e-Crime & Cybersecurity Congress Virtual Series: Retail

SECURING
Retail

e-Crime & Cybersecurity Retail Summit

13th June, 2023, Online

Securing the e-commerce revolution

As customers move online, hackers follow. Protecting retailers and their clients is critical. But how?

AKJ Associates

https://akjassociates.com/event/retail

e-Crime & Cybersecurity Congress Virtual Series: Retail

SECURING Retail

"We want to keep shoppers' data, identity and privacy safe, and to ensure that the retail sector is well equipped to face the cyber challenges associated with an ever-more digital world." – Dr Ian Levy, Technical Director, the National Cyber Security Centre.

Retailers and those that manage their network infrastructure are among the most frequently targeted victims of cyberattacks. According to a recent survey, 24% of cyberattacks target retailers, with credential phishing, malware, ransomware and DDoS attacks the commonest threat vectors.

It's perhaps no surprise that the industry is so targeted. The prize for the hackers is a treasure trove of easily monetizable data. Retailers store vast quantities of payment and card data as a result of heavily digitalised e-commerce models; they retain vast troves of additional personal data to fine-tune the personalised marketing and e-commerce portals upon which they depend.

Retailers are also easier to hack than some other sectors. They have been forced online and on to mobile not just by COVID but by rapidly changing customer habits. So, they have to maintain constantly updated e-Commerce sites even the simplest of which rely on an ecosystem of applications, browsers and proxies that contain vulnerabilities allowing hackers to compromise all elements of the order and payment process. The recent 'Natural Fresh skimmer', for example, shows a fake payment popup, defeating the security of a (PCI compliant) hosted payment form.

They also have to offer omnichannel payment options, constantly expanding their attack surfaces as the next Klarna, Venmo or Zelle comes along. They interact with voucher schemes and rewards schemes, often using sophisticated EPOS machines to gather yet more data. And they rely on third-party systems such as payroll suppliers which have also been hacked.

Retailers are also vulnerable because their customers are. Retail customers straddle all age groups and demographics, and they are themselves constantly targeted by retailers' marketing messages online and via apps, with the consequent possibility that those messages can be copied and falsified in ever smarter social engineering scams offering discounts and deals.

The penalty for being successfully attacked is also very high in the retail sector. Brand reputation is critical and can be lost easily if customers lose money to scams. DDoS attacks on e-Commerce sites can cost seven-figure sums per hour in lost revenues (imagine a pizza company that can't take orders – its customers are hungry not loyal).

So, why are retailers also among the most breached companies around? Just being an attractive target is not a guarantee of loss, companies must also need better defences than they apparently have.

In the past, even large retailers were very publicly not in compliance with key standards, storing passwords in plain text and ignoring basic cyber hygiene. There are still problems of transparency and taking cybersecurity seriously at significant organisations and simple hacks are still causing chaos.

So, what should retailers be doing to achieve cyber best practice? How can they secure such valuable and vulnerable estates? And what techniques and technologies suit them best?

The e-Crime & Cybersecurity Retail Summit will take place online and will look at how cybersecurity teams are tackling this new world.
Join our real-life case studies and in-depth technical sessions from the security and privacy teams behind some of the world's most admired brands.

https://akjassociates.com/event/retail

AKJ Associates

e-Crime & Cybersecurity Congress Virtual Series: Retail

SECURING Retail

Key Themes

Securing e-commerce: avoiding the obvious errors

We still find ourselves talking about Java, cross-site scripting, SQL-injection and a host of other hacking techniques which are years old (SQL injection is at least 24 years old this year). **So, why are companies still falling victim to known problems with known solutions? How can your solutions help banish the golden oldies of the cybersecurity world?**

Keeping customers safe to keep retailers safe

Mass retailing means huge customer bases, and constant digital marketing over email, SMS and social media. All of that gives hackers an almost infinite variety of ways to trick, phish and scam their way to critical identity and payment data. **So, what technologies should retailers be using to foil these attacks and how can their customers avoid loss?**

Where can AI / ML solutions help the retail sector?

Online stores need proactive cybersecurity not reactive. In an era of instant payments and chargebacks, mistakes are harder to rectify after the fact. AI and ML are probably the only answer to the problems of attack volume, stealth and sophistication in retail and can certainly spot suspicious patterns of activity before humans. **Are they the answer?**

PCI DSS – not down, not out

No public breach in the card data space has occurred at companies who fully complied with the PCI DSS standard. Recently, stats have appeared that show appetite for full compliance is falling. But with PCI DSS 4.0, an up-to-date framework now exists and should be followed. **Can you help retailers comply?**

Zero trust, IAM and PAM

In retail as elsewhere, the disappearing perimeter creates a critical challenge. Securing remote working, new networks and new infrastructure requires a rethink of identity and access management. **Is zero trust the way to go and what technologies and techniques are required to implement it?**

Securing next gen payments

The move towards non-cash payment methods during the crisis has been extreme and looks irreversible. Consumers are faced with a bewildering array of payment methods and platforms, including crypto. **So how do we go about securing a world in which most, perhaps all, payments are digital?**

AKJ Associates

Why AKJ Associates?

SECURING Retail

A History of Delivery

For more than 20 years, AKJ Associates has been running been the world's most sophisticated closed-door meeting places for senior cyber-security professionals from government, law enforcement, intelligence and business.

For example, our annual London-based e-Crime Congress is still **the largest invitation-only, Chatham House rules,** gathering of the most senior information risk and security professionals from business and government in the world.

The UK Home Office sponsored the public sector delegation from 40 countries in 2002 and we are delighted to say they still do today.

Global Engagement

We have run hundreds of events in the **UK, across Europe, the Middle East and Asia**, attracting **tens of thousands of delegates** in cybersecurity, data security and privacy.

These delegates range from C-suite CIOs, CTOs, CROs and C(I)SOs, to heads of enterprise architecture, desktop and network. They encompass all the senior professionals whose input drives security and privacy solution purchase decisions.

And as well as cross-sector events for both private and public sector, we also design and deliver sector-specific conferences for high-value, high-sophistication sectors including the legal sector, financial services and gambling and gaming.

Unrivalled Relationships

Events like this have enabled us to build relationships of trust with **the most influential decision-makers** at the full spectrum of public and private sector organisations in the UK, Europe, Asia and the Middle East.

By providing this audience with valuable insights and business intelligence over the past 20 years, we have built up **the world's most significant community of professionals in cybersecurity.**

We use this to develop new events; to conduct research to understand what cybersecurity professionals are doing, thinking and buying; and to market our conferences and other services.

Smart Lead Generation

We have also developed and trained one of the **most effective marketing and telemarketing operations** in the cybersecurity space.

Our in-depth knowledge of the marketplace allows us to design marketing outreach that **consistently delivers the best audiences** for the providers of critical cybersecurity infrastructure and solutions.

We connect vendors directly with B2B decision-makers. By combining unrivalled reach, deep knowledge of specialist markets and sophisticated marketing we **engage buyers to deliver real results.**

AKJ Associates

Why the e-Crime & Cybersecurity Congress Virtual Series?

SECURING Retail

The challenge: end-user needs are rising, solution providers' too

Our end-user community of senior cybersecurity prof3ssionals is telling us that they face a host of new threats in the post-pandemic environment, to add to their existing challenges.

Remote working and an increased reliance on Cloud and SaaS products are all putting organisations across the world under even more strain. **They need cybersecurity products and services that can solve these issues**.

In addition, the post-COVID environment has created groups of cybersecurity professionals who are less willing or able to attend physical events, and yet these groups still demand the latest information on security technology and techniques.

At the time solution providers are finding it ever more difficult to build relationships in an increasingly competitive environment.

Economic and business drivers are making CISOs more selective and pushing them away from large security stacks and multiple point solutions.

To sell to this increasingly sophisticated community, vendors need multiple access points to engage security professionals, to build deeper relationships and maintain those relationships throughout the year.

To cater to all of the different sectors of the market, this means an increasingly varied palette of communications.

Therefore, **in response to many requests from our community** for us to continue to deliver best practice advice and to give them the up-to-date technical case studies and content they need to cope in the current environment, **we areadding to our traditional physical services.**

The e-Crime & Cybersecurity Congress Virtual Series will offer virtual versions of our key upcoming events and will deliver great **opportunities for lead generation and market engagement**.

Maintaining the ethos and quality of our physical events we will continue to offer **unrivalled partnership opportunities to cybersecurity vendors** looking to build string, engaged relationships with high-level cybersecurity professionals.

e-Crime & Cybersecurity Congress Online Series: Healthcare

SECURING Retail

Delegate Acquisition

- The e-Crime & Cybersecurity Congress has the **largest community of genuine cybersecurity stakeholders** to invite to our events.
- Our delegates are **invited by an in-house delegate liaison team** who call senior security and privacy professionals at public and private sector companies with a personal invitation to attend
- We **follow up all registrations** with further calls, emails on logistics requirements and reminders to **ensure the best possible attendance**.

Lead Sourcing

- The e-Crime & Cybersecurity Congress prides itself on **putting the key cybersecurity buyers and sellers together**
- To offer you the best prospects to network with, **we don't invite academics, job seekers, consultants,** non-sponsoring vendors or marketing service providers to this closed-door event. This **attention to quality over quantity** will be the case for our online offering.
- **Each of our vendor partners will receive a delegate list at the end of the event.**

Get Your Message Across

- **Content is king,** which is why the e-Crime & Cybersecurity Congress prides itself on delivering informative and useful content, to attract senior audiences of decision-makers.
- Deliver an exclusive 20-min keynote presentation in the online plenary theatre: good content drives leads to your online booth, and showcases your company's expertise
- AKJ's in-house content / research team will complement the agenda with best practice from senior security professionals from the end-user community

Exclusivity Delivered

- AKJ Associates has never done trade shows. We see most value in working with **a select number of the top vendor partners** and offering those companies the best access to leads.
- Our online events keep the same ethos, limiting vendor numbers. We will keep our **online congresses exclusive and give you the best networking opportunities**.
- This is an opportunity to **continue building pipeline and driving leads** in partnership with our outstanding 20-year reputation and the e-Crime & Cybersecurity Congress brand.

https://akjassociates.com/event/retail

AKJ Associates

Delivering the most senior cybersecurity solution buyers

SECURING Retail

Our USP? We put buyers and sellers together

We understand that every vendor needs to sell more. That is the bottom line. This is even more necessary in the present situation.

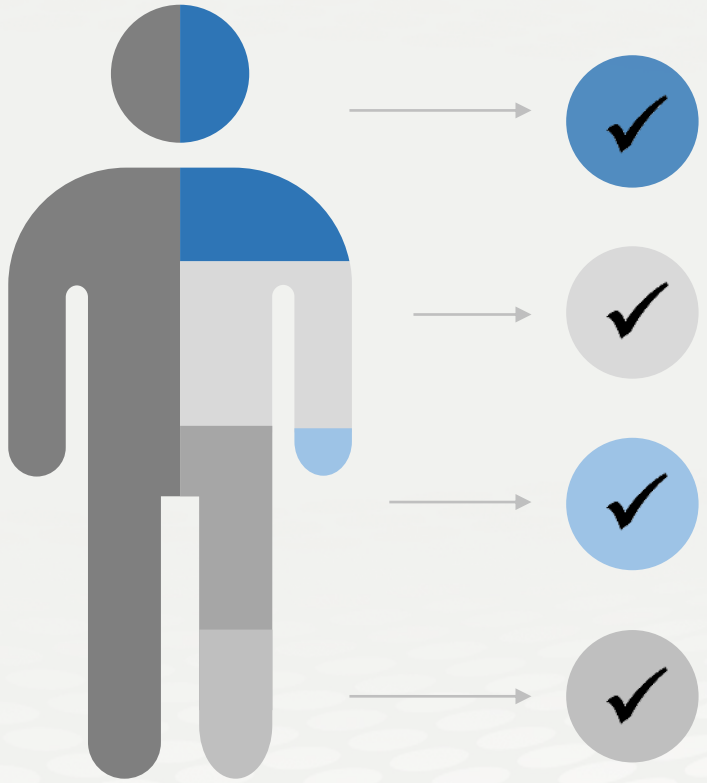
You will have access to the most senior buying audience in the cyber-security market.

AKJ Associates has been building relationships with senior information risk and security professionals for 20 years and our cybersecurity 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 and we know the IT Security Leads and Engineers who so often dictate the purchase process.

All of these job titles attend e-Crime & Cybersecurity Congress events.

Getting access to the right people at the right time always increases the lead generation and always increases profitable sales activity.



Cyber-security
We have an almost 20-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

We deliver the most focused selling opportunity

Specific, actionable and relevant information for time-constrained industry professionals

The perfect platform for solution providers to deliver tailored advice to the right audience

Focus

Target growth

Each event represents a targeted opportunity to address the needs of a specific community whose need for your solutions and services is growing.

Leads

Boost sales

Sponsors can tailor messages to the needs of an audience that shares similar concerns and challenges, looking for solutions now.

Choice

Meet commercial aims

We work with sponsors to ensure they meet their commercial aims. We offer a number of sponsorship options, each providing specific benefits.

Value

Showcase solutions

Our events provide sponsors with a unique platform to showcase solutions, as well as provide advice on how best to solve delegates' key challenges.

What our sponsors say about us

SECURING Retail

PhishRod

It was indeed a great show. Despite the situation overall [COVID 19] the number of people that turned up, shows the trust people have of the e-Crime brand. Wish you all the best for the upcoming events and we shall surely be a part of them.

VERACODE

The level of engagement yesterday *[at the Virtual Securing Financial Services Congress]* was outstanding and we have already managed to book 2 meetings as a result, live on the day.

vmware Carbon Black

AKJ has been a valuable partner for us for a few years now, enabling us to build relationships and engage with the CISO community in a number of key territories across Europe. The events they hold are a great vehicle for discussing the latest challenges and opportunities in the security sector, and our work with them has delivered way beyond expectations.

✓Ninety five percent of our exhibitors and sponsors work with us on multiple 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

AKJ Associates