

# PCI Protection - Designed Just for Your Stores

## PCI – a big complex solution to an even bigger problem

Just how vulnerable are you? A growing body of headlines about compromised customer data suggests that significant vulnerability is now the norm, so embracing PCI is a must. Retailers who value both their brand and their customers are taking action to implement PCI.

The Payment Card Industry Data Security Standard (PCI-DSS) requires merchants to implement 12 account-protection mechanisms, including encryption, vulnerability scans, and the use of firewalls and antivirus software. Much of PCI compliance is aimed right at the IT systems and processes that reside within corporate-controlled enterprise functions such as software security.

But what about a retailer's frontline: their store locations?

When was the last time you took a good hard look at the accessibility of your data—and how vulnerable you are to its theft—right through the front door of your stores?

If you house a server in your store location, say in an unlocked back room or the store manager's office, and if you have unsecured data jacks throughout your premises, you are in jeopardy of being a victim of a computer hacker. Even if the room is locked, high management turnover in the retail business puts you at risk from previous employees or walk-around managers who don't often lock up when they are on the floor. Your server remains unwatched and unattended. It only takes a few minutes, and the lure of opportunity, for a hacker to steal your customers' data—data that can be used to steal their identity, causing years of financial chaos and dissolving public trust in your brand.

## A low-cost solution to a big ticket problem.

We have a solution that is ideal for retailers seeking a first line of defense against data hackers.

There is something you can do to immediately make your customers' data safer and avoid the theft of what many would say is your most valuable asset. It's easy, effective, and low cost, compared with other, more complex methods of data security. At Medlin Communications Inc, we are the company our retail clients turn to when they need to handle a wide variety of voice, data and cabling requirements. Now, we also offer a low-cost physical security solution that helps put your credit card data out of reach so hackers can't breach your store locations.

## Hackers want to know... Are you open for business?



*Consumers are nervous-even angry. A string of well-publicized compromises of credit card data have caused increasing concern among consumers about the safety of their personal and financial information. Retailers and credit card companies are on the hot seat. The result? The PCI Data Security Standard was launched to improve the security and integrity of credit card data.*

**MEDLIN**  
COMMUNICATIONS, INC.  
*Always Well Connected*

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## Medlin Communications, Inc. puts your customer data under lock and key.

If you are a retailer committed to protecting your brand and your customer's good will, it's wise to take action now. By doing what's right for your customers, you'll be doing what's good for your bottom line—and the future of your brand. Here's how we help:

- ◆ We work with your site manager, store manager, and/or IT team to provision a cabinet enclosure that works in all store locations to protect and secure your server.
- ◆ We install a specially designed cabinet locking system that can be conveniently changed when employee turnover occurs to minimize security risks.
- ◆ We deploy the PCI-compliant cabinet and install all network hardware, including servers and cabling, in locations throughout the continental US and Canada.
- ◆ We provide locking plugs for all unused data jacks in your store's public areas. This is particularly important for legacy stores that don't have managed data switches to turn jacks on and off.
- ◆ We offer complete design, project management, and installation of on-site PCI-related equipment as it pertains to your data network in store locations.

Let's have a conversation about your first line of defense—and PCI compliance—right at your store locations. Call us today to learn more about how we are helping other retailers and how we can address your specific needs.

## About Medlin Communications

Founded in 1989, Medlin is a leading provider of business communication solutions and low-voltage electrical services. The company's extensive experience and proven approach to delivering high quality solutions and services enables Medlin to enjoy consistently high client satisfaction ratings. Specializing in the unique needs of cross-industry mid-market companies and national retailers with company-owned stores, Medlin is known for establishing long-term partnerships with its clients, delivering on their voice and data integration and cabling requirements and providing related value-add services.

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