Strengthen retail security with dynamic zero trust

Modern defenses for omnichannel environments that enable commerce and build trust

As retail evolves into omnichannel experiences requiring broader information access, traditional security perimeters no longer suffice. With two-thirds of retailers reporting ransomware attacks in 2022,[1] implementing zero trust architecture has become essential to protect customer data while enabling the information sharing needed for seamless commerce.

1 **Defend against sophisticated ransomware attacks** by assuming no entity is trusted by default and requiring continuous authentication for every action, preventing lateral movement even if initial access is gained.

2 **Secure cloud-based operations** with protection that extends beyond traditional network perimeters, applying policies that determine what identities can do in every environment, regardless of location.

3 **Simplify security management and reduce costs** by consolidating disconnected technologies and replacing expensive legacy systems with a centralized, policy-driven approach that has significantly lower overhead.

4 **Protect sensitive customer data** through segmentation that ensures only authorized personnel can access it, helping meet GDPR and CCPA compliance while building brand trust and customer loyalty.

5 **Defend against insider threats** with dynamic controls that address the 55% of incidents caused by employee negligence,[2] applying the principle of least privilege across all network users.

6 **Reduce third-party vulnerabilities** with a framework that minimizes risk from partners and managed service providers that are increasingly essential to delivering end-to-end customer experiences.

7 **Enhance customer experiences** by securely enabling more personalized interactions that leverage customer data to recognize preferences and provide tailored recommendations while protecting sensitive information.

8 **Gain complete visibility and control** through a single management interface that allows you to view risk profiles, tweak policies, and have changes automatically synchronized and enforced enterprise wide.

1 Sophos, *The State of Ransomware in Retail,* 2022

2 Ponemon Institute, *Cost of Insider Risks Report,* 2025