



Why You Need Solidcore

SOLIDCORE IS YOUR SINGLE BEST ANTI-BREACH SOLUTION:

S3 PROTECTS YOUR CUSTOMERS' CARD DATA WHILE CUTTING PCI COMPLIANCE COSTS.

There's a new breed of electronic payments data thieves. Even "best practices" and traditional anti-virus programs simply can't stop their sophisticated techniques and malware. Your customers cannot afford identity theft. And you can't afford the destructive publicity – or the class-action lawsuits.

Card data breaches are now headline news. The follow-up stories go on and on, and the damaging publicity and loss of trust can destroy a fine decades-old reputation. With thousands of shoppers affected, these stories provide an ideal mix of crime, consumerism and fear: local TV, talk shows and newspapers jump on fast and ride hard.

How can you avoid this kind of nightmare when even the best payments applications have no way of controlling external hardware access, or keeping skimmers, sniffers and other malware off your boxes?

THE NEW BREED OF ATTACKS

Finding viruses streaming in from the Internet is important, but identity theft is now a well-financed, international criminal business. With profits rivaling traditional underworld trafficking, cost is no object: we're seeing the most sophisticated malware that money can buy.

They'll get into your system in many ways. Former and disgruntled employees can be bribed or share the profits. Service providers and technicians can use wireless – and even upgrade CDs – to penetrate your systems, gather data and automatically send it to overseas IP addresses.

Worse, the specialized attack programs and benign-looking standard utilities used by data thieves will never be noticed by traditional anti-virus (A-V) products.

HOW SOLIDCORE STOPS IT ALL

Solidcore is an extraordinary product that enables you to control exactly what software may run on your POS terminals, workstations and servers. Simply put:

- All authorized software runs perfectly,
- No unauthorized code can load or run.

How does this work? Instead of constantly checking a "bad-list" like typical A-V, Solidcore blocks everything that is not authorized on your store's "good list."

MAJOR SOLIDCORE BENEFITS

Compatibility Solidcore S3 is pre-certified and is deployed in your store just once. A-V changes daily with no chance to test it first.

Less expensive S3 has a lower up-front price and no annual charges for downloads, making it a bargain compared to A-V.

No downloads S3's "deploy-and-forget" strategy eliminates the daily downloads that sap your bandwidth and performance.

Easy maintenance All your authorized software can be updated with no special process.

Easy additions New applications are easy for the right people to install – but unauthorized staff can't add or change anything.

Restores performance Standard A-V devours up to 85 percent of a POS terminal's CPU. S3's small footprint needs just 1/2 of one percent.

Plug & play S3 is pre-integrated with ScanMaster, ISS45 and other applications, so your StoreNext dealer can easily add Solidcore's protection to your store.

PCI: FIXING THE COST BURDEN

Including Solidcore's optional enterprise logging, tracking and reporting capabilities, S3 expressly addresses 11 of the 12 PCI compliance areas. This means you achieve compliance with less cost and disruption, especially the ongoing expense of carrying out PCI's "best practice" requirements. Solidcore is also recognized by leading PCI auditors as a "compensating control" so you can likely avoid ongoing risks from untested Windows patches and the hassle of rolling administrative authentication.

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WHERE EVERY DAY IS INDEPENDENTS' DAY

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CP-SC 4/08

ITEM	STRATEGY:	SOLIDCORE	ANTI-VIRUS	DO NOTHING
RISK ELIMINATION AND PROTECTION				
TRADITIONAL VIRUSES, WORMS, ETC.		<ul style="list-style-type: none"> All blocked – with Solidcore, no unauthorized code can install or operate 	<ul style="list-style-type: none"> Risk: Only blocks problems it knows about on its current downloaded library 	<ul style="list-style-type: none"> Your systems are a piñata for hackers, felons, and destructive digital garbage
ZERO-DAY AND SPECIALIZED THREATS		<ul style="list-style-type: none"> All blocked 	<ul style="list-style-type: none"> No protection, a major risk 	<ul style="list-style-type: none"> Negligent lawsuit material
EMERGING THREATS – BUFFER OVER-FLOWS, CODE INJECTION AND EXPLOITS		<ul style="list-style-type: none"> All blocked – all these types of unauthorized code cannot install and run 	<ul style="list-style-type: none"> New sophisticated threats may be too tough for traditional A-V to handle 	<ul style="list-style-type: none"> Negligent
INTERNAL THREATS – TAMPERING		<ul style="list-style-type: none"> All blocked 	<ul style="list-style-type: none"> No protection offered 	<ul style="list-style-type: none"> Negligent
INTERNAL THREATS – BAD JUDGMENT		<ul style="list-style-type: none"> Only authorized administrator can add programs 	<ul style="list-style-type: none"> No protection, a major risk 	<ul style="list-style-type: none"> No protection, a major risk
PROTECTION – CHANGE TRACKING		<ul style="list-style-type: none"> Code changes can be logged for analysis 	<ul style="list-style-type: none"> No tracking available 	<ul style="list-style-type: none"> No tracking available
RISKS TO OPERATIONS				
ANTI-VIRUS SYSTEM INCOMPATIBILITY		<ul style="list-style-type: none"> No incompatibility risks since A-V isn't running 	<ul style="list-style-type: none"> New A-V engines install without testing – can stop or hamper your systems 	<ul style="list-style-type: none"> There's nothing to be incompatible with
PLATFORM UPDATE INCOMPATIBILITY		<ul style="list-style-type: none"> Risk is greatly reduced – no rush to install security-oriented Windows updates or packs without testing 	<ul style="list-style-type: none"> Security patches/service packs auto-install instantly. You'd better hope your apps are still compatible 	<ul style="list-style-type: none"> Probably the least of your problems, given everything else
STAFF BLUNDERS		<ul style="list-style-type: none"> Blocks installs of well-meaning system actions 	<ul style="list-style-type: none"> No control or protection 	<ul style="list-style-type: none"> No control or protection
PCI / CISP / VISA REQUIREMENTS		<ul style="list-style-type: none"> Addresses risks in 11 of the 12 PCI DSS areas (enterprise-wide) 	<ul style="list-style-type: none"> Some points for anti-virus, but no true change-control is provided or recognized 	<ul style="list-style-type: none"> Non-compliant
INSTALLATION AND MAINTENANCE				
INSTALLING APPLICATION UPGRADES		<ul style="list-style-type: none"> Upgrades and maintenance of applications go as usual. No special process 	<ul style="list-style-type: none"> A-V sometimes prohibits valid updates, forcing shut-downs or special routines 	<ul style="list-style-type: none"> No control
INSTALLING AND RUNNING NEW APPLICATIONS		<ul style="list-style-type: none"> Easily done – by your authorized system administrator 	<ul style="list-style-type: none"> Assuming no A-V glitches, anyone can do anything. That's the problem 	<ul style="list-style-type: none"> No control
EVERYDAY OPERATION				
A-V SOFTWARE MAINTENANCE EFFORT		<ul style="list-style-type: none"> "Deploy and forget" means no daily downloads for today's batch of malware 	<ul style="list-style-type: none"> "I stop for downloads." (If you're really on the Web and haven't shut A-V off) 	<ul style="list-style-type: none"> Nothing to update
PERFORMANCE DEGRADATION		<ul style="list-style-type: none"> No degradation. Maximum CPU load is 1/2 of 1%. 	<ul style="list-style-type: none"> Can consume 85% of CPU resources; slow scanning 	<ul style="list-style-type: none"> Slow-down from garbage and clearing pop-ups
SPECIAL STAFF TRAINING AND KNOWLEDGE REQUIRED		<ul style="list-style-type: none"> None – and in this case, that is a very good thing. Need to train administrator 	<ul style="list-style-type: none"> The screen says I have to delete the file! Or do a quarantine – what's that? 	<ul style="list-style-type: none"> Not applicable
EXPENSE AND RETURN ON INVESTMENT				
COST FOR NEW STORES		<ul style="list-style-type: none"> Solidcore S3 provided free with ISS45 and ScanMaster systems 	<ul style="list-style-type: none"> Typical \$30-\$40 license per POS, PC, or server 	<ul style="list-style-type: none"> No charge since you get nothing
COST FOR EXISTING STORES		<ul style="list-style-type: none"> About the same as A-V, until you consider below 	<ul style="list-style-type: none"> Typical \$30-\$40 license per POS, PC, or server 	<ul style="list-style-type: none"> No charge since you get nothing
COST FOR SOFTWARE UPDATES		<ul style="list-style-type: none"> None – Solidcore is "Deploy and Forget" 	<ul style="list-style-type: none"> Typical \$30-\$40 per year per POS, PC, or server 	<ul style="list-style-type: none"> Nothing to download
RETURN ON INVESTMENT / PAYBACK		<ul style="list-style-type: none"> You're way ahead after just one attack 	<ul style="list-style-type: none"> Despite all the costs, extra labor, risks and hassle, you're still ahead if it saves you from one serious virus or system clean/rebuild 	<ul style="list-style-type: none"> No investment, eventually leading to enormous cost
SUMMARY		<ul style="list-style-type: none"> Drives out the most critical risks and PCI compliance costs while streamlining operations – at a low price 	<ul style="list-style-type: none"> Okay for home PCs, but big holes leave retailers playing a risky game of virus roulette – it's not a question of "if," but "when" 	<ul style="list-style-type: none"> A destructive strategy – the thrill of living on the edge has no place in a business where shopper data is at risk
KEY		<ul style="list-style-type: none"> Few or no risks, disadvantages, costs 	<ul style="list-style-type: none"> Little risk, some costs or disadvantages 	<ul style="list-style-type: none"> Major costs/serious risks a threat to your viability