

# Supermarkets Simplify Security and PCI Compliance

**Trend Micro™ Deep Security integrates multiple security functions and lowers costs with less time spent on management.**

*“Trend Micro Deep Security surfaced as a product that gave us what we needed in one package. We considered financial benefits as well as technical capabilities and Trend Micro rates highest in both areas compared to the competition.”*

— Paul Brooks, Director, Information Security, Ahold

## EXECUTIVE SUMMARY

**Customer Name:** Ahold  
**Industry:** Retail Food  
**Location:** Greenville, South Carolina  
**Web Site:** [www.ahold.com](http://www.ahold.com)  
**Number of Employees:** 100,000  
**Number of Stores:** 800  
**Number of Systems:** 35,000

## CHALLENGE:

- Stay current in terms of PCI compliance
- Maximize protection on point-of-sale endpoints, while avoiding interference in critical sales transactions
- Minimize the time required to manage the solution across 800 stores and lower cost of ownership
- Choose a security solution that scales without increasing complexity in the data center or infrastructure

## SOLUTION:

- Switch to Trend Micro Deep Security

## BUSINESS RESULTS:

- Simplicity, with an all-in-one solution for PCI compliance including intrusion detection, firewall, and file integrity monitoring capabilities
- Data security and integrity, with the ability to block malicious attacks and detect suspicious activity related to credit card information
- Cost savings, with easier deployment and management compared to the previous solution

## Challenge

Ahold owns and operates hundreds of supermarkets in the United States and Europe, and has earned a quality reputation for its brands that include Giant, Stop & Shop, Albert, Etos, and more. With an infrastructure that extends across two continents, Ahold faces major operational challenges when it comes to maintaining security and achieving compliance with various government regulations including Payment Card Industry (PCI) requirements.

Last year, the supermarket company was evaluating security solutions for endpoints, including its point of sale (POS) systems.

“We had originally deployed a different security solution,” said Paul Brooks, the director of Information Security for Ahold. “It was overkill for our needs, which were primarily focused on PCI compliance. We felt that we needed to find a more affordable solution—in terms of the up-front cost and including support and maintenance.”

The Information Security team, located in the company’s data center in North Carolina, also needed a security solution that was easy to deploy and scale across its operations. And of course, Ahold needed a security solution that would not interfere with any sales transactions on the POS devices.

## Solution

To address PCI compliance, Ahold carried out an evaluation of security solutions. The features of interest were those that focus on intrusion detection and prevention and firewall protection.

“PCI is a very important technology driver for Ahold,” said Glenn Johnson, a principal engineer at Stalwart Systems, Ahold’s technology partner. “However, protecting credit card information has put more of a burden on its POS devices. Ahold was looking for multipurpose security agents. Centrally controlled file management was another requirement.”

Besides the technical requirements, the company’s evaluation also took into consideration the total cost of ownership, the footprint of the solution, and the ease of management for its IT service provider partner.

After looking at several solutions, Ahold arrived at the decision to choose Trend Micro Deep Security. The solution met its PCI requirements, and aligned with its virtualization initiative as well.

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Trend Micro Deep Security leverages the threat intelligence of the Trend Micro™ Smart Protection Network™ infrastructure. This next-generation innovation combines sophisticated cloud-based reputation technology and the expertise of TrendLabs<sup>SM</sup> researchers to deliver real-time protection from emerging threats. The integrated solution for physical and virtual systems addresses seven PCI regulations and offers more than 20 control capabilities, with highlights that include:

- Firewall, intrusion detection and prevention (IDS/IPS), file integrity monitoring, log inspection, web application protection, and antivirus protection in one integrated solution
- Recommendation scan feature for automated configuration
- A compact 5 MB footprint

After evaluating the solution in a test environment, Ahold and Stalwart carried out a pilot in a half dozen designated stores. “We have quite a diverse environment in terms of operating systems and hardware configurations,” explained Brooks. “Primarily, it came down to Deep Security’s smaller footprint and more direct management.

“The ease of use and the scalability will allow us to replace a more expensive solution and also integrate multiple security functions—firewall and intrusion defense—in a single solution. The all-in-one nature of Deep Security and the supportability were key decision factors that led to selecting Trend Micro.”

Since Stalwart would be managing the solution on an ongoing basis, the service provider carefully evaluated Deep Security during Ahold’s lab test and pilot deployments. Johnson said, “Deep Security has been a pleasant surprise for us, in terms of the relatively low amount of time required to manage a solution that protects so many point-of-sale endpoints.

“Also, in terms of the level of protection, we think that Deep Security is the best solution. It has met all the expectations for PCI compliance. Ahold needed a solution to make transactions more secure, and based on all we’ve seen, Deep Security is doing just that.”

## Results

Deep Security is now being rolled out to all of Ahold’s stores. Stalwart’s team of engineers is overseeing the deployment and managing the solution.

“The deployment has gone well, and Deep Security does what Trend Micro claimed it could do,” said Johnson. “Having a tool that helps differentiate between valid activity and suspicious activity is really critical for protecting Ahold’s data—and Deep Security does this very well. It helps identify normal vs. abnormal changes to files, and the management interface and processes make it much easier for us, compared to the previous solution.”

Stalwart’s latest Trend Micro deployment comes after many years of recommending Trend Micro solutions to other customers. “Trend Micro has been outstanding for us, as a reseller and managed services provider,” said Bill Cooper, president of Stalwart. “Trend Micro understands security concerns for today’s virtualized data centers—they get it.

“For example, Deep Security lets you install agents at the hypervisor level instead of having to install agents on every virtual machine. This and other Trend Micro approaches really show that Trend Micro understands the issues.”

## Next Steps

Ahold is currently evaluating the Threat Discovery and Threat Mitigation components of the Trend Micro Threat Management Solution, in an attempt to increase proactive security measures at the network layer. These appliances work together to detect suspicious activity, identify potential security risks, and automatically perform cleanup of malware without impacting systems.

## DEPLOYMENT ENVIRONMENT

- Corporate sites plus approximately 800 stores
- Approximately 35,000 PCs and servers (including PC-based point of sale terminals)
- Trend Micro Deep Security
- Trend Micro Premium Support
- Trend Micro Threat Management Solution (evaluation licenses)

## Company Profile

Ahold is an international group of quality supermarkets based in the United States and Europe. The company is committed to giving customers the best value and the highest quality and healthy choices, while building value for shareholders. Ahold’s strong retail brands help them answer customers’ local needs. At the same time, the brands benefit from group synergies that allow Ahold to operate in a simple, responsible, and efficient way. Ahold employees love being in the food business and they make the difference as the company strives to be the leader in all of its markets. Ahold’s aim is to continuously grow, in part by innovating products, services, and store formats.

## Company Profile

Stalwart Systems Group, Inc. is a 100% employee-owned company dedicated to making a difference, not just a living. Its vision is to change the IT industry one person at a time by building principled leaders of virtue and conducting business in such a way that its clients see real value in building enduring partnerships. For more information, please visit [www.stalwartsystems.com](http://www.stalwartsystems.com).

## Trend Micro Security

- **Trend Micro Deep Security**  
<http://us.trendmicro.com/us/solutions/enterprise/security-solutions/virtualization/deep-security/index.html>
- **Trend Micro Threat Management Solution**  
<http://us.trendmicro.com/us/solutions/enterprise/security-solutions/threat-management/key-components/>

## Trend Micro Enabling Technology

- **Trend Micro Smart Protection Network**  
<http://us.trendmicro.com/us/trendwatch/core-technologies/smart-protection-network/>



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