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ProfessionalEdition

Customer Installation Report

On-line Retailer

November 2006

A leading on-line retailer specializing in outdoor gear seeking to provide a highly secure shopping experience for its customers through continued compliance with Payment Card Industry Security Standards requirements – far in advance of stated implementation deadlines.

One of the new requirements outlined in the standards is the implementation of an application firewall. Even though the company does not store credit card information in their database at present, they do transmit it to a 3rd-party payment authorization service, binding them to the PCI requirements just the same.

Like a large number of Web-based businesses, the company's applications are developed and hosted by 3rd-parties. But unlike most of their contemporaries, they rightly assume full responsibility for application security.

“The buck stops here, so to speak,” says the company's founder and CEO. “In our industry, security responsibilities – especially application security – are too often deferred to someone else like a development partner or hosting service. The bottom line, however, is that our vendor's names are not on the site, ours is.”

A comprehensive depth-in-defense security strategy, awareness of the growing number of application attacks, and a desire to comply with industry standards were all compelling reasons for them to deploy an application firewall.

webApp.secure Professional Edition stood out among competing products because it was cost-effective, installed quickly, and required virtually no on-going administration, an especially important criteria due to limited internal IT resources. The ability for them to update the site frequently without “re-training”

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or re-configuring the application firewall fits well with their dynamic business environment.

The company is very pleased with their recent security investment. Now they can focus on delivering website features and functionality that keep customers coming back for all their outdoor outfitting needs.

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