

# Intel® Data Protection Technology for Transactions



More Secure Retail Transactions  
Any Device, Every Time

Look Inside.™

## THE ONGOING THREAT

**USD 114 BILLION**  
Enterprise recovery costs from cyber attacks (2013)<sup>1</sup>



**EVERY 2-3 DAYS**  
Retail security breaches with confirmed data loss (2013)<sup>2</sup>

**31%**

Data breaches from POS intrusions (2011-2013)<sup>2</sup>

**100 MILLION**

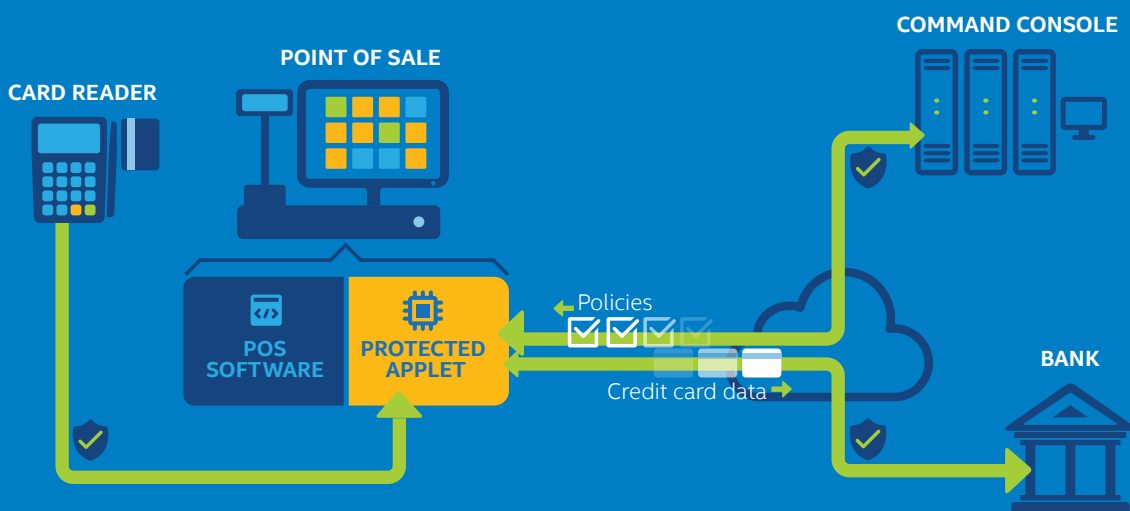
Credit cards stolen in the last year, along with countless pieces of personal information<sup>3</sup>



## INTEL DATA PROTECTION TECHNOLOGY SOLUTION

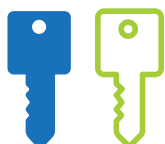
### INTEL DATA PROTECTION TECHNOLOGY FOR TRANSACTIONS

Policies in the applet determine what may be shared with the POS software. Complete credit card data is only sent over an encrypted connection to the bank.



- ✓ Sensitive personal and credit information secure from card presentation to storage on bank server
- ✓ Works with all modern payment techniques (NFC, EMV and Mag Stripe)
- ✓ Available for recent and future Intel® Core™ processor-based platforms, and for current and future Intel® Atom™ processor-based platforms

## BENEFITS IN ACTION



End-to-End Encryption

Protects Sensitive Consumer Data



Central Management & Updating

Maintains Solution Integrity



Whitelisting & Authentication

Recognizes Trusted Devices



Policy-Driven Access

Controls Information Paths

*"Until now, security was not built into the architecture. Intel® Data Protection Technology for Transactions builds security into the platform. It makes all the difference."*

- Erick Kobres | Director of Applied Innovation, NCR

Solution Brief ▶



Video ▶



Web ▶



<sup>1</sup> "The Dangerous World of Counterfeit and Pirated Software" (IDC, 2013); [www.microsoft.com/en-us/news/download/presskits/antipiracy/docs/idc030513.pdf](http://www.microsoft.com/en-us/news/download/presskits/antipiracy/docs/idc030513.pdf).

<sup>2</sup> "2014 Data Breach Investigations Report" (Verizon, 2014); [www.verizonenterprise.com/DBIR/2014/](http://www.verizonenterprise.com/DBIR/2014/).

<sup>3</sup> [www.reuters.com/article/2014/09/18/us-home-depot-dataprotection-idUSKBN0HD2J420140918](http://www.reuters.com/article/2014/09/18/us-home-depot-dataprotection-idUSKBN0HD2J420140918)