

## PCI: End-to-end encryption takes store systems out of scope



A PA-DSS compliance deadline nearly forced BevMo! into \$1M plus in store system upgrades. End-to-end encryption from VeriFone ensured payment security and took the expensive system upgrades off the table.

**Customer profile:** 109-store specialty retailer

**Business focus:** Wine, Spirits, Beer, Gourmet Food, Gifts & Accessories

**Location:** Concord, CA

**VeriFone solution:** VeriShield Protect  
MX 860 PIN Pad Devices  
VeriShield Monitoring & Compliance (VMC)

### Beat the standard, without the expense

When BevMo! faced the July 1, 2010 PA-DSS and PCI-PED deadlines, it knew its network and more than 500 devices across its enterprise would be audited and subject to expensive upgrades to satisfy compliance. With less than a year to address the situation, it faced the prospect of an expensive store systems upgrade that would gain it nothing more than the satisfaction of mandate requirements. Instead, BevMo! sought a solution that would completely remove payment card data from its storage, processing, and systems environments. BevMo! found its answer in VeriShield Protect, an end-to-end encryption (E2EE) solution that removed its existing store systems from the PCI audit microscope.

### E2EE mitigates risk

When unencrypted cardholder data is exposed - even for a nanosecond - your customers and your company are at risk. With E2EE from VeriShield Protect, cardholder data is encrypted at the hardware level, from the point of swipe all the way to the payment processor. At BevMo!, VeriShield Protect only required the installation of payment terminals, saving the company more than \$1 million in store system upgrades. The solution also saved BevMo! more than 70% of its anticipated PCI audit costs. Most importantly, VeriShield Protect eliminates the incalculable risk of brand and reputational damage that comes with a breach of cardholder data security.

### Hosted solution minimizes cost

VeriFone offers VeriShield Protect and its next-generation VeriShield Total Protect in either on-premise or processor-hosted implementation options. The newly-released VeriShield Total Protect combines E2EE with tokenization, facilitating seamless chargeback, loyalty, and LP applications. BevMo! opted for the hosted solution, minimizing its startup costs. After the pilot completion, rollout took only 4 weeks, and by its June, 2010 QSA assessment, the entire BevMo! chain was PCI compliant. Its Qualified Security Assessment was limited to its PCI-DSS-listed MX 860 PIN pads, perimeter network, vendor management architectures, and BevMo! procedural controls.

“The VeriFone VeriShield strategy gave us the freedom to reallocate our capital spending for a next-generation POS platform versus a compliance-oriented and expensive upgrade - a positive for BevMo!”

-Dan Carter  
Chief Financial Officer, BevMo!

### Benefit Summary

In addition to ensuring the security of cardholder data, VeriShield Protect saved BevMo! the expense of ongoing compliance testing of the following systems:

- Network infrastructure
- Store point of sale (POS), payment applications, back office workstations, configuration, and local access controls
- External and internal scanning and penetration testing for store registers and controllers

### Ensure ongoing, multipoint compliance

BevMo! completed its rollout of more than 500 VeriFone MX 860 PIN pad devices to meet the July 1, 2010 PA-DSS (Payment Application Data Security Standard) compliance deadline. The compatibility of the new devices with VeriShield Protect helped BevMo! meet the PCI-DSS (Payment Card Industry Data Security Standard) Triple Data Encryption requirements. The devices also feature tactile PIN pads, which ensure compliance with California's strict ADA (Americans with Disabilities Act) regulations. All VeriFone MX and VX solutions support end-to-end encryption with VeriShield Protect.

For more information, talk to your VeriFone representative or go to [www.VeriFone.com](http://www.VeriFone.com).

