



# Retail Security & COVID Survey 2021 - Trend Report



Earnings

71,364,127
14,125,124
2,254,465
40,460,146
15,468,853
12,052,111
54,881,124

Efficiency Optimization by Branch

Marketing: 8.5 %  
Cost: 12.8 %

Share  
Laps  
Journals  
Kuneth  
Munich  
Pavilion  
S&P 500

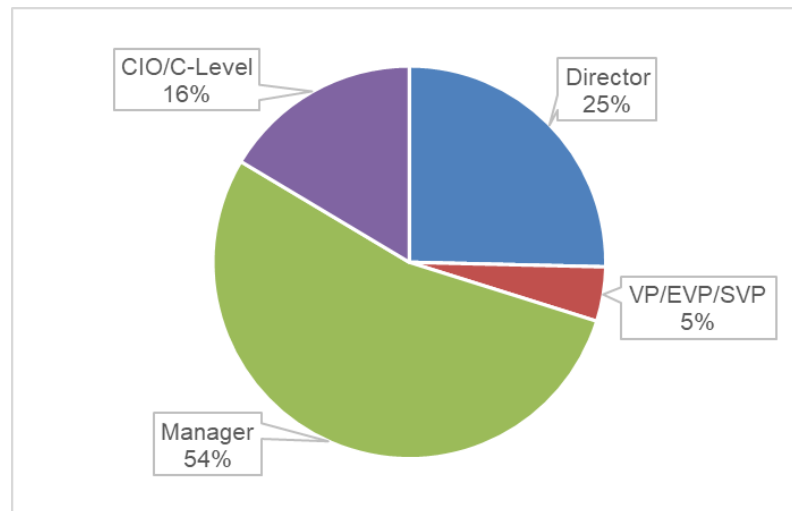
# Executive Summary

- Canam Research partnered with Fortinet and TNS to research cybersecurity and the impact of COVID-19 on the retail sector.
- Responses were collected from Managers, Directors, VPs/EVPs/SVPs, and across the C-suite.

## Research focused on:

- How COVID has affected technology adoption rates
- What new technologies have been adopted due to COVID
- How crimeware and ransomware have impacted endpoint security
- Confidence in employees' work-from-home security measures
- How connectivity is managed at retail stores
- Outlook on improving security in-depth

## Respondents by seniority:



# Key Observations

**COVID-19 and technology adoption rates** – the pandemic has generally accelerated technology adoption; **69%** reported some degree of increased technology adoption.

**Technologies adopted due to COVID-19** – interestingly, **61%** reported that a mobile application was adopted in response to COVID and, unsurprisingly, **57%** reported implementing contactless transactions.

**Increasing importance of endpoint security** – recent crimeware and ransomware attacks have increased the importance of endpoint security, with **60%** of respondents indicating a significant increase in the importance of endpoint security.

**Confidence in PCI compliance and new technology** – survey respondents are confident in PCI DSS compliance for newly implemented sales channels, with **81%** being very confident or confident.

**Shortage of qualified security staff** – **39%** of respondents will invest in retraining, **35%** will invest in consultants, **39%** in vendor professional services and MSSPs, and **25%** plan to invest in AI security tools.

# Importance of Security in Choosing an SD-WAN Solution



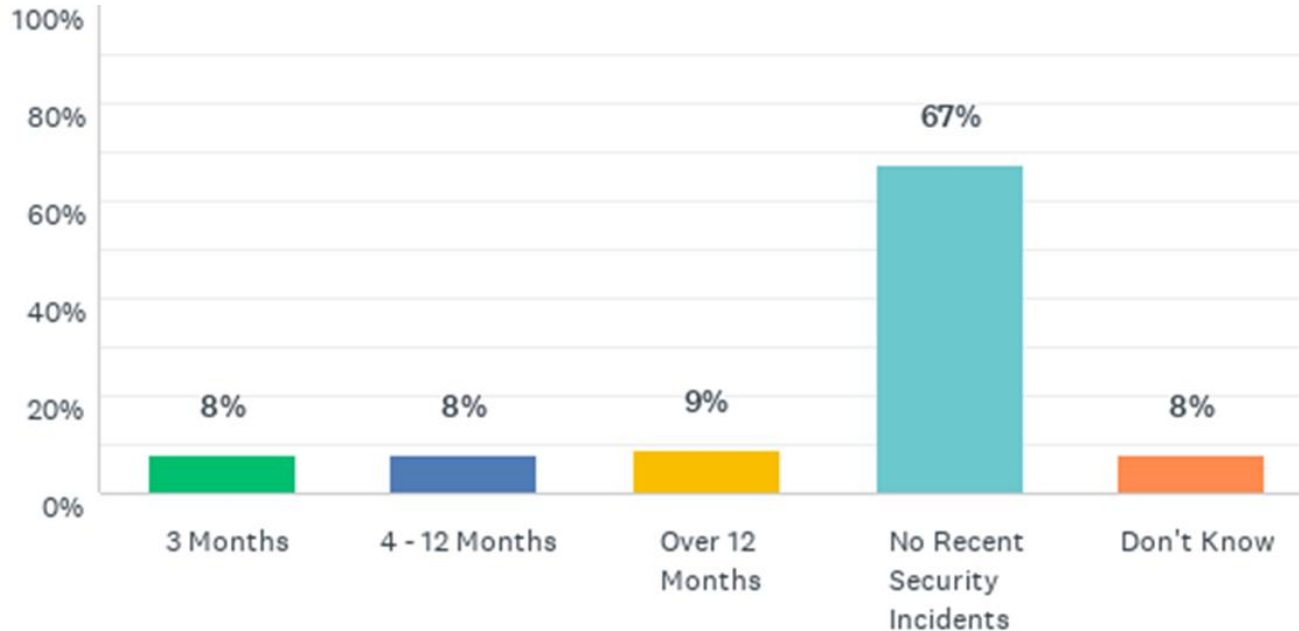
Security is viewed as an important aspect of the decision to implement SD-WAN. **67%** of survey respondents ranked security as important or very important in their choice to implement this technology.

# Security is a Focus for 2021 and 2022



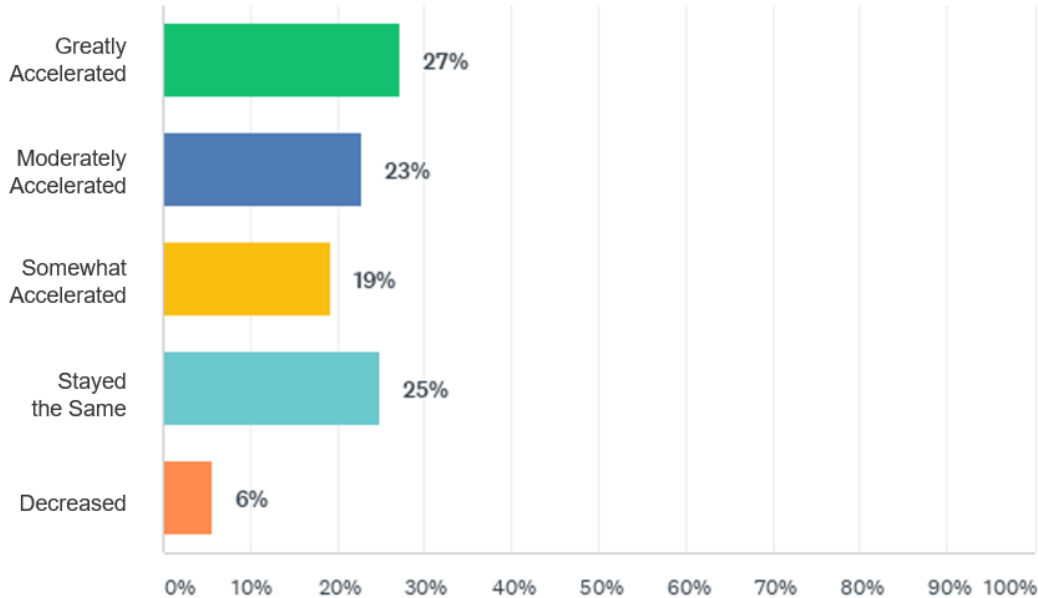
**66%** of survey respondents will focus on network security and **57%** on cloud security in the next 12 to 18 months.

## How recently have you had a security breach?



When asked about security breaches, relatively few respondents would admit to having had a breach. It is a sensitive topic and the number saying there have been no recent breaches may simply be unwilling to say there was a breach.

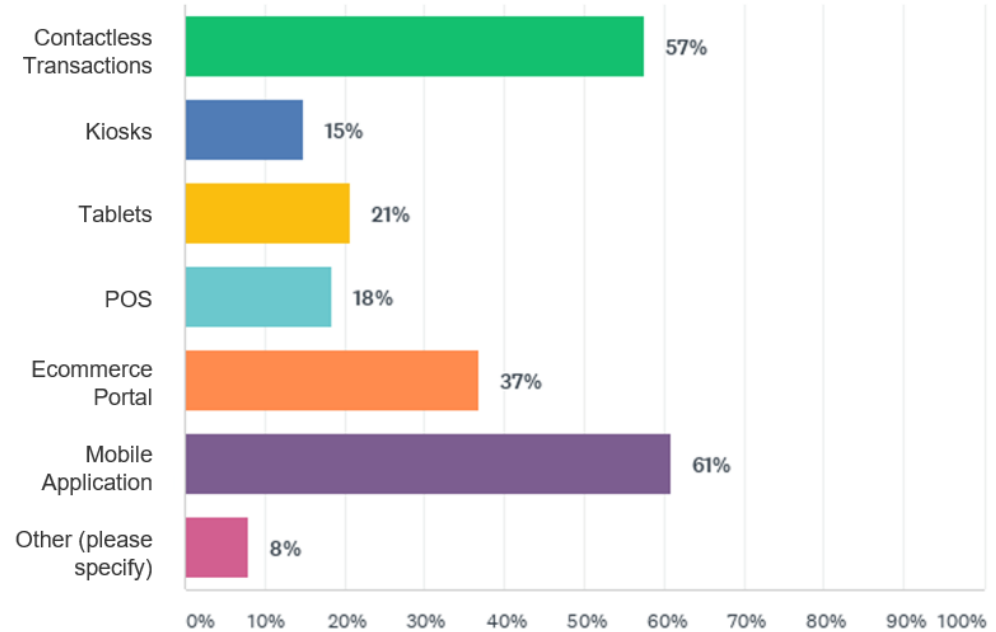
# As a result of COVID-19, how do you feel your organization's technology adoption was affected?



COVID appears to have had an accelerating effect on technology adoption rates. The majority of retail businesses likely had no choice but to move forward with investing in technology in response to the pandemic to reassure customers and employees and maintain sales.

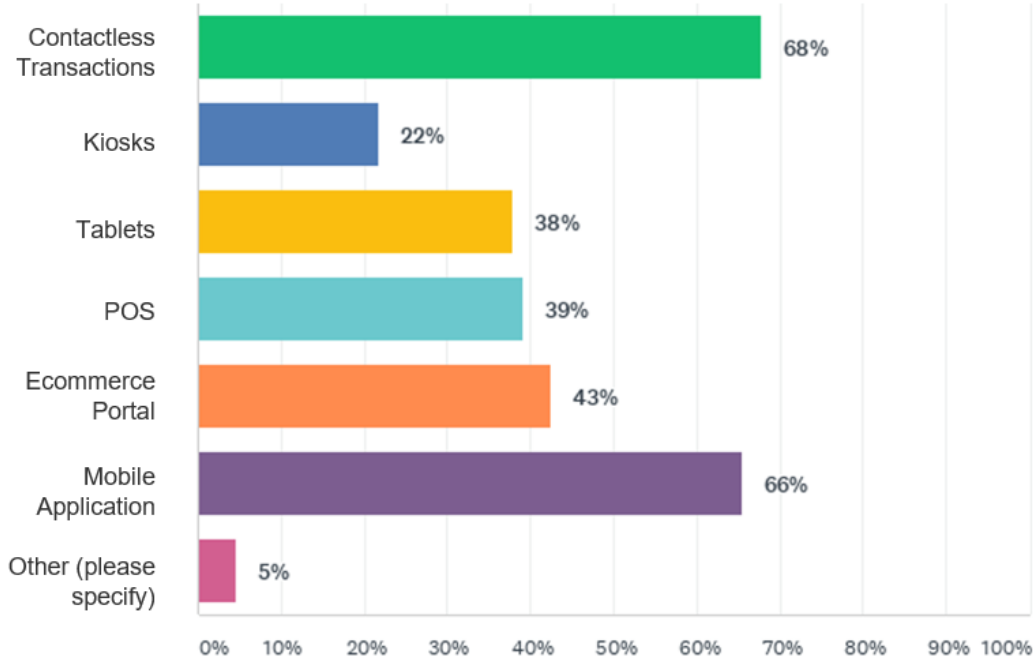
## What new technologies were adopted to interact with customers due to COVID-19? (check all that apply)

Retail companies have adopted a wide range of technologies in response to COVID-19. The most interesting or notable technology that retail has adopted is probably mobile applications. The appeal of a mobile app to retailers is understandable since it would tend to create a strong connection with customers, and to facilitate a new way of doing business.



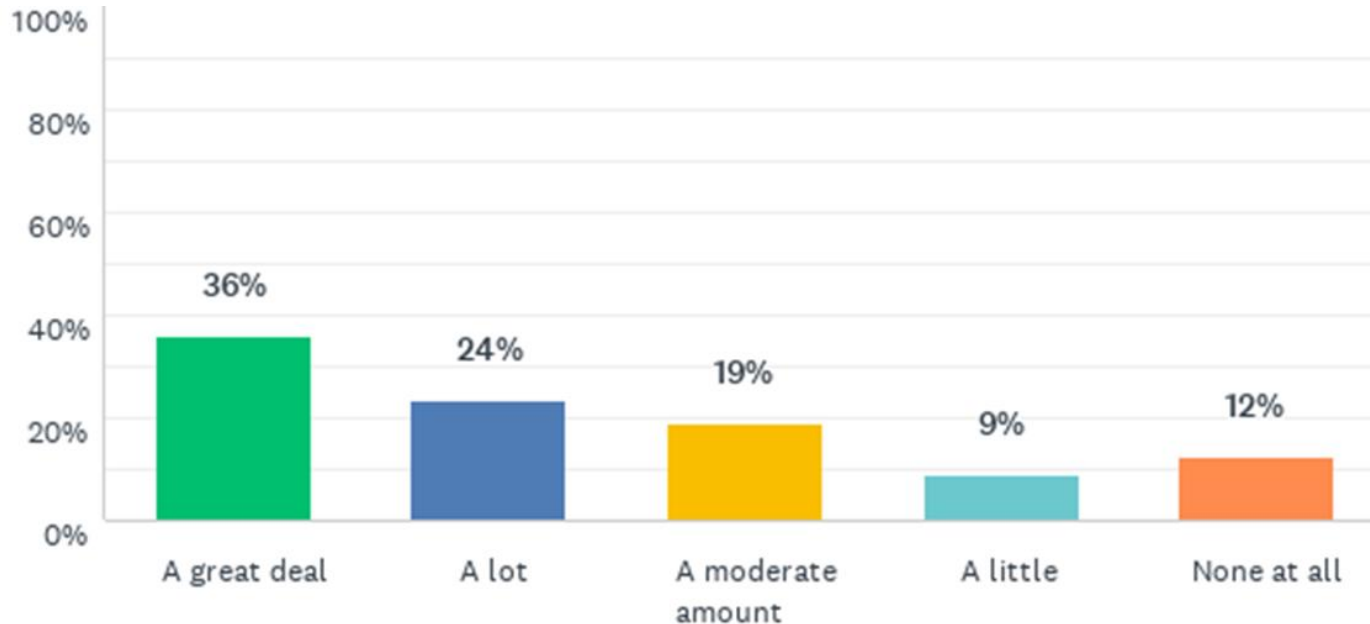


# What new technologies will you continue post pandemic? (check all that apply)



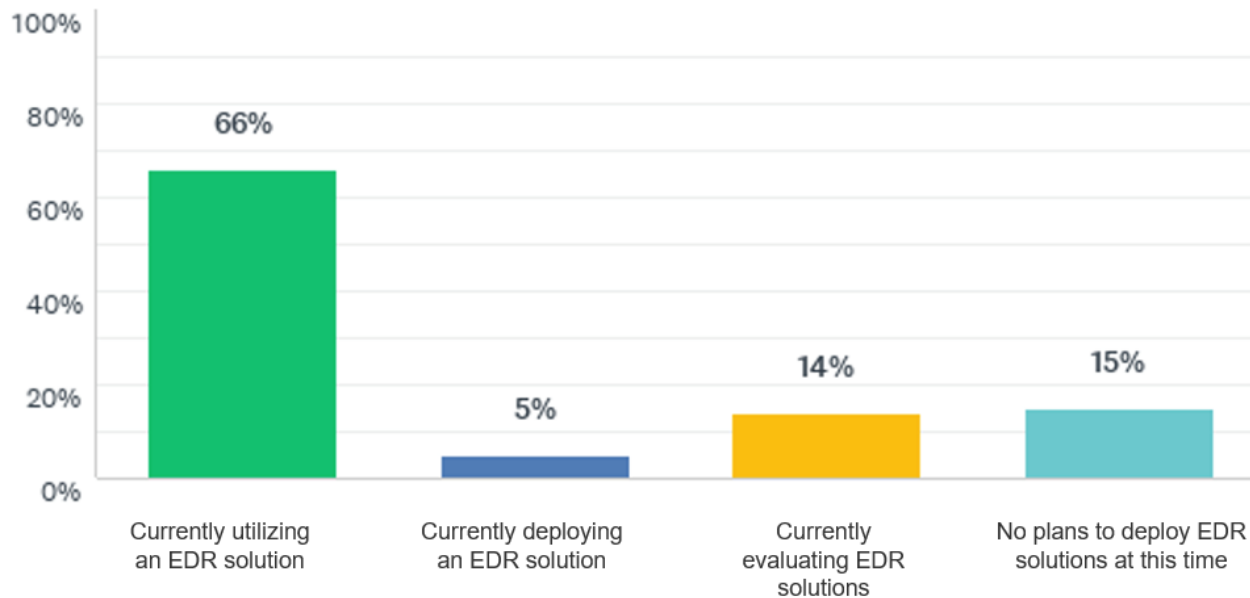
Now that they have been implemented many new technologies will remain post pandemic. Some will have improved operational efficiency and in the case of a mobile app, created a stronger customer connection and facilitated new ways to shop like curbside pick-up.

## To what degree have recent crimeware & ransomware attacks placed increased importance on endpoint security within your organization?



News of breaches caused by crimeware and ransomware has clearly had an impact on the importance of endpoint security in the retail space.

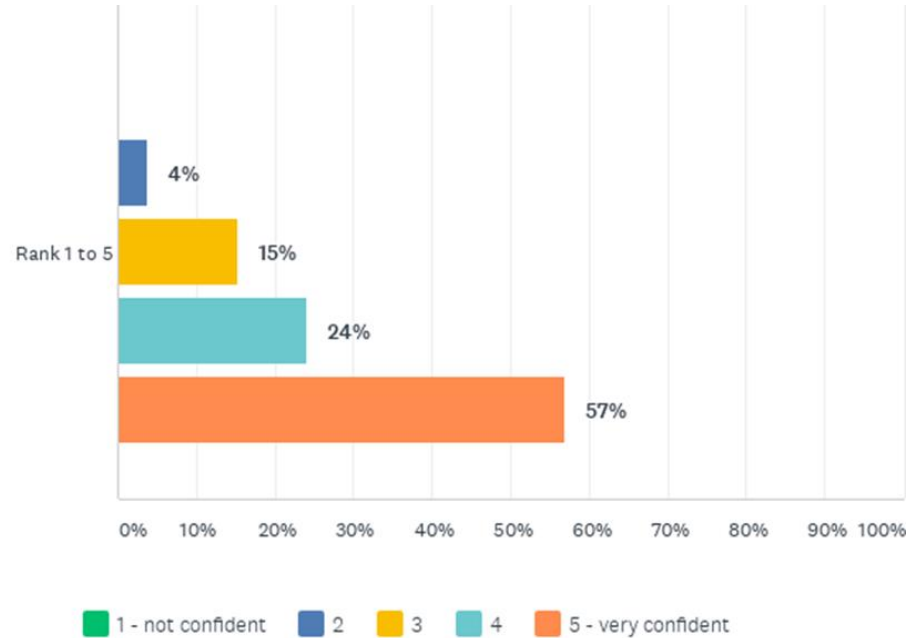
## In light of increasingly sophisticated crimeware & ransomware attacks, Endpoint Detection and Response (EDR) is now considered a critical protective measure for many organizations. What is your organization's current approach to EDR?



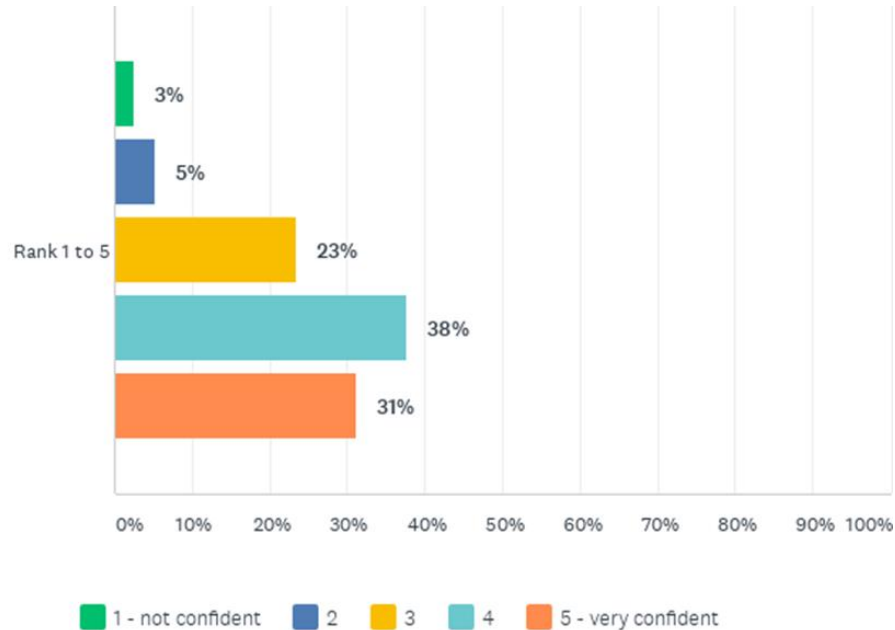
Budgets for EDR are being applied to the increasing concerns about crimeware and ransomware and are the reason these technologies have seen double digit growth in recent years.

# On a scale of 1 to 5, rank how confident you are in your PCI DSS compliance for newly implemented sales channels. 1 = not confident and 5 = very confident

Retail organizations have become experienced with PCI DSS compliance and are generally confident in maintaining compliance with new technologies they have deployed. Nevertheless, approximately 20% of respondents are not as confident in the PCI DSS compliance of newly implemented sales channels, which is a substantial number and possible cause for concern.

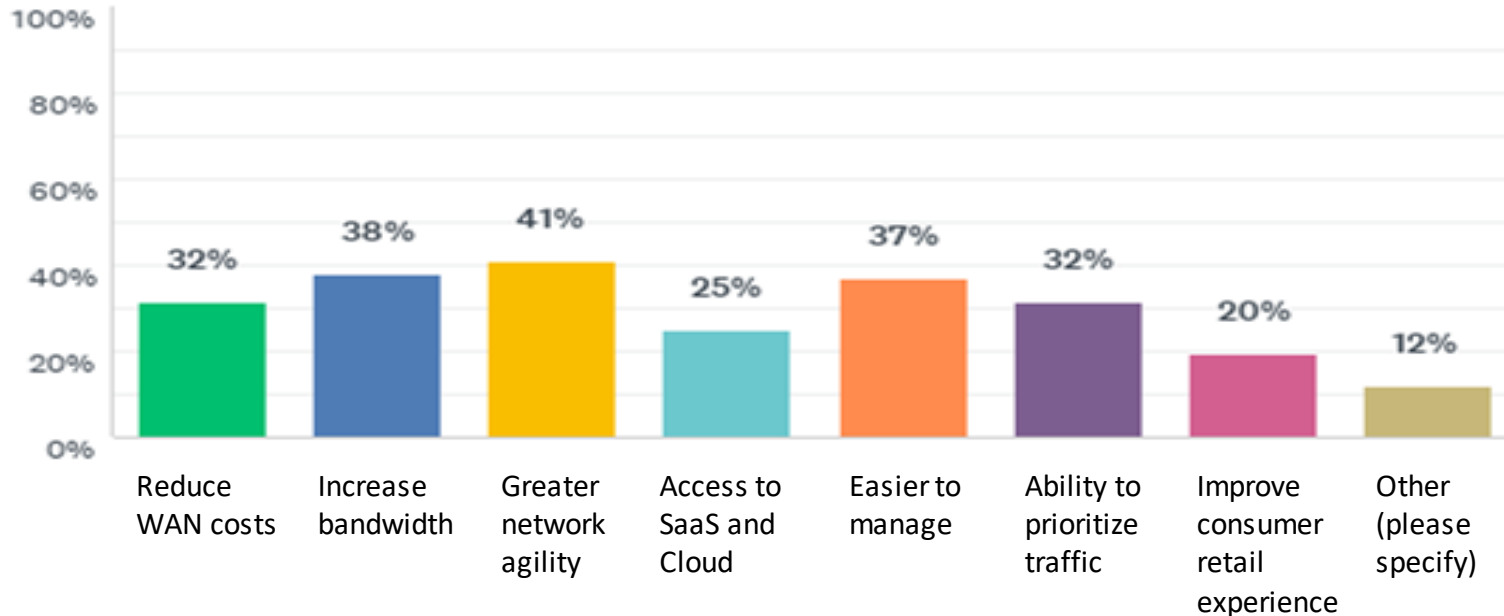


On a scale of 1 to 5, rank how confident you are in your employees' work-from-home security measures. 1 = not confident and 5 = very confident



Work-from-home was much less common for retail businesses prior to COVID-19 and early implementations may not have been as secure. Over a year later, retail organizations' confidence in WFH security has definitely increased.

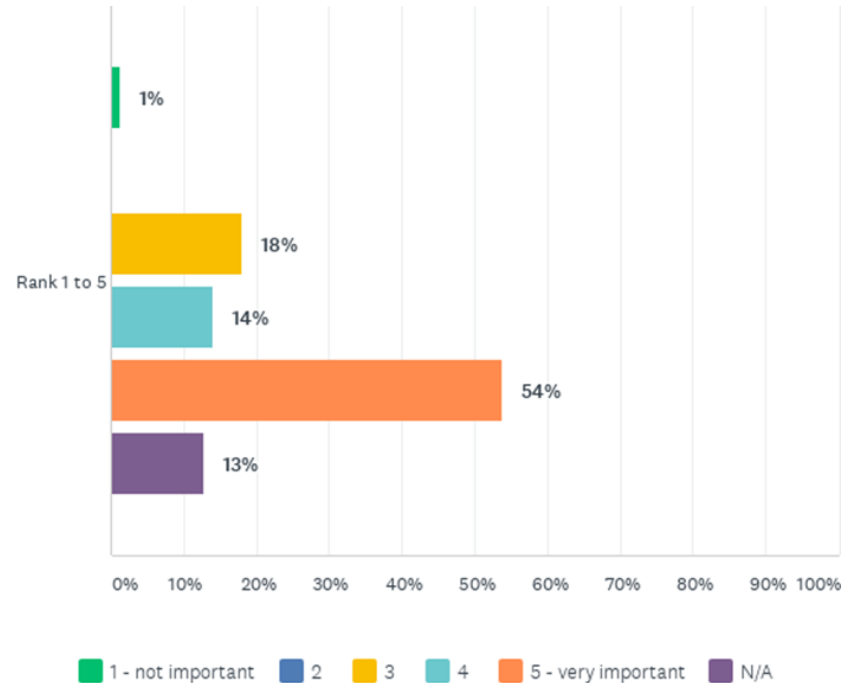
# If you are deploying or have deployed an SD-WAN solution, what are the three primary reasons for doing so? (check top three)



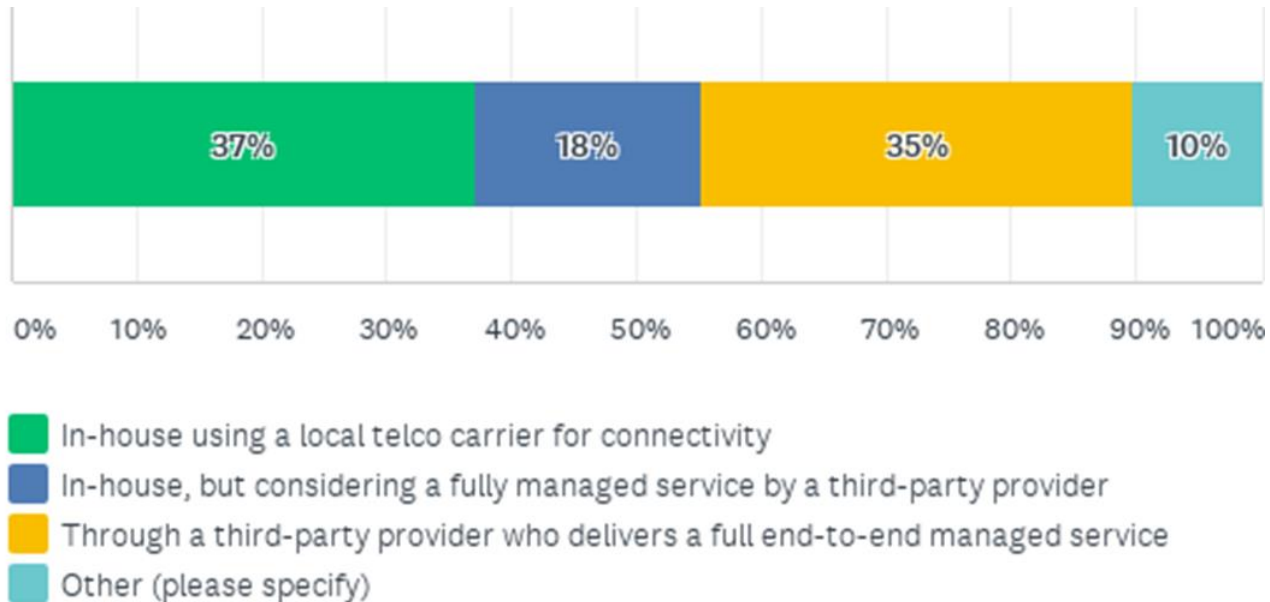
The responses to this question about SD-WAN indicate that retail organizations are focusing on a wide array benefits from this technology to make their network and business more cost effective and agile.

If you chose to deploy an SD-WAN solution, rank the importance of security in choosing an SD-WAN. 1= not important and 5 = very important

A majority of survey respondents ranked security as a very important reason for choosing to deploy SD-WAN. This sentiment appears to be increasing; in a survey of the retail sector a year ago, only 38% ranked security as a very important consideration vs. 54% this year. This could well be an indicator that there are more vulnerabilities and threats to address.



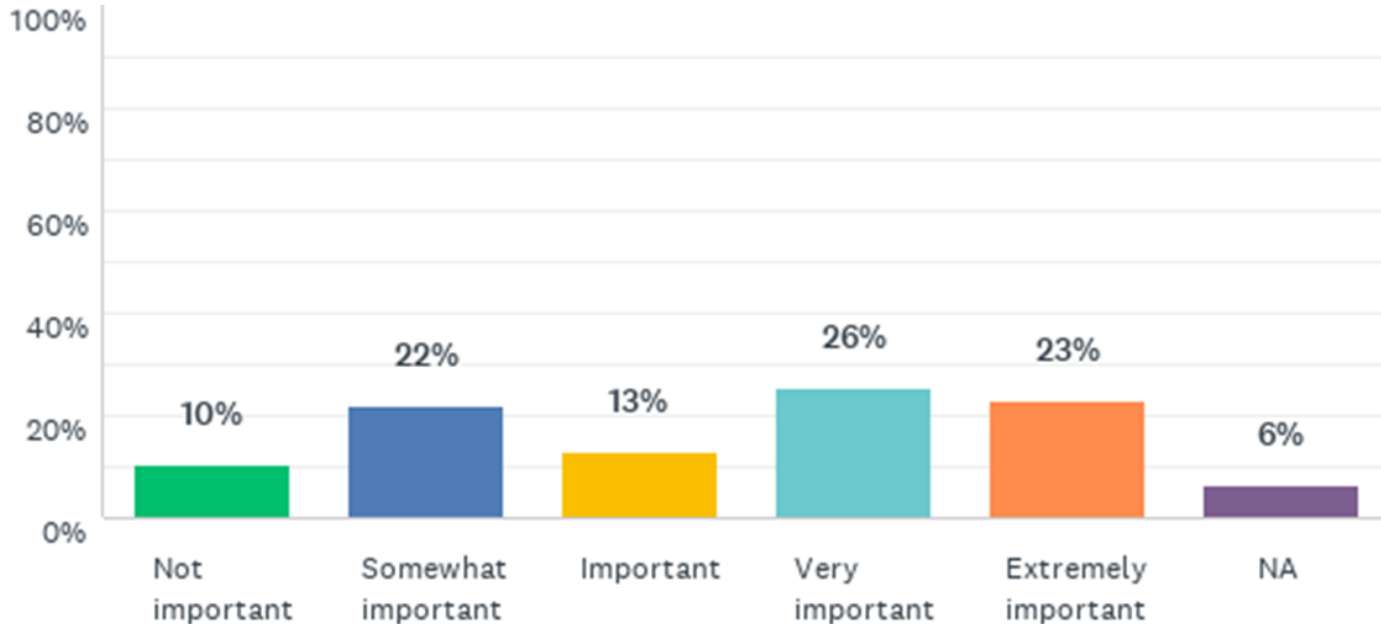
# Which of the following best describes where you are with managing the connectivity to your retail stores?



Fewer retail organizations are choosing the traditional approach to managing connectivity with an in-house telecom team and one-off relationships with telcos. A majority have now moved to or are considering moving to an outsourced solution.

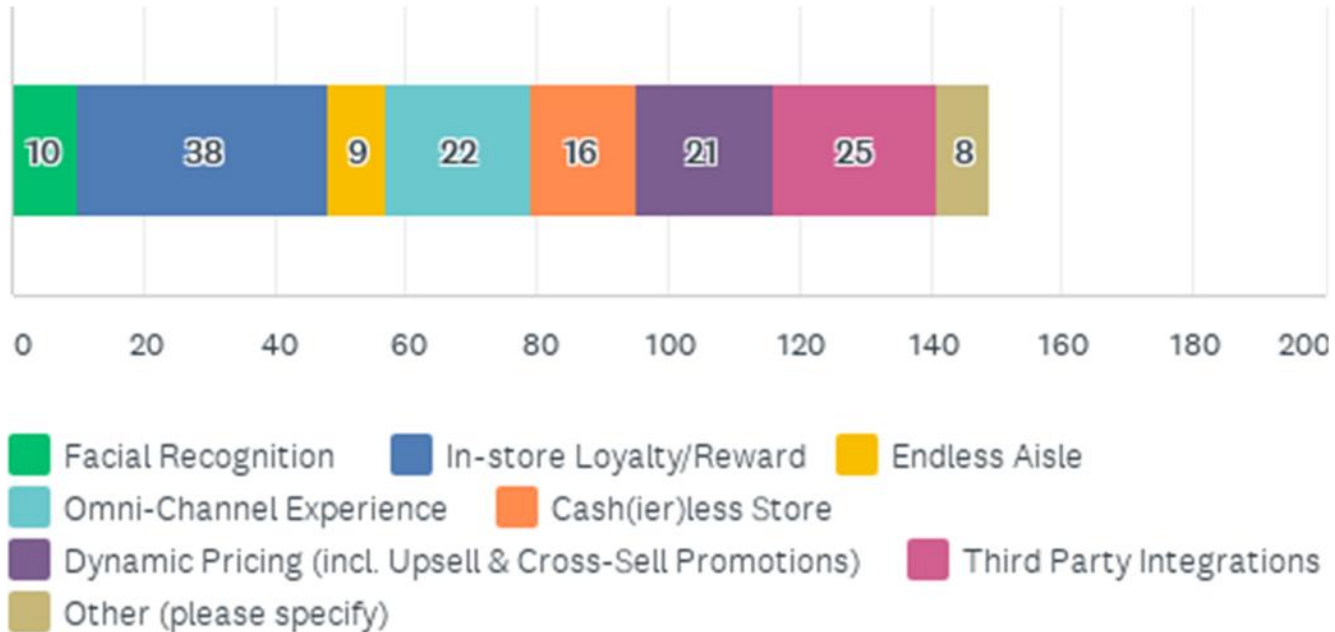


# How important is it for you to offer your patrons/guests WIFI for in-store user experience?



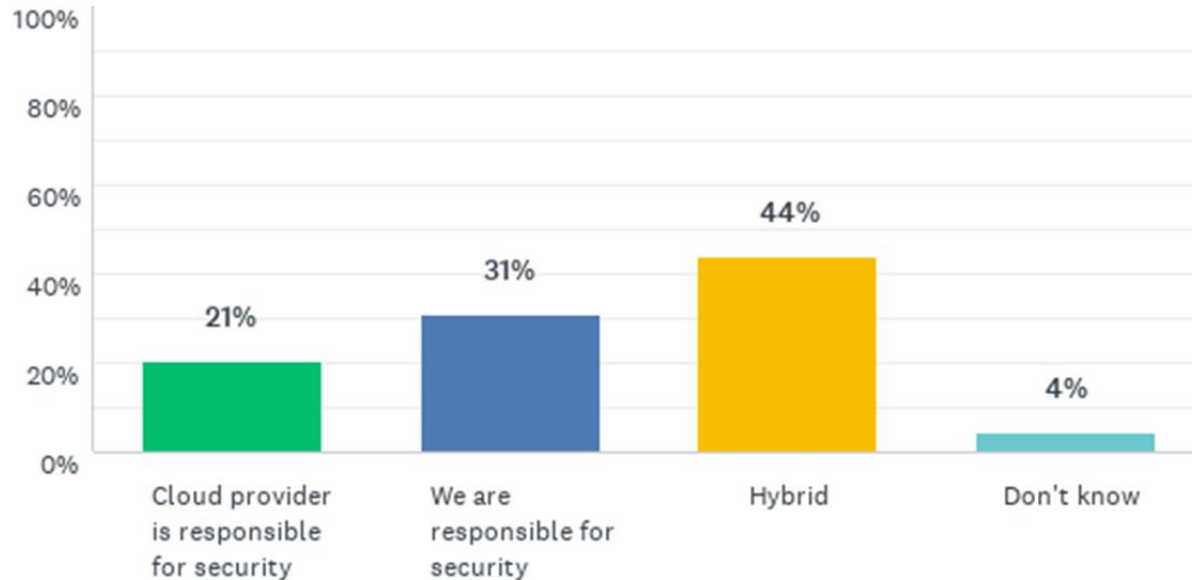
It is interesting to see how important connectivity has become to providing a good customer experience. Connectivity for devices is now needed to facilitate in-store shopping and even secure connections for the brands' mobile app.

## What other in-store user experience and innovations are you currently considering? (check all that apply)



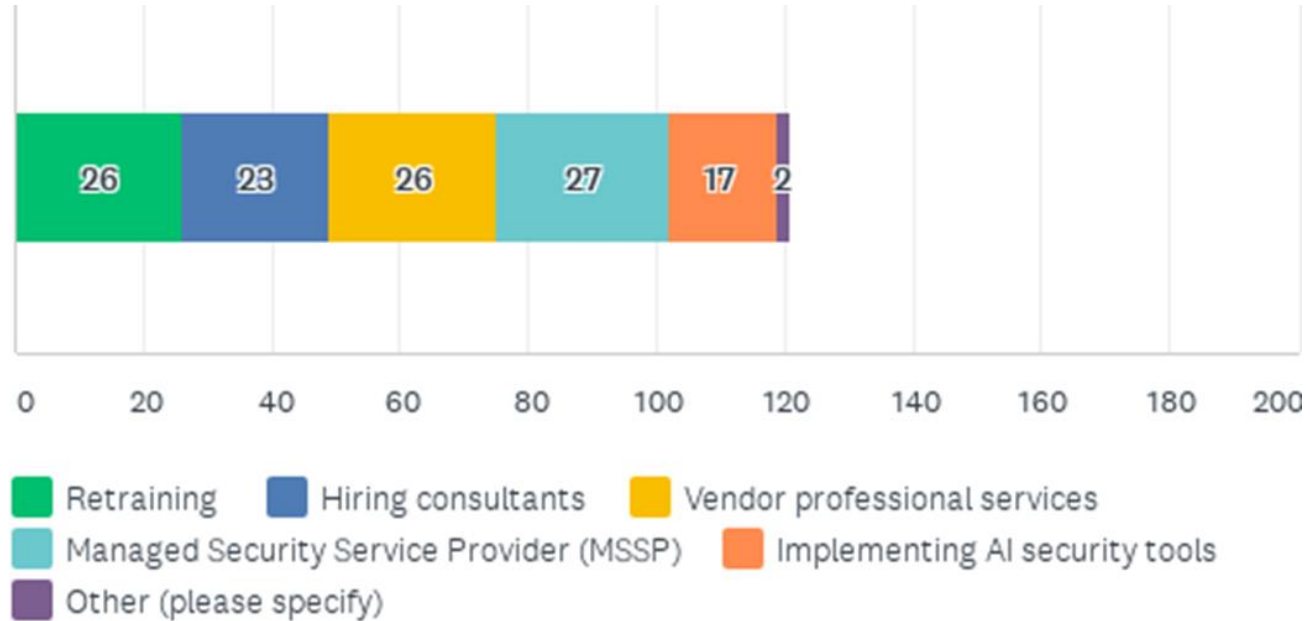
An interesting mix of innovations are now used to enhance the in-store experience for customers. Retailers are honing in on the importance of loyalty programs and now need third-party integrations to support delivery services such as DoorDash.

# Which best describes your security stance regarding cloud infrastructure and applications?



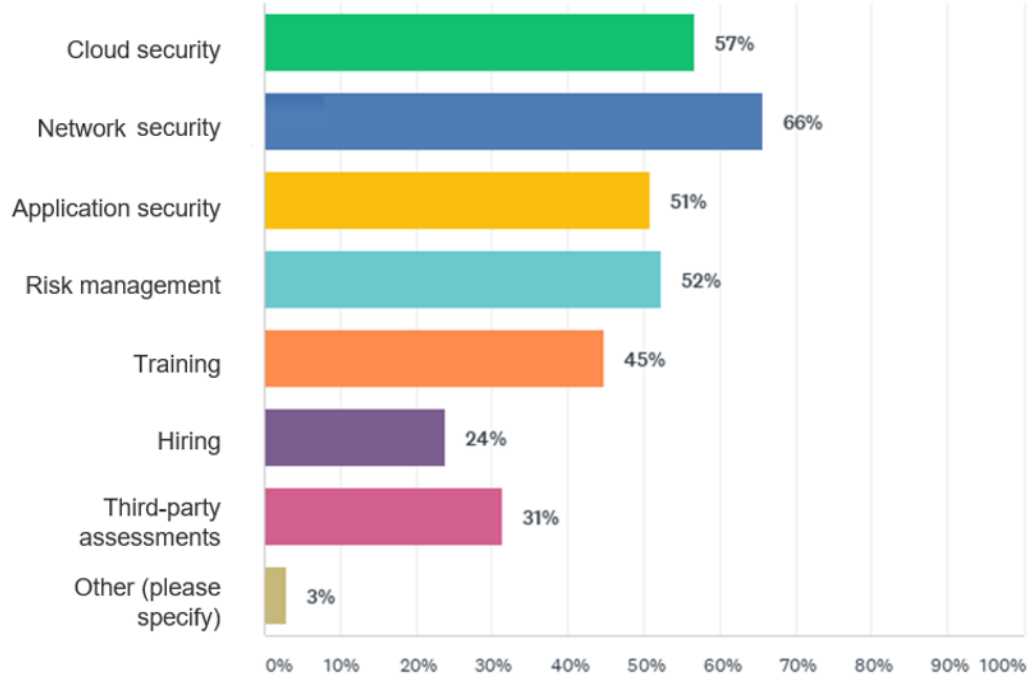
We need a clearer picture of what “hybrid” means to respondents, but we can see that most survey respondents essentially feel that they are responsible for security when it comes to using cloud applications and infrastructure.

# How is your company addressing shortages in qualified security staff? (check all that apply)



Filling open positions for security staff remains a difficult challenge and retail businesses are investing in a combination of retraining, outsourcing, and automation with AI to make up for limitations in staffing.

# In the next 12-18 months, what will your organization focus on to achieve or improve security in-depth? (check top 3)



Network, cloud, and application security continue to be key investment areas for retail organizations striving for security in-depth. Risk management, training, and third-party assessments are increasing in importance.

## TNS - Enabling Trusted Connected Commerce

TNS is a global leading Infrastructure as a Service (IaaS) solutions provider. Enabling and powering payment strategies for businesses, TNS accepts, connects and securely processes transactions across the globe.

## Fortinet

Fortinet provides retailers with top-rated cybersecurity solutions covering the expanding attack surface. Advantages includes centralized visibility and management, lower TCO, and top performance.

Click here to book your free threat assessment: [go.tnsi.com/free-cyber-threat-assessment](https://go.tnsi.com/free-cyber-threat-assessment)

# Thank you!

