

DATA SECURITY SOLUTIONS

Validated P2PE

If better security, easier compliance, and more options are what you're looking for, look no further than the **CenPOS Validated Point-to-Point Encryption (P2PE)** solution.

With cyber security and data breaches more of a concern than ever, merchants and their channel partners are looking for more secure options to process cardholder information that don't complicate compliance issues, while allowing for more flexibility in how they do business and exchange information with partners and qualified integrators and resellers (QIR's). Merchants and affiliates tend to get slowed down by myriad compliance issues affiliated with encryption and want their customers to have the peace of mind that when they send confidential information online, it is going exactly where it needs to go in the most secure fashion possible.

These security issues can prove especially challenging for automotive dealers. As auto dealers are all too aware, they are more often than not communicating and doing business with manufacturers, producers, technology companies, and other dealers. They often have to segment their cardholders' information to keep it off the network and away from prying eyes. Segmenting a network is an extremely difficult process, especially in the automotive sales industry, where so many different systems are communicating with one another. These interconnected systems prohibit the ability to properly segment data and cardholder information, which leads to additional time, headache, and money expended to protect sensitive data.



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Wouldn't it be great to be able to accept payments from customers and avoid risk without having to go through the headache of segmenting your network? Wouldn't it be nice to save time and reduce human error by being able to account for every dollar? Wouldn't it be a relief to your channel partners that they can safely do business with you? Enter VP2PE.

CenPOS introduces VP2PE Integration.

A P2PE solution cryptographically protects your customers' confidential information from the point of acceptance of payment by the merchant to the secure point of decryption. Confidential cardholder data is unreadable until it reaches the secure decryption environment. This makes this data considerably less valuable if stolen in a security breach. Merchants using P2PE solutions have fewer PCI Security Council Data Security Standard (PCI DSS) requirements, which greatly simplifies compliance efforts. Additionally, merchants managing their own P2PE solutions for their locations have greater flexibility in implementing and managing the system. Alternatively, merchants have the option to leave this to the solution provider, such as a processor, who is tasked with creating and implementing a solution that protects customer data and reduces risk. In essence, no matter how you are doing business or with how many partners, sensitive data is protected.

CenPOS offers the only fully-integrated, validated P2PE solution for the automotive industry. The experience becomes highly secure, easy and efficient for all parties, including channel partners. This enhances the customer experience and creates the modern shopping experience that today's customers expect.

Benefits of P2PE:

- Customer data is rendered unreadable by unauthorized parties
- Account data is de-valued, as it cannot be abused even if stolen
- Simplifies the PCI DSS compliance process, with only 26 PCI DSS requirements on the P2PE Self-Assessment Questionnaire
- Offers a flexible solution for all parties involved

Get the CenPOS solution and focus on what you do best – growing your business!



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