# Securing Guest and Enterprise Data

Cisco Security for Hospitality

## Benefits

- Safeguard guests, employees, and credit card data.
- Protect brand assets before, during, and after a cyber attack.
- Reduce threat detection from average 200 days to less than 1 day.
- Reduce management complexity and improve visibility.
- Comply with regulatory requirements.

## Security Is Mission-Critical for Growth

Strong data security has become essential to the success of hoteliers, casino operators, cruise lines, convention centers, and other hospitality providers. Studies show that 73 percent of customers will reconsider using a company if it fails to keep their data safe (Deloitte Consumer Review, 2015). A further 71 percent of executives say concerns over cybersecurity is impeding innovation in their organizations (Cisco Research, 2016).

And today, the ability to innovate is vital to your hospitality business. Almost 40 percent of providers are implementing on-premises applications to make visitor stays more convenient, enjoyable, and rewarding. By building a secure, protected relationship with your visitors, you build customer loyalty and earn their ongoing trust.

## World-Class Security for Your Operation

Today's security environment continues to be more and more at risk, especially as the hospitality industry shifts toward mobile and Wi-Fi networking. Complying with the Payment Card Industry Data Security Standard (PCI DSS) standard is not enough. Customer data is now spread across a much wider attack surface, and the risk of a breach increases every day. To meet these challenges, many travel industries rely on security point solutions from a variety of vendors. However, this approach in itself can create new vulnerabilities with a confusing array of configurations, administration tools, and capabilities.

You need a completely integrated, end-to-end system that delivers proven security to protect your guests, employees, systems, and brand. Cisco is a world leader in network protection, offering a powerful portfolio of architectures, hardware, software, services, and expert advice.

Cisco® Security for Hospitality combines travelers, shoppers, associates, channels, and applications into one highly secure, consolidated platform that protects their data and your business. With Cisco Security for Hospitality you can:

- Detect network vulnerabilities
- Simplify security while increasing protection
- Update your security stance based on new outbreaks
- Improve network performance by eliminating bot and virus traffic

With software-defined segmentation, Cisco derails threats against everything from hotel operations to in-room Wi-Fi. Active network analytics provide superior visibility and consistent policy enforcement.

They also secure a new level of guest intimacy, capturing, digitizing, and transforming data into essential relationship insights.

## Next Steps

Let us help you define and launch a winning security strategy for your operation, helping you safeguard personal and enterprise data while implementing new services and reimagining the travel experience. For additional information, visit www.cisco.com/go/hospitality.

"We need security minds to start thinking away from the old model of defense-centered thinking into the new model of security enablement."

— **Mike Dahn**
Head of Data Security Solutions, Square