



POINT-TO-POINT ENCRYPTION— WHAT'S THE BIG DEAL?



**// ENSURING PAYMENT DATA SECURITY
FOR YOUR MERCHANTS**

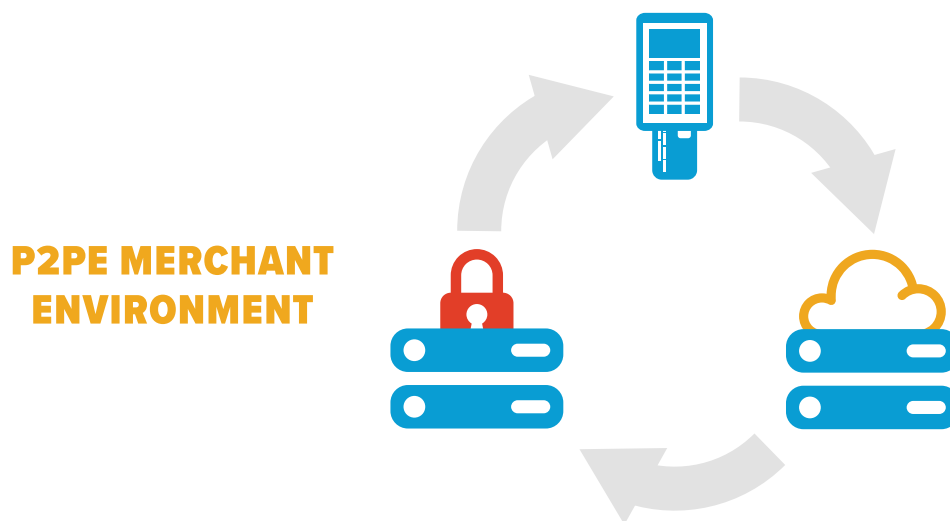
//While the U.S. payments industry has been focused on implementing EMV chip technology, a persistent epidemic of data breaches continues. Unfortunately, EMV only protects against counterfeit card use, and does nothing to safeguard vulnerable cardholder data from being captured in transit by hackers to use for online fraud and identity theft.

Point-to-Point Encryption (P2PE) technology protects cardholder data in-flight throughout the entire transaction lifecycle. P2PE offers the highest degree of security available and is a terrific weapon that can be used to thwart the unscrupulous use of sensitive data.

WHAT IS P2PE EXACTLY?

P2PE cryptographically protects cardholder and other sensitive authentication data from merchant acceptance point of interaction locations to a secure point of decryption, typically at a payment processor or acquiring bank. Data is devalued to make it unreadable, rendering it essentially useless to hackers if stolen.

Secure and compliant merchant P2PE operational environments must employ a combination of PCI Data Security Standard (PCI DSS)-validated payment devices, software applications and encryption keys:



P2PE CAN HELP YOU

P2PE is a terrific sales tool because it:




- Opens the door for more sales calls
- Improves merchant loyalty and retention
- Helps solve one of the most complex business challenges merchants face
- Easily justifies financial investment
- Generates new revenues and residuals
- Positions you as a business consultant and problem solver

// DID YOU KNOW?

P2PE can reduce merchant PCI DSS requirements by up to **90%!**

P2PE CAN HELP YOUR MERCHANTS

P2PE is valuable to your merchants because it:

Improves Data Security 	Makes Compliance Easier 	Improves Business Operations 
<ul style="list-style-type: none">• Offers the highest degree of security available	<ul style="list-style-type: none">• Down-scopes the operational environment subject to PCI DSS	<ul style="list-style-type: none">• Creates operational efficiencies
<ul style="list-style-type: none">• Safeguards cardholder and other sensitive transactional data in transit	<ul style="list-style-type: none">• Decreases mandated requirements to 33 versus potentially as many as 331 for non-P2PE environments¹	<ul style="list-style-type: none">• Frees up manpower to focus on core business activities
<ul style="list-style-type: none">• Mitigates data breach risk	<ul style="list-style-type: none">• Simplifies the attestation process with P2PE self-assessment questionnaire (SAQ) eligibility	<ul style="list-style-type: none">• Saves time, money and effort
<ul style="list-style-type: none">• Eliminates likely reputational damage and revenue loss	<ul style="list-style-type: none">• Eliminates vulnerability scanning, penetration testing and primary account number (PAN) scanning requirements	<ul style="list-style-type: none">• Provides peace of mind
<ul style="list-style-type: none">• Avoids potential fines, penalties, financial liabilities and breach remediation costs	<ul style="list-style-type: none">• Ends annual PCI DSS validation with Visa's Technology Innovation Program (TIP) qualification	<ul style="list-style-type: none">• Delivers strong return on investment

POSDATA—YOUR P2PE SOLUTIONS PROVIDER


POSDATA provides quick and easy access to comprehensive and cost-effective P2PE deployment services, including device sourcing, application downloads, configuration, key injection and secure key management.


Plus, our payment pros are a great resource for security information. They can provide professional advice and custom-tailor solutions that improve data security, make compliance easier and improve business relations for your merchants.


CONTACT US TODAY FOR ALL YOUR P2PE NEEDS!



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