PASSWORD SAFE

Cybersecurity for the retail sector

From specialty stores to department stores to super-markets, those in the retail industry process a lot of sensitive data daily. And it is this sensitive data in par-ticular that hackers are targeting. Increasingly, cybe-rattacks on the retail sector are also being registered in Germany.

Such attacks are very lucrative for hackers: companies often pay the ransom demands in the millions to get their data back.

> Customers buy where they trust: Investing in cybersecurity means not only taking the right precautions but also giving retailers a competitive advantage.

What about your password security?
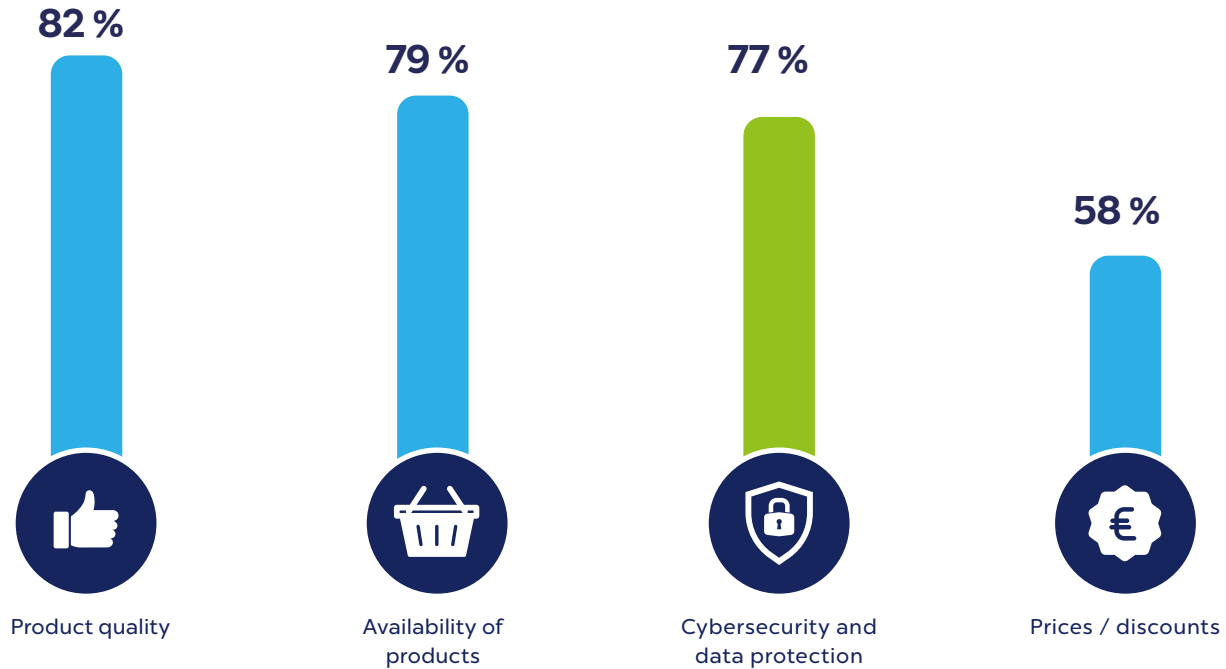
Commerce 4.0 poses new risks

According to recent findings, a complete 29% of Germans shop online at least once a week and 28% every two weeks. This customer behavior, combined with the Corona crisis, has led to even small stores digitising their offerings overnight over the past year. What has been a matter of course for large retailers for many years now poses many challenges for smal-ler retailers.

What used to be shoplifting are now cyber-attacks. The focus is not on the products themselves - but on the theft of personal information. As commerce is wi-dely networked across national borders and indus-tries, cybersecurity must be thought of globally, and data must be securely protected at every interface.

Cybersecurity as a customer magnet

The need for cybersecurity is increasingly expected by customers as well. Cybersecurity is the third most important factor when choosing retailers, even ahead of price and brand reputation. If a retailer implements measures to secure personal data, customer satisfaction can increase by as much as a factor of 2.5.

82 %

79 %

77 %

58 %

Product quality

Availability of products

Cybersecurity and data protection

Prices / discounts

Source: Capgemini

Intelligent and secure solutions for retail

Password Safe supports you with your customised password management solution. Whether it's branched authorisation structures for your online store or central password management in retail: Rely on our extensive experience and long expertise in the IT security industry!

Secure logon worldwide and across devices

In retail, employees have no fixed workplace and move between cash registers, computer stations, devices, and locations. To meet customer needs quickly, employees must have secure and fast access to their data from anywhere.

Securely login from anywhere: Password Safe's scalable architecture enables employees to quickly and securely access their credentials in Password Safe from any l ocation. The combination of web and app access makes logging in quick, even with a smartphone or tablet.

Log in securely and collaborate productively

Particularly in retail, employees are observed by many people every day when entering passwords - the risk of shoulder surfing is exceptionally high. A simple password can be quickly recognised, giving unauthorised people direct access to systems.

With Password Safe, insecure passwords are a problem of the past: the password generator function allows employees to create complex passwords at the touch of a button without remembering them. Logging on to websites works automatically and covertly - the login data is encrypted and transmitted covertly without being able to spy on it.

Not only more secure, but also more accessible: An attached privacy shield also allows employees to share passwords in encrypted form - without even knowing the password!

More security through a second factor

Legal security for data protection

Compliance with the EU's General Data Protection Regulation (GDPR) is mandatory for all retail businesses, but in practice, this causes problems, especially for smaller companies.

DSGVO compliance: Password Safe software helps systems secure personal data. At the same time, personal data is protected from external attacks. Password Safe works on a role-based basis. Passwords can be accessed without depositing personal data according to the role principle.

Feel free to contact us and have us advise you why Password Safe is your right solution!

Why Password Safe?

Experience

MATESO has focused on professional enterprise password management since **2006**. Over **21 of the top 40 DAX companies** and more than **10,000 users** already rely on Password Safe for password protection.

Comprehensive protection

With the influence of over **20 years of market experience**, the solution is holistically tailored to the individual security requirements and needs of companies. All passwords are protected holistically throughout the **password lifecycle** - from creation to archiving.

Made in Germany

As a member of the TeleTrust initiative „**IT-Security Made in Germany**", MATESO stands for trustworthy IT security solutions that meet the requirements of German data protection law, can be used in **compliance with the DSGVO** and do not contain any hidden accesses.

MATESO
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