOAR Leader

in KuppingerCole Security Orchestration Automation and Response Leadership Compass

### IOT Security Leader

Gold Winner from VDC Research for Industrial IoT Cybersecurity

### Endpoint Security Leader

in Forrester Wave: Endpoint Security Software as a Service

## 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<sup>1</sup>. 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.

1. 2020 Top 50 Global Retailers (Revenue in \$B) according to <https://nrf.com/resources/top-retailers/top-50-global-retailers/top-50-global-retailers-2020>.

## 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

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## 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 NRP 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.



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