IQPC
International Quality & Productivity Center

IQPC'S CYBER SECURITY SERIES PRESENTS

CYBER SECURITY
FOR RETAIL SUMMIT

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MY CREDIT CARD

SEPTEMBER 21-23 2015 • ORLANDO, FLORIDA

Protect Your Network and Customer Data by Incorporating Effective and Efficient Solutions To Safeguard Your Company's Future

HEAR FROM THE EXPERTS:

ANDRE MACHICAO
SVP Merchant Solutions
VISA

MAURICE EDWARDS
SVP Enterprise Risk Management
Mattress Firm

HARRIS SCHWARTZ
Senior Manager Cyber Security
Levi Strauss & Co.

BRIAN ENGLE
Executive Director
Retail Cyber Intelligence Sharing Center

STEVE WINTERFELD
Information Security Officer
Fortune 200 Retailer

GEOFF HANCOCK
Senior Executive Cyber Security
George Washington Center for Cyber and Homeland Security
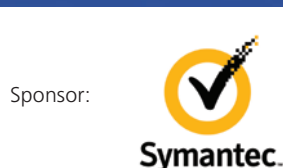
DON'T MISS OUT ON THE OPPORTUNITY TO:

• **Hear from the EMV designers** to learn how implementing this technology will protect your network

• **Learn how to keep retailers and customers safe** with innovative network solution such as Advanced Threat Protection

• **Understand how spending money on solutions** like Anti Virus and Internet security software will save money for your company in the end

WHAT TYPES OF RETAILERS WILL YOU HAVE THE OPPORTUNITY TO MEET?

• Global Department Stores
• Leading Supermarkets
• Prominent Warehouse Retailers
• Well-known Specialty Retailers
• Established Convenience Retailers
• Recognized Discount Retailers

WHAT TOPICS WILL YOU LEARN ABOUT?

✓ EMV Implementation and Tokenization

✓ How to Safeguard Customer Data With Mobile Wallets

✓ Alternative Approaches for Online Payments

✓ Identifying the Weakest Entries of Your Network

✓ How to Balance Reactivity and Proactivity in Threat Monitoring an Incident Response

✓ New Cyber Security Regulations that Could Effect Your Company in the Future

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CYBER SECURITY
FOR RETAIL SUMMIT
SEPTEMBER 21-23 2015 • ORLANDO, FL

Hi Retail Colleagues,

> *"U.S. CEOs now the risk of cyber attacks. In PwC's 18th Annual CEO Survey, 90% of U.S. CEOs say cybersecurity is strategically important, 87% are concerned about cyber threats, and 45% are extremely concerned about them. Knowing that a problem exists is only half the battle; fixing that problem is the other half."* – Fortune Insider, Bob Moritz, David Burg

Within the past two years, no less than **10 retail companies** have been affected by destructive malware. This malware penetrated the system, gathered personal and private information from customers to company information. Over **200 million dollars** has been spent to recover the data, secure the network and win back customer loyalty.

The PCI DSS standards were updated and released earlier this year for retailers to abide by. These standards are security regulations that will help protect the retailers and their network. If these regulations are not followed, the damage is detrimental. No matter the size or brand of your company, hackers will attempt to breach the system. No company is safe and breaching the network is all a game for hackers.

The Cyber Security Series presents **Cyber Security for Retail Summit in Orlando, Florida** from **September 21-23, 2015**. This summit will have the industry leaders from retail companies, software and solution providers and POS systems to discuss collaboratively how to ensure all networks are safe and there are no vulnerable entries in the system.

Join IQPC for our inaugural event and take advantage of the panel discussions, roundtables and advantage of conversing with industry leaders to discuss how to protect customer and company's data in the future.

On behalf of IQPC, I look forward to meeting you all in Orlando this September!

Sincerely,

Erin Butler
Program Director
Cyber Security Series

SPONSORSHIP/EXHIBITION OPPORTUNITIES

Event Sponsorship is an excellent opportunity for you company to showcase its products and services to senior level, targeted decision-makers attending **IQPC's Cyber Security for Retail Summit, IQPC** and the Cyber Security Series helps companies like yours achieve important sales, marketing and branding objectives b setting aside a limited number of even sponsorships-all of which are tailored o assist your organization in creating a platform to maximize its exposure at the event.

Don't let you competition get ahead of you-secure your sponsorship opportunity by contacting Chris Ritchie at 212-885-2799 or Chris.Ritchie@iqpc.com.

ABOUT IQPC CYBER SECURITY SERIES

IQPC
International Quality & Productivity Center

IQPC is proud to announce the next addition in the Cyber Security Series, Cyber Security for Retail Summit. Informing industries about the importance of securing the network, introducing new technologies and sharing ideas, is what the Cyber Security Series strives to do across all industry. Stay informed on how to secure your network by attending our Cyber Security Series summits throughout the year. For more information, contact Carrie Simon at Carrie.Simon@iqpc.com.

PRE-SUMMIT DAY INTERACTIVE WORKSHOPS
Monday, September 21, 2015

Master Class: 9:00AM-12:00PM
Ensure Data Protection Through the Help of Tokenization

Tokenization, when applied to data security, is the process of substituting a sensitive data element with a non-sensitive equivalent, referred to as a token that has no extrinsic or exploitable meaning or value. In this master class, you will learn the security and risk reduction benefits of tokenization required for the system and how data processing systems and applications that previously processed or stored sensitive data can be replaced by tokens.

Prasanna Laxminarayanan
Innovation and Strategic Partnership
Visa

LUNCH: 12:00PM-1:00PM

Workshop A: 1:00PM-3:30PM
Use EMV to Protect Customer's Data and Retailer's Profit

EMV is an open-standard set of specifications for smart card payments and acceptance devices. EMV chip cards contain embedded microprocessors that provide strong transaction security features and other application capabilities not possible with traditional magnetic stripe cards. This workshop will highlight the reality of how meeting the EMV deadline will save your profits and customer data for the future.

Sydney Gottesman (pending)
CIO
MasterCard

Workshop B: 3:30PM-6:00PM
How to Effectively Incorporate PCI into Your Company to Save Financial Investment in the Future

In January of this year, retailers had to have complied with PCI DSS version 3.0 within their stores. The world saw first hand, the effects of a breach when a company has complied with PCI. Imagine if Home Deport, Target and other retailers who had been breached were not in compliance. In this workshop, we will step in the past and highlight how the financial investment of PCI will save your company in the future even if that financial investment is heavy.

For Sponsorship Opportunities, Please Contact Chris Ritchie at 212-885-2799 or Chris.Ritchie@iqpc.com.

The number of known strains of malware multiplied by 71 percent in 2013 alone.* Retailers must not only address today's threats, but be ready for tomorrow's threats as well.

-R-CISC

7:30AM | **Registration and Coffee**

8:30AM | **Chairman Welcoming Remarks**

9:00AM | **OPENING KEYNOTE: How Collaboration Within the Industry Can Benchmark Cyber Security**

The single most important component in cyber security success is communication. Cybersecurity is part of the overall organization, and more and more we're seeing that it is one of the top risks to business awareness and understanding. Retailers are steadily becoming accustomed to the fact that a number of partners and outsourcing providers are going to begin relying on each other and acknowledging this shift, we need to rethink the standards of effectiveness and efficiency we have built up over the years. In this opening keynote, Brian Engle will express the importance of the retail industry collaborating together to ensure safety precautions to safeguard their network and customers.

Brian Engle
Executive Director
Retail Cyber Intelligence Sharing Center

9:20AM | **PANEL DISCUSSION: Step by Step Investigation: How Your System is Breached**

In order to apply for a card at a retail store, customers are required to supply a majority of their personal data. This data must be protected through the company's network but the increasing amount of suspicious malware put companies and data at risk. Join us as we:

· Explore how a system was breached
· Learn to identify "fishy" emails to prevent information breach
· Understand the most common network weakness and point of entries in the retail industry

Andre Machicao
SVP Merchant Solutions
Visa

Retail and consumer results at a glance

Source: PWC

10:20AM | **Morning Networking Break**

10:50AM | **Insurance vs Customer Compensation: What are the Implications of Not Investing in Insurance**

Once a system is breached, that network has been compromised and vulnerable for another attack. Cyber security insurance could outsource the cost of the breach to a third party, but at a heavy price. Join us, as we:

· Learn the expenses of not investing in insurance to protect your finances
· Understand alternative insurance policies to best fit your company's security
· Deliberate how insurance could guarantee safety to keep customers data secure

Eric Singleton
CIO
Chico's FAS Inc.

11:35AM | **Latest Government Policies on Cyber Security and Their Impact on Retailers**

With new regulations and legislations in place within the next couple of months for cyber security, retailers and hackers alike are observing how these regulations will affect their work. Hear from a cyber security expert to:

· Recognize the new regulations to keep your company's standards a head of the curve
· Determine the safety of your current network compared to the new legislations

Geoff Hancock
CEO
Advanced Cyber Security Group

12:20PM | **Networking Lunch**

1:20PM | **Balancing Compliance and Operational Security Demands**

One of the toughest challenges we face is how to balance resources between compliance and operational security. Think of compliance as the fire marshal and Op Sec as the fire department. While I would not want to work somewhere that was not built to code with alarms and sprinklers, I would not want to live in a town that doesn't have a fire department – done correctly they complement each other.

Steve Winterfeld
Information Security Officer
Fortune 200 Retail Company
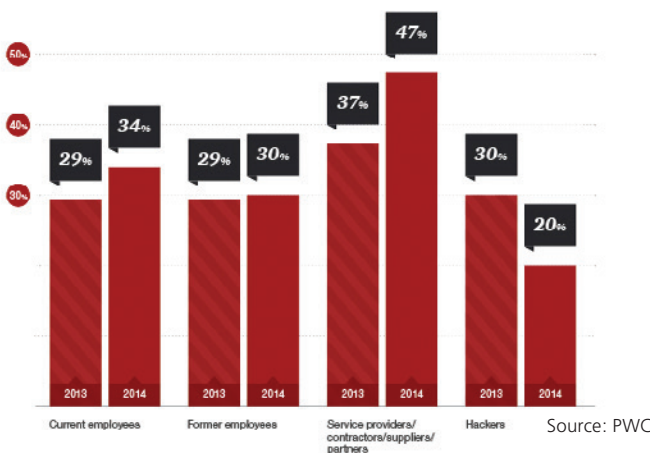
2:05PM

Roundtables

During this interactive session you will have a chance to discuss pressing issues in the informal setting. At the end of every discussion, you will have a change to hear the results of other discussions!

- Outsourcing Network Security to a 3rd Party
- Cyber Security for Stores vs Online Sites
- Technology of the Future: What Systems Should We Be On the Look Out For

3:05PM

Afternoon Networking Break

3:35PM

Abstract Pending

Sponsored by **Symantec Corporation**

4:20PM

Benefits of the Mobile Wallets: Without Cards, Are Customers Safe?

Apple Pay and Google Wallet are two easy payment methods for customers in retail stores. These applications limit the use of the credit card, which in turn limits the customer data that companies have for their customers. In this session, join us as we:

- Converse the new modern technologies to enhance the customer experience while shopping
- Understand the future for retail in payment methods to determine who is purchasing the item

Prasanna Laxminarayanan
Innovation and Strategic Partnership
Visa

5:05PM

Closing Remarks of the Chairman and End of Day One

MAIN SUMMIT DAY TWO
Wednesday, September 23, 2015

8:00AM

Breakfast

8:45AM

Chairman Recap Day 1

9:00AM

KEYNOTE PANEL DISCUSSION: Develop Cost Effective Concepts that Cater to Both Big and Medium-size Retailers

PCI require retailers to follow protocol and regulations but some retailers refuse. The financial investment for retailers is a heavy price and some smaller retailers to not find it necessary to oblige. During this panel, we will:

- Discuss the cost vs benefit analysis of the PCI to keep finances down during implementation
- Learn how to invest money efficiently and beneficially
- Understand that hackers want to attack everybody

Dave Spooner
SVP Information Technology
TJX (pending)

10:00AM

Protect the Store Facility Inside and Out

Breaches are a thing of the future. In addition to new malware being created and designed, how these malwares gain access is also changing. When Home Depot was breached by a malware installed into their self-check out counters, this created new ideas for hackers. Companies are at risk through every point of entry in their system. To warrant the safety of your store facility, join this session to hear the paramount practices and new technologies.

Maurice Edwards
SVP Enterprise Risk Management
Mattress Firm

10:45AM

Morning Networking Break

11:15AM

Applying Alternative Approaches To Authenticate the Online Payment for Customers With POS Systems

Facilities have the luxury of conducting business with customers face to face. These retailers can ask for any form of identification from the customer to guarantee the information is all correct. Online retailers on the other hand are not able to ensure who they are selling to. During this session, we will:

- Learn the benefits of outsourcing the payment to ensure protection for the customer
- New technologies to verify the customer is in fact the person paying for the item

Stephen Katsirubas
CIO
Crocs, Inc.

"The average cost of cybercrime for U.S. retail stores more than doubled from 2013 to an annual average of $8.6 million in 2014"

Ponemon Institute

12:00PM | **Networking Lunch**

1:00PM | **PANEL DISCUSSION: Who Should Pay for the Security Advancements?**

Breaches are national scandal for retailers. In the customer's eyes, retailers have failed them and the trust between customer and retailer is broken. But there are a wide variety of entries which increases the opportunities for hackers to infiltrate the system. Through the POS system, network system, and credit card information, each of these points of entry hold their own security. In this informal panel, we will discuss the next steps of investment for retailers, banks and POS systems when a breach occurs.

Maurice Edwards
SVP Enterprise Risk Management
Mattress Firm

2:00PM | **Balancing Reactivity and Proactivity in Enterprise Solutions: Threat Monitoring and Incident Response**

For incident response teams, half the battle is just collecting the data to do your job. Reactively collecting data using antiquated forensic tools and outdated antivirus products delivers very little visibility into the full context of an incident and continues to prove laborious and inefficient. This session will teach you how to:

· Prioritize the tasks when responding to a breach
· Identify suspicious activity on your software
· Assess how a breach is without harming your system

Brian Engle
Executive Director
Retail Cyber Intelligence Sharing Center

2:45PM | **Afternoon Networking Break**

3:15PM | **Is EMV and Your POS System Cohesive? How EMV Will Effect Your Point Of Sale System**

With the deadline of EMV approaching this October, retailers have to choose whether to implement the chip or disregard the regulations and keep their system vulnerable. A typical POS system might not support an EMV card insertion. Join this session to:

· Learn which POS systems are compatible with EMV and your network
· Explore different software and terminal hardware for non-accepting devices to upgrade the POS system
· Recognize how the new system will effect the integration with the customer and payment structure

4:00PM | **Aftermath of Being Breached: How to Transition from Business Crisis to Business Continuity**
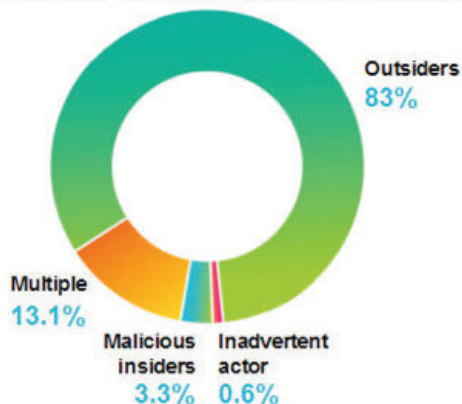
There is critical importance to the amount of time allotted of entry once a beach has occurred. Hackers have the luxury of staying in a breached system for weeks and sometimes months gather as much information they please until the malware is detected. Join us as we:

· Categorize the appropriate prioritizes after the initial breach
· Discuss various approaches to ensure to gain back the customer's trust and loyalty for future business
· Distinguish the appropriate progression when informing the customer that the security network has been breached
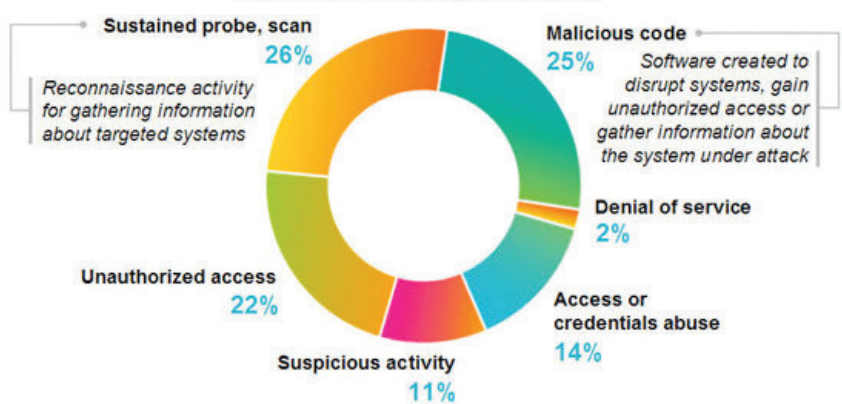
Harris Schwartz
Senior Manager, Cyber Security
Levis & Strauss, Co.

4:45PM | **Chairman Closing Remarks and End of Cyber Security for Retail Summit**

Retail Security Threats: Types of Attackers

Outsiders 83%
Multiple 13.1%
Malicious insiders 3.3%
Inadvertent actor 0.6%

Source: 2013 IBM Cyber Security Intelligence Index for Retail

Methods Used by Attackers

Sustained probe, scan 26%
Reconnaissance activity for gathering information about targeted systems

Malicious code 25%
Software created to disrupt systems, gain unauthorized access or gather information about the system under attack

Denial of service 2%
Access or credentials abuse 14%
Suspicious activity 11%
Unauthorized access 22%

Source: Security Intelligence

PRICING, REGISTRATION & LOCATION

Retailers, Banks, Credit Card Companies

Package	Register & Pay By July 24	Standard Price
All Access (Main Conference + Workshop Day)	$1,699 **Save $600**	$2,299
Main Conference	$1,399 **Save $600**	$1,999
Master Class	$699	
Workshop	$549	

Suppliers/Vendors & Consultants

Package	Register & Pay By July 24	Standard Price
All Access (Main Conference + Workshop Day)	$2,099 **Save $800**	$2,899
Main Conference	$1,699 **Save $800**	$2,499
Master Class	$699	
Workshop	$549	

Team Discounts*

Number of Attendees	Savings
3 to 4	10%
5 or more	15%

*Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount

Please note:
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- All discount offers cannot be combined with any other offer.
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Phone: 1.800.882.8684
Fax: 646.378.6025
Mail: IQPC
535 5th Avenue, 8th Floor
New York, NY 10017

Location & Lodging Information

This event will be held in Orlando, Florida. As soon as a specific venue is confirmed we will post the information online. If you would like to be notified via email as soon as the information becomes available please email Carrie.Simon@iqpc.com with the following in the subject line: "Cyber Security for Retail Summit Venue Request"

Sponsorship and Exhibition Opportunities Still Available!

For more information please contact **Chris Ritchie at 212-885-2799 or Chris.Ritchie@iqpc.com.**

For more information on our call for end-user papers & opportunities to participate as a presenter please contact **Erin Butler at 212-885-2779 or Erin.Butler@iqpc.com**

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