

## Company

Intel

## Retail experience

Broadly secured transaction data security ecosystem

## Solution focus area

Retail security

## Usage models

- Credit/debit card transaction protection
- Encryption and masking of personal information protection (e.g., driver's licenses)
- Employee identification masking and protection

## Providers

Elavon, Hewlett-Packard, Ingenico, Intel, Panasonic, TNS

## Technologies and services

- Elavon Commerce SDK\* with Intel® DPT for Transactions
- HP\* RP9 All-in-One POS system
- HP tablet technology
- Ingenico\* Smart Terminals
- Intel Core®, Intel Atom™, and Intel Quark™ processors (assist in running demo)
- Intel® DPT for Transactions
- Panasonic\* Toughpad\* tablet computers for retail
- TNS Managed Services with Intel DPT for Transactions

## More information

[elavon.com](http://elavon.com)

[hp.com](http://hp.com)

[ingenico.com](http://ingenico.com)

[intel.retail.com](http://intel.retail.com)

[panasonic.com](http://panasonic.com)

[tnsi.com](http://tnsi.com)

# Driving consumer and retailer protection beyond the credit card

## Retail payment leaders build new systems around Intel® Data Protection Technology for Transactions

### Solution overview

Intel® Data Protection Technology for Transactions provides unique levels of protection for both credit/debit card and personally identifiable information (PII) shared by consumers in retail transaction processes. DPT for Transactions represents the best of what Intel technology offers to better secure the evolving retail experience.

Elavon, HP, Ingenico, Intel, Panasonic, and TNS have all recognized the need to go beyond simply protecting credit card information. Working together with Intel, these companies are forming an ecosystem to address the need to expand transaction information security beyond credit and debit transactions. The innovation driven by DPT for Transactions allows retailers to not only protect both payment transaction and personally identifiable information, but also provides tools to help retailers manage retail hardware fleets and FAIN transaction network information in real time.

### Benefits

- The full Intel Data Protection Technology for Transactions ecosystem not only protects the consumer's credit/debit card information, but also enables retailers to protect and access the many forms of personally identifiable information in real time.
- DPT for Transactions provides point-of-sale (POS) station provisioning, fleet asset and policy management, and real-time transaction information while maintaining payment security from the point of transaction initiation.
- This new method of Intel processor-based hardware security frees the retailer from worrying about the protection of consumer information from loyalty cards, credit applications, in-store promotions, and so forth while giving the retailer tools to automate retail business processes like adding new POS hardware activation and implementation of new or changed business policies in real time.

### Market readiness

#### Q1 2016