



Cliff Duffey, Cybera

# BEST AT THE SHOW

HERE'S YOUR INSIDER'S PASS to an exclusive gathering of some of the most successful businesspeople in convenience retailing.

At the NACS Show workshops this year, ask all the questions you want and hear valuable answers that will help you improve customer loyalty, enhance efficiency and increase profitability. You'll leave this year's Show smarter and more confident about your ability to really improve your business bottom line.

Positioned both before and after the exposition hours, the Show workshops will provide you with valuable information without losing precious time on the expo floor. Topics have been carefully selected by a panel of retail and supplier experts to address the daily challenges in your business.

A small taste of our workshops is profiled here:



## **PCI Compliance: What Now?**

*Tuesday, November 6, 2007*

*2:00pm - 3:15pm*

*Room: C107*

Today's PCI data security standards are increasing the burden on convenience store technology and business decision-makers to think about POS security at the gas pump. Even after meeting compliance deadlines, small and medium-sized convenience store retailers face the challenge of keeping abreast of new and evolving standards. As the saying goes, an ounce of prevention is worth a pound of cure. Gartner calculates that a data breach costs companies roughly \$300 per exposed account, while proactive security measures cost \$16 per account, and taper down after the first year. According to Gartner analyst Avivah Litan, "It's almost more dangerous to go to the gas station than it is online. The data is just sitting there."

One thing about PCI is sure: The standard continues to evolve. While Tier 1 merchants have so far done well accommodating the demands of the standard, they have had the resources and the technical staff to apply to this challenge. As PCI moves forward, analysts see the risk becoming more pronounced, and the mid-size and small marketer being affected.

This year at NACS Show, Cisco, Gilbarco, and Cybera are teaming up to present business and technical advice on PCI compliance for the petroleum retailer who doesn't have the resources to devote to solving the PCI complexity challenge. Each of these vendors are prepared to share examples and best practices from their real-world experiences working with successful petroleum marketers.

### **Moderator/Speaker:**

*Cliff Duffey, Chairman, CEO & President, Cybera*

### **Speakers:**

*Kristen Paust, Vice President, Global Retail Systems, Gilbarco Veeder-Root*

*Eric Ahlm, Cisco Systems*