

Retail Networks Require a New Approach to Security

Retail Is Flourishing



In 2018, retail revenue increased **83%** for the world's 250 largest retailers.¹



54% of retailers plan to open new stores in 2019.²

Omnichannel Is Where It's At

Omnichannel customers account for **27%** of all sales, although they make up only **7%** of all customers.³

Omnichannel retailers achieve **91%** greater year-over-year customer retention rates.⁴



Data Breaches on the Rise

In 2018, 50% of U.S. retailers experienced a data breach, up from 19% in 2017.⁵



In 2018, the average cost of a breach in the U.S. was

\$2333 per record stolen.⁶

19% of consumers say they will not shop at a retailer that has been hacked.⁷



49% of U.S. retailers report feeling "very vulnerable" or "extremely vulnerable" to cyberattacks.⁸

Complexity Is the Enemy



of U.S. retailers report complexity in the corporate network is a key barrier to security.⁹

If You Secure It, They Will Come

Retailers must architect security for today's



Omnichannel Environments



Sophisticated Threat Landscape



Complex Networks

¹ "Global Powers of Retailing 2019," Deloitte, accessed May 24, 2019.

² Bethany Aronhalt, "Setting the record straight on the state of retail and store closures," The POS Report, April 15, 2019.

³ "Global Commerce Review," Criteo, Q1 2018.

⁴ "25 Amazing Omnichannel Statistics every Marketer Should Know," V12, January 9, 2019.

⁵ Garret Bekker, "2018 Thales Data Threat Report—Retail Edition," 451 Research, 2018.

⁶ "2018 Cost of a Data Breach Study: Global Overview," Ponemon Institute, July 2018.

⁷ Tony DeGonia, "2018 Sees Record Number of Online Retail Data Breaches," AlienVault, January 8, 2019.

⁸ Garret Bekker, "2018 Thales Data Threat Report—Retail Edition," 451 Research, 2018.

⁹ Ibid.