



17th PCI London: Delivering cost effective compliance

5th July, 2018, London

Integrated approaches to PCI DSS and GDPR

Why new regulations boost PCI compliance ROIs



<http://www.akjassociates.com/event/pcilondon>

AKJ Associates



PCI London 2018: saving money through synergies

"Nearly half (44.6%) of companies still fail to protect payment card data on an ongoing basis ... [and] Many of the security controls that [are] not in place cover fundamental security principles that have broad applicability,"
Verizon 2017 Payment Security Report

We all know the basic statistics. After a decade or more of focus on card data security, it is still the case that at least 50% of organisations that need to be PCI DSS compliant are not.

And if they were hoping that the success of de-scoping technologies, and the advance of mobile and tokenisation products mean a swift end to card data as we know it, then they may have miscalculated.

Not simply because those technologies will take several years to roll out fully, but because GDPR will force all companies to reconsider their compliance processes and those with a PCI DSS programme in place are at a definite advantage: they already have staff and processes that can be adapted to the new environment.

So companies who should already be PCI DSS compliant now have two good reasons to put their house in order: first, in this new era of focus on data protection, privacy and cybersecurity, non-compliance is not a sustainable strategy.

And second, since GDPR compliance is a legal necessity, not simply a contractual arrangement, and since PCI DSS can provide a framework for it, does it not make sense to put in place a full PCI DSS compliance programme with whatever hybrid elements are required in addition to satisfy the wider privacy requirements of GDPR? Especially since, as Verizon point out, "many of the [PCI DSS] security controls that [are] not in place cover fundamental security principles that have broad applicability."

The 17th PCI London will look at the latest in the processes and technologies used to protect payment and personal data. There will be real-life case studies, strategic talks and technical break-out sessions from PCI teams behind some of the world's most admired brands, who know, just like you, that payment security is now more important to business than ever.



Key themes: PCI DSS and compliance professionals need your help ...

1 To move towards full PCI DSS compliance

Too many companies are either still not compliant or finding it hard to maintain compliance. Clearly they need help to find a straightforward and cost-effective path to PCI DSS compliance for their particular business. **Showcase your solutions.**

4 To understand next generation payment technology

~The pace of change in payments is almost overwhelming, from competition for the world's payment backbones through to consumer payment preferences. But how much of this change affects compliance? **Demonstrate your expertise.**

2 To maintain compliance at reasonable cost

Compliance is expensive. How new and better solutions reduce the cost? And which products demonstrably increase clients' bottom line? **Show how your products can do this.**

5 To improve PCI program effectiveness

Once a PCI program is in place, processes and technologies need to be monitored and updated to ensure continued compliance and effectiveness. Which new solutions help clients to do this? **Showcase yours.**

3 To explore integrated GDPR/PCI DSS frameworks

There are clearly synergies between PCI DSS and GDPR compliance. Can companies reuse existing investments to help with new compliance requirements? Which PCI DSS solutions tick both boxes? **Do yours?**

6 To migrate from SSL and early TLS

There are cost, technology and user issues to be overcome to ensure compliance with version 3.2 of the standard. Is segregation one answer? What about data or session encryption? And how can firewalls be used to help? **Demonstrate your expertise.**



Key themes: they are looking for solutions in ...

Payment innovation

Coping with change

What is the security outlook for the next generation of payment technologies? How do merchants secure their environments? How do service providers keep up with the new regulatory demands? And what about gateway and solution providers?

De-scoping

Complete de-scoping of the cardholder environment

The holy grail of compliance is to avoid the need to comply in the first place. P2PE, E2EE, tokenisation are all part of the quest to remove usable card data from the CDE. But if the technology is available, why is anyone still in scope for PCI DSS?

Mobile

The challenge of mobile and NFC

Multi-factor authentication and strong passphrases are an accepted path to prevent unauthorized access to mobile devices. But how can end-users be sure that the solutions they choose are the right ones? Should merchants also consider additional solutions - combining multi-factor authentication with geolocation and transactional velocity monitoring?

PCI DSS for SMEs

Choosing the right partner(s)

According to the PCI Security Standards Council, 71% of hackers actually choose to attack small businesses (merchants with under 100 employees), while 60% of small businesses are reported as having experienced a cyber breach. For companies with limited resources, external partners and infrastructure are the only solution. But who to choose and how to differentiate?



We deliver a focused selling opportunity





Why do so many blue-chip vendors work with us? Real buyers ...

100%

The most senior
PCI DSS solution buyers

You will be surrounded by the most active buying audience in the PCI DSS market.

The AKJ Associates delegate database is the largest compilation of senior information risk and security professionals in the world. We have been building it since 1999!

We know the senior executives who drive strategy from the top, we know the enterprise architects who often control the largest budgets, we know the IT Security Leads and Engineers and we know the PCI DSS specialists.

All of these job titles attend PCI London 2018.

We understand that every vendor needs to sell more. That is the bottom line.

Getting in front of the right people at the right time always increases the lead generation and always increases profitable sales activity



PCI DSS specialists

We have a 15-year track record of producing the events cyber-security professionals take seriously



Risk Management

We attract senior risk officers with responsibility for information risk assessment and mitigation



Fraud, Audit, Compliance

We provide the go-to events for fraud prevention and compliance owners at the world's key corporates



Data Protection & privacy

We are a key venue for decision-makers with budget and purchasing authority



Why do so many blue-chip vendors work with us? Real benefits...



Talk to customers

Face-to-face interaction with the right buyers works! Our vendors tell us it does and they renew year after year



Build relationships

Relationships built from a personal meetings are stronger than those initiated by solely digital conversations



Save time

Meet dozens or hundreds of selected buyers in just one or two days – the value of a high quality event



Lead sourcing

We provide the best leads in the business. Each sponsor receives a full delegate list at the end of the meeting



Increase sales

All delegates are the right delegates. They have all been researched and confirmed as senior and with buying capacity



Get your message across

Delegates take all lunches and breaks are in the exhibition. So sponsors and exhibitors are always surrounded by qualified buyers



What our sponsors say about us



PCI London is the best forum available both for merchants to keep abreast of the standards and issues; and also for sponsors to network with customers and partners.



Thanks again for a great PCI London event. It was great to participate in such an interesting event with many interesting people and good facilities & logistics



PCI London was extremely well attended as has to be the premier showcase event for anyone in the PCI space in Europe.

Ninety five percent of our exhibitors and sponsors work with us on a number of occasions each year.

Our sponsor renewal rate is unrivalled in the marketplace.

This is because our sponsors generate real business at our events every year