

# INTEL® DATA PROTECTION TECHNOLOGY FOR TRANSACTIONS



Transaction Information Security  
Beyond the Credit Card

## THE GROWING THREAT

**USD 364 BILLION<sup>1</sup>** \$

The amount that businesses are estimated to have spent on data breaches in 2014

**USD 201 TO USD 217<sup>2</sup>** ↑

The increase in the average cost for each lost or stolen record containing sensitive or confidential information

**60%<sup>3</sup>**

The percentage of cases in which hackers are able to compromise an organization in minutes

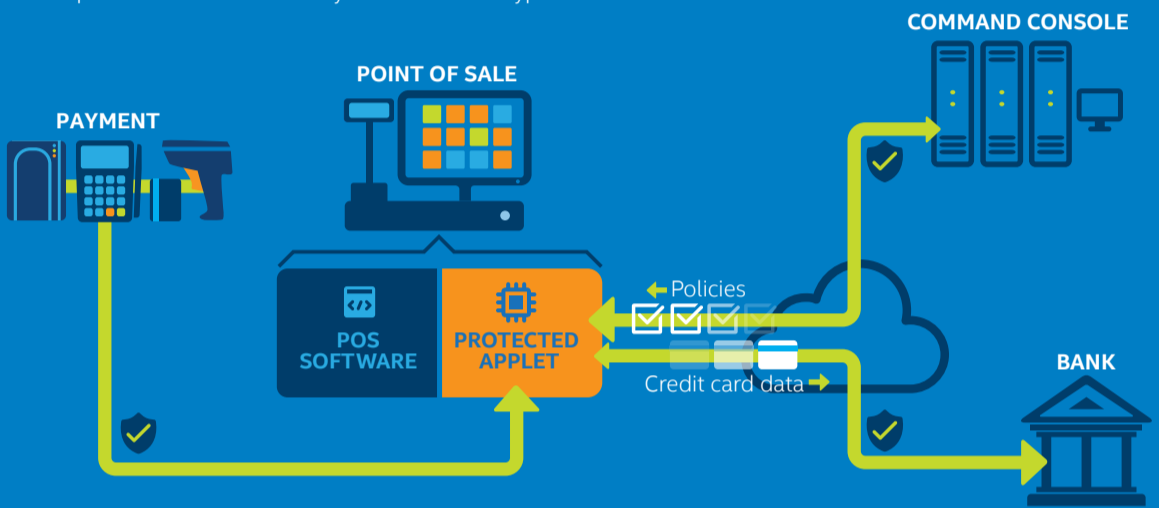
**34%<sup>4</sup>** of consumers polled will no longer shop at a specific retailer due to a past data breach issue



## INTEL® DATA PROTECTION TECHNOLOGY FOR TRANSACTIONS SOLUTION

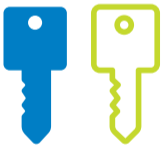
Protect devices, customer data, and your brand with security built for retail.

- Policies in the applet determine what may be shared with the POS software.
- Complete credit card data is only sent over an encrypted connection to the bank.



- ✓ Protect personal and credit information from card presentation to storage on bank servers.
- ✓ Work with all modern payment techniques (NFC, EMV, and Mag Stripe).
- ✓ Available for recent and future Intel® Core™ and Intel® Atom™ processor-based platforms.
- ✓ Secure support for multiple mobile payment applications including Apple Pay\*, Android Pay\*, and more.

## BENEFITS IN ACTION



End-to-End Encryption

Protects Sensitive Consumer Data



Central Management & Updating

Maintains Solution Integrity



Whitelisting & Authentication

Recognizes Trusted Devices



Policy-Driven Access

Controls Information Paths

*"This solution offers retailers a powerful combination of authentication technology and scalable architecture to maximize payment security."*

— Michel Léger, EVP Innovation, Ingenico Group

Solution Brief ▶



Video ▶



Web ▶



**INTEL INSIDE®**  
**A BETTER WAY TO RETAIL OUTSIDE.**

1. Hernandez, Pedro A., "Microsoft: Pirated Software to Cost Businesses \$491 Billion in 2014." March 19, 2014.

2. "2015 Cost of Data Breach Study: Global Analysis." Ponemon Institute.

3. "2015 Data Breach Investigations Report." Verizon.

4. "Data breach survey: Consumers hold retailers responsible, second only to criminals." PR Newswire. June 12, 2014.