Securing data and systems in omnichannel retail

Learn why today's retail businesses need a comprehensive security strategy, understand the threats unique to the industry and know the solutions available to stay protected.

Security around data, systems and processes is a concern for every enterprise. For retailers, there can be some unique challenges that will only grow if not addressed. IDC's 2021 "Future of Connectedness" survey reported data security as the number one concern for retailers. Since 2020, global events and the pandemic have accelerated the need for omnichannel strategies, challenged the supply chain and opened new avenues for bad actors to attack retailers. Strategic security measures in retail should aim to offer better control, visibility and response in security situations and simplify management for IT and store employees.

Security strategies for today's retailer

Consumers are making a permanent shift to omnichannel shopping and retailers are embracing the change. Enhanced customer experiences can raise the stakes on retailers' ability to protect data and systems and adapt to an unpredictable world. As more data is collected with each transaction, the need to secure that data is imperative in order to maintain customer trust.

It's time to rethink security in your retail business.

Retailers need a fortified and progressive digital security strategy, including elements like:

- Identifying and classifying data, and establishing governance to manage it
- Tiered security model (perimeter, application, data etc.)
- Next-gen identity management solutions that can scale with changing needs
- State of the art threat intelligence, detection and response

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Understanding the threats

Running an always-on retail business also means being consistently in the sights of bad actors. Protecting customer data needs to be a comprehensive practice that strategizes beyond the known norms. Some areas that are generally overlooked and often exploited by bad actors include:

- **Point of Sale (POS) Systems:** The use of online POS systems has increased, including mobile devices carried in-store by retail workers. These devices are a target for malware installed to access customer data and backend systems.
- **Ransomware Mitigation:** Ransomware software installed by hackers can leave businesses and data at the mercy of criminal payment demands.
- **Securing the partner ecosystem:** Vulnerabilities can exist from unprotected third-party vendors/partners whose systems may become compromised.

Unintended risks threaten retail

As ecommerce purchases increase and shopping options expand, so does fraud.

Why?

Omnichannel strategies create gaps between supply, purchase and return systems that fraudsters can exploit. By offering innovative shopper conveniences, retailers can unintentionally open pathways to new potential scams and vulnerabilities including returns fraud, payments fraud, and data breaches – all threats that have increased as organized criminal teams and individuals target retailers.

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Solutions to secure retail operations

Increase physical protection and data security across locations and online to minimize risk and reduce fraud.

Lumen® Connected Security

Network and application protection	Threat intelligence, detection and response	Security consulting
Keep the business running and stay aware of risks	Protect from continually evolving threats	Partner with experts to leave no security risk unaddressed
• Secure Access Service Edge • DDoS Mitigation Services • Application protection • Perimeter Security • Managed Zero Trust Network Access	• Managed Detection and Response • Incident response • Rapid Threat Intelligence • SOCaaS • Managed SIEM • Vulnerability Assessment	• Advisory services • Workshops and planning • Compliance and framework assessments • Vulnerability management • Security assessment

Lumen's platform and ecosystem allow an agnostic approach to the technologies a retailer needs.

Why Lumen security for retail

Lumen can help the modern retailer secure its business and protect customers in a fast-moving threat landscape. Retail security must be holistic and proactive. It cannot begin with an incident.

Lumen is a key security partner for many retailers. Lumen's platform and ecosystem allow an agnostic approach to the technologies a retailer needs, integrating and managing the best of breed tools and services from a variety of partners. This allows new measures such as Zero Trust Access and Secure Access Services Edge (SASE) to be smoothly implemented. Lumen security services include the capability to monitor and analyze traffic across the application programming interfaces (APIs) that knit together the modern retail enterprise to defend against attacks. Read further about Lumen security solutions and more for retail at lumen.com/retail.

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