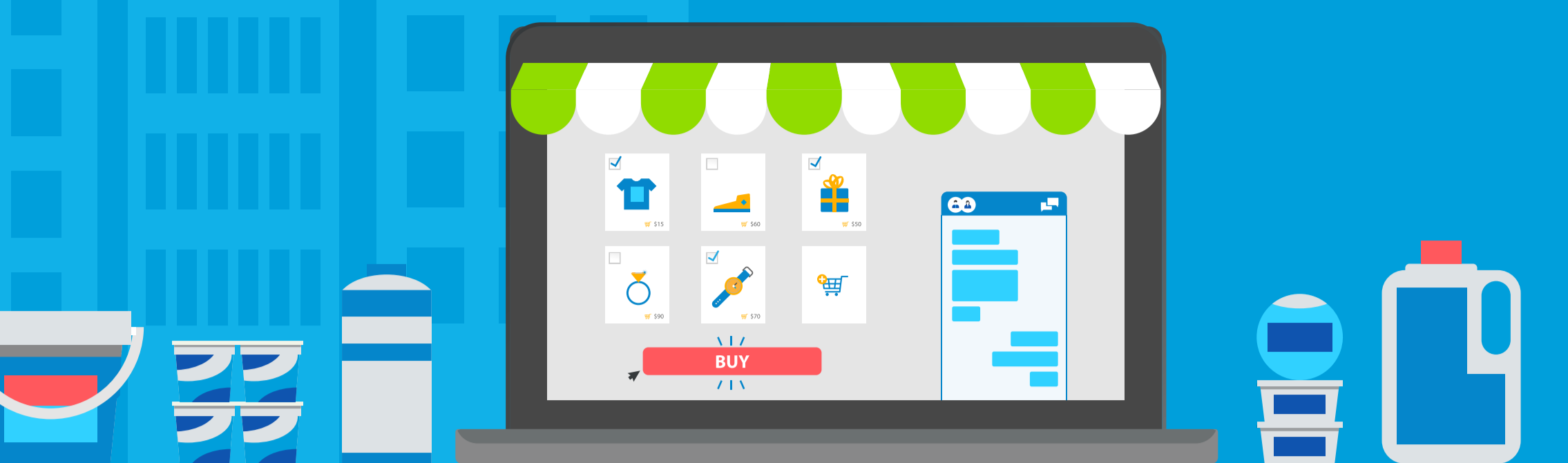


Building a new future for retail



Security designed to enable modern, highly-curated customer experiences

Retailers need to deliver connected shopping experiences powered by payment data, customer info, and behavioral insights. It's a new standard in engagement — and a very lucrative target for cybercriminals.

An omnichannel future makes this harder, as retailers protect online and offline shopping while meeting sky-high customer expectations. And it all must be done by overworked staff and complex point solutions, versus adversaries with time and access to inexpensive, widely-available hacking tools.



Expanding threat volume and variety

Attacks are coming from all sides, 24x7

About 62% of retailers reported breaches in 2019, putting them on par with financial institutions and government agencies. On average, it took more than six months (207 days) to detect intrusions.¹

Furthermore, 2020 research has shown that retailers had to fast-track plans to integrate web and mobile applications, order delivery solutions, and other services with their point-of-sale networks.²

Percentage of retailers that reported deploying new technologies to service their customers in 2020:

58% Contactless transactions

36% Mobile application

22% Tablets

19% Kiosks

19% eCommerce portal

9% POS

8% Other

The high price of security gaps

Breaches cost more than just dollars — they also destroy customer trust. Impact of intrusions for retailers:³

- 42% degradation in brand awareness
- 40% operational outage that impacted revenue
- 39% operational outage that affected productivity
- 33% operational outage that put physical safety at risk
- 30% lost critical business data

Contactless transactions are rapidly growing as a priority.

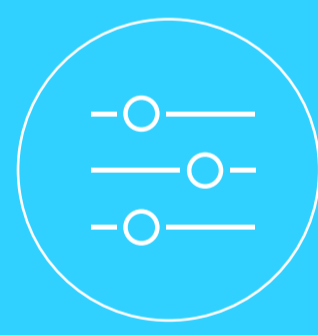
The foundations of a successful future

A brighter tomorrow starts with a smarter today. Innovative retailers must:



Optimize

network design and performance with highly-secure connections from each retail location to the cloud



Simplify

compliance with industry regulations while driving essential business intelligence



Maximize

the impact of technology teams through automation and centralized management



How AT&T can help

AT&T next-generation firewalls, powered by Fortinet, help retailers deliver a highly secure, future-ready retail experience.

Visibility

Centralized visibility and management of all Fortinet firewalls deployed across the network through one pane-of-glass

Efficiency

More productive technology teams with unified security policies and reporting that can be automated or run on-demand

Proactive threat intelligence

Superior threat intel, driven by AI and machine learning, that better protects critical retail infrastructure

Improved performance

The industry's lowest-latency firewall and SSL/TLS inspection for security that doesn't compromise performance⁴

Submit a request at cybersecurity.att.com/contact to learn more about how AT&T next-generation firewalls, powered by Fortinet, can help fortify your security and improve network performance

¹2018 Cost of a Data Breach Study, Ponemon Institute, July 2018.
²Retail Security & COVID-19 Industry Survey 2020 Trend Report, Fortinet, October 13, 2020.
³Ibid.
⁴Independent Validation of Fortinet Solutions: NSS Labs Real-World Group Tests, Fortinet, October 14, 2019.

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