



18th PCI London: The elephant in the room

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Compliance versus dynamic IT infrastructures

What's the right mix of in-house skills, external experts and technology?

pci
LONDON

PCI London 2019: The complexity conundrum

**“There is a clear link between PCI DSS compliance and an organization’s ability to defend itself against cyberattacks,”
Rodolphe Simonetti, global managing director for security consulting, Verizon**

The elephant in the PCI DSS room is this: why, after more than a decade of developments in standards, technologies and best practice, a very significant proportion of companies subject to the regime are either unable or unwilling to achieve compliance, or, if they initially achieve it, to maintain it?

In the mix of people, process and technologies, something must still be going wrong. So what is it? One answer can be found in the classifieds: too many companies looking to achieve compliance still hire PCI DSS project managers on a six-month contract – the clear implication being that they view compliance as a project rather than a process.

The fact that so few companies maintain continuous compliance seems to confirm that committing resources to PCI DSS post-initial compliance remains an issue.

This approach is building up real trouble for the firms that employ it. It was never a sustainable way to deal with protecting customers from data compromise and in a world of rapid digital transformation and technology change it will be exposed as foolhardy.

But the other reason for continued failure is that PCI DSS compliance is getting harder, widening the gap between the resources and skills devoted to it and the complexity of the challenge. Companies’ tech landscape is expanding and changing. Multi- and hybrid Cloud is the norm. Digital transformation, new payment, banking and e-Commerce platforms complicate things further as do acquisitions and other core business issues.

So are current models of PCI DSS staffing and resources fit for purpose in this new world? If not, what does a best practice PCI DSS compliance system look like? And where can technology help?

The 18th 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 verify compliance across the business

Keeping complex business environments compliant is getting harder and harder. As firms change data storage and processing solutions, expand across borders and adopt new digital solutions, compliance has to keep up. **Can you help?**

4 To explore new solutions and tech

As business, technological and regulatory complexity threaten to overwhelm companies both small and large, what solutions can help solve the problems faced by companies across the complexity spectrum? **Demonstrate your expertise.**

2 To maintain affordable compliance

Compliance is expensive and management is still hard to persuade of its benefits. Which solutions and work practices reduce these costs? And which products demonstrably increase clients' bottom line? **Show how your products can do this.**

5 To demonstrate the value of PCI programs

Compliance is frustrating. Too many companies still view it as a necessary evil and an exercise in ticking boxes rather than real, cultural evolution. That can change if compliance staff can show bottom line value. **How can they do that?**

3 To build integrated GDPR/PCI DSS frameworks

There are clearly synergies between PCI DSS and GDPR compliance. Can companies reuse existing investments and staff to help with new compliance requirements? Where do can they not? And which PCI DSS solutions tick both boxes? **Do yours?**

6 To automate compliance at scale

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 ...



Education and training

It's not just a technology problem

The extent to which corporate culture affects compliance is often cited but less often truly acted upon. It's one reason compliance professionals report such high levels of frustration. Education and training at all levels of the organization are necessary – the C-suite needs to understand the necessity for resourcing and the problems staff face; business units need to understand the P&L impact of failure. What are the options in PCI DSS training?



Customized compliance

One size does not fit anyone

A pessimist might say that small companies can't afford compliance and large ones are too complex to achieve it. A more constructive approach is to say that the exact requirements and resources of each company are a major determinant of the types of compliance solution that are relevant. So how can companies develop customized compliance programs that suit their particular requirements? How do they find the right providers?



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?



We deliver a focused selling opportunity



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Where the real decision-makers allocate budgets

100%

The most senior
PCI DSS solution buyers

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

AKJ Associates has been building relationships with PCI DSS professionals since 1999 and our cybersecurity and payment security community is the largest of its kind globally.

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 2019.

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



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



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



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We provide the best leads in the business. Each sponsor receives a delegate list.



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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.

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