



Are You S.A.F.E.?

Secure Against Fraud Electronically

Many of you have expressed interest in the Transaction Security Summit being held September 28 & 29 in Las Vegas, Nevada. Since the last newsletter, we've finalized a lot of information regarding the event and had some exciting new developments that we wanted to pass on.

Confirmed speakers for the event include Kevin Mitnick and speakers from MasterCard, Visa, AmbironTrustWave, SecurityMetrics, 403 Labs, Processors and more. These are some of the most knowledgeable individuals in the payment security industry and we are delighted to have them.

Below are links to a detailed agenda of the event, session write ups and speaker bios for your review, as well as a link to our online registration. Remember, the event is only \$299 for the first attendee from your organization and \$199 for each additional attendee, but space is limited and hotel inventory is only guaranteed through September 6th.

If you have any questions at all about the summit or to register by fax, contact us at (702) 938-3439 or ckelly@shift4.com.

Hope to see you in Las Vegas!



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Wednesday, September 28		
8:00 – 9:00	Breakfast – <i>Marquis Ballroom</i>	
9:00 – 9:15	Opening Remarks, J. David Oder, CEO of Shift4	
9:15 – 10:30	Why You; Why Now - Chris Mark, MasterCard	
10:30 – 10:45	Morning Break	
10:45 – 11:30	The Processor Perspective – Your Risk and How to Protect, Joe Musitano	
11:30 – 12:30	Live Hack Demo, Wen Free, Security Metrics	
12:30 – 2:00	Lunch – <i>Marquis Ballroom</i>	
2:00 – 3:15	PCI DSS Seminar – D.J. Vogel	
3:15 – 3:30		Gateway to Security – POS/PMS
3:30 – 4:30		Afternoon Break
	What Your Merchants Are Facing, AmbironTrustWave	
5:00 – 7:00	Cocktail Party – <i>Sponsored by Shift4</i>	

Thursday, September 29	
8:00 – 9:00	Breakfast – <i>Marquis Ballroom</i>
9:00 – 10:00	Kevin Mitnick, Keynote Speaker
10:00 – 11:00	Internal Theft
	Morning Break
	Gateway to Security
	PABP Seminar – Wen Free, Security Metrics
12:30 – 2:00	Lunch – <i>Marquis Ballroom</i>
2:00 – 3:00	Going Beyond PCI DSS
	Legacy Systems
3:00 – 3:15	Afternoon Break
3:15 – 4:15	CSI: CC, DJ Vogel
4:15 – 5:00	Round Table on Security - MasterCard, Visa, AmbironTrustWave, 403 Labs, Security Metrics, Solupay

Key:

	Merchant Focused Session
	Payment Application Focused Session
	Session for All Attendees
	Meal
	Break
	Hospitality Event



The Transaction Security Summit, September 28 & 29 in Las Vegas, is designed to provide a detailed and in-depth look at the latest regulations, the certification process and the liabilities held by members of the merchant and payment application communities. The summit will cover both the Payment Card Industry Data Security Standards (PCI DSS) for merchants and the Payment Application Best Practices (PABP) guidelines for point-of-sale and property management systems.

Session Descriptions

KEYNOTE PRESENTER

The Art of Deception: Are YOU In Danger of Being 'Conned?'

Kevin Mitnick, Founder, Mitnick Security Consulting LLC & the World's Most Famous Former Hacker

Join us to hear the world's most famous former hacker share his perspective on the threat of "social engineering" - a highly effective type of attack that exploits the human element of corporate security.

While relatively unknown to the general public, the term "social engineering" is widely used within the computer security community to describe the techniques hackers use to deceive a trusted computer user within a company into revealing sensitive information, or trick an unsuspecting mark into performing actions that create a security hole.

Mitnick illustrates why a misplaced reliance on security technologies alone, such as firewalls, authentication devices, encryption and intrusion detection systems are virtually ineffective against a motivated attacker using these techniques.

Although there are no reported statistics on the number of successful social engineering attacks, these ages-old techniques have been and continue to be extremely effective against unsuspecting targets, and pose the least risk and cost to your adversary.

In the corporate environment, a large number of unsuspecting victims never realize they have been manipulated. Will your employees be next? Through concrete examples, Mitnick shares what your business can do to develop a creative and engaging security program that heightens awareness, motivates employees to change their attitudes, influences them to think defensively, and encourages the adoption of good security habits.

Why You; Why Now?

Chris Mark, CISSP, MasterCard International

Hear first hand why the Card Associations created the PCI and PABP regulations, what they are meant to cover, who they are meant to protect and why the Card Associations are pushing them now.



The Processor Perspective

Joe Musitano, Managing Partner, Solupay Consulting, Inc.

With decades of experience working for and with major processors, Joe Musitano will describe the inner workings of how processors view PCI and PABP. He will discuss legal/risk management

in terms of both merchants and POS companies, as well as the affects these regulations have on the ongoing relationships between merchants and their banks and POS systems and their processing partners. Session will include real life examples of past security blunders and the fallout from them.

Live Hack Demo

Wenlock Free, VP of Business Development, SecurityMetrics

So you think you're safe? This exciting, interactive session will show attendees just how vulnerable their systems are and just how important following these regulations and remaining vigilant is.

CSI: Credit Cards

D.J. Vogel, CISSP, CISA, 403 Labs, LLC

Crime Scene Investigation for Credit Card Theft. This exciting session will provide a detailed look at what happens when there is a breach in credit card security and the clues these experts follow to trace the data and find the culprit.

Gateway to Security

Dealing with regulatory requirements can be a significant drain on your organization's resources in terms of time and money. Find out how partnering with a gateway can help you quickly comply with today's requirements, and easily maintain compliance as regulations evolve. The right gateway can take the burden of data storage and protection out of your hands and provide insurance against future security problems.

Security Round Table

Join speakers from MasterCard, AmbironTrustWave, SecurityMetrics, 403 Labs and more as they discuss the current regulatory environment, debate the future of regulations and answer questions from the audience.

MERCHANT TRACK

PCI DSS Seminar

D.J. Vogel, CISSP, CISA, 403 Labs, LLC

This two and a half hour seminar will explore the specifics of the Payment Card Industry Data Security Standards (PCI DSS) and how they affect merchants today. The seminar will offer a detailed look at what the regulations mean, what they require and what they cover, as well as the process merchants need to follow to comply with these regulations. At the end of the session, merchants will be armed with the information they need to solidify and certify the security of their payment process.



Internal Theft

Trusted employee fraud does not receive the same coverage as external fraud and data theft, but it remains the most prevalent form of fraud facing merchants today. Find out just how common it is and what you can do to protect yourself, your funds and your customers.

Who's Protecting the Merchant – *Going Beyond PCI DSS*

PCI DSS is an excellent regulation put forth by the card associations and it's important that all merchants follow these regulations. However, these regulations are designed to protect the card holder; who is protecting you? Find out what simple and affordable things you can do to help you further protect your customers and, more importantly, yourself. Topics will include physical security, social engineering, training and more.

PAYMENT APPLICATION TRACK

PABP Seminar

Wenlock Free, VP of Business Development, SecurityMetrics

POS & PMS systems are being pressured to comply with Visa's Payment Application Best Practices (PABP) by processors and merchants alike. This two and half hour session will provide a detailed look at PABP: the exact requirements, the deadlines, the effect on legacy applications, the costs, the audit process, the legalities and more.

What Your Merchants Are Facing

AmbironTrustWave

Your merchants are sitting across the conference center learning the ins and outs of the PCI DSS requirements. Once armed with this information, they are going to have questions and requirements for you, their POS/PMS provider. This session will provide you with a high level overview of the PCI DSS requirements merchants are facing today and how they will affect what merchants are asking for from their POS/PMS system providers. This is a great way to be prepared for the questions that are sure to follow.

Legacy Systems

The PABP guidelines can be a great way to cement customer relationships if handled correctly – unfortunately, if mishandled or ignored, it can lead to a great deal of customer service issues and eventually to lost customers. So, what must payment applications do to meet the needs of their existing customers currently employing their legacy systems? This session will discuss the importance of a proactive approach to assisting merchants with their PCI DSS requirements and the need for a well defined migration path.

Summit Speakers

Kevin D. Mitnick

Founder, Mitnick Security Consulting LLC

World's Most Famous Former Hacker

With more than fifteen years of experience in exploring computer security, Kevin Mitnick is a largely self-taught expert in exposing the vulnerabilities of complex operating systems and telecommunications devices. His hobby as an adolescent consisted of studying methods, tactics,



and strategies used to circumvent computer security, and to learn more about how computer systems and telecommunication systems work.

In building this body of knowledge, Kevin gained unauthorized access to computer systems at some of the largest corporations on the planet and penetrated some of the most resilient computer systems ever developed. He has used both technical and non-technical means to obtain the source code to various operating systems and telecommunications devices to study their vulnerabilities and their inner workings.

As the world's most famous hacker, Kevin has been the subject of countless news and magazine articles published throughout the world. He has made guest appearances on numerous television and radio programs, offering expert commentary on issues related to information security. In addition to appearing on local network news programs, he has made appearances on 60 Minutes, The Learning Channel, Tech TV's Screen Savers, Court TV, Good Morning America, CNN's Burden of Proof, Street Sweep, and Talkback Live, National Public Radio, and as a guest star on ABC's new spy drama "Alias". Mitnick has served as a keynote speaker at numerous industry events, hosted a weekly talk radio show on KFI AM 640 in Los Angeles, testified before the United States Senate, written for Harvard Business Review and spoken for Harvard Law School . His first best-selling book, The Art of Deception, was published in October 2002 by Wiley and Sons Publishers. His second title, The Art of Intrusion, was released in February 2005.

Chris Mark, CISSP
Director of Product Development
MasterCard International

Chris Mark is a Director of Product Development at MasterCard International responsible for managing the PCI compliance of Third Party Processors and Data Storage Entities. Chris has extensive experience in the data security and regulatory affairs areas. Prior to joining MasterCard, Chris worked as a Qualified Assessor and conducted assessments for many large merchants, members, and service providers. He is a Certified Information Systems Security Professional who has written and spoken extensively on information security and the payment services industry.

D.J. Vogel, CISSP, CISA
403 Labs, LLC
Partner

D.J. Vogel is a partner at 403 Labs, LLC, an Information Security firm providing high end security and risk management consulting. D.J. works closely with the regulatory agencies and card associations to help define and strengthen industry security standards, including the Payment Card Industry Data Security Standards (PCI DSS), Payment Application Best Practices (PABP), and forensic procedures.

D.J. has experience in Information Security, Internet architecture, networking, and software design. He regularly manages security assessments, forensic examinations, and penetration testing of applications and networked computer systems. D.J. is a Certified Information Systems Security Professional (CISSP) and a Certified Information Systems Auditor (CISA).



Joe Musitano, Jr.
Solupay Processing Systems (SPS)
Vice President, National Merchant Sales Director

Joe Musitano has spent over 10 years as a high level executive with the nation's 5th largest processors prior to joining Solupay in 2004. Over this span of time, he has worked closely with a tremendous number of POS companies in an effort to deliver effective processing solutions. It is his belief that "all entities related to the delivery of electronic payment solutions must work in harmony to exceed the expectations of the merchant community."

Mr. Musitano has placed a strong emphasis on delivering value-added solutions to merchants encompassing high-speed communications, reporting, security and strong relationship management support.

Mr. Musitano has been directly and indirectly involved in the boarding of over 7000 merchant locations in industries such as retail, restaurant, hotel, supermarket, and Internet/ Card-Not-Present/ MOTO. He spearheaded the first national implementation of electronic payments in the Quick Service Restaurant industry. Over his career he has looked to continue to introduce new electronic payment products and services such as gift card processing solutions, ACH and electronic check conversion.

Nicholas J. Percoco
Vice President of Consulting and Forensics
AmbironTrustWave

Nicholas Percoco has over 12 years of information security assessment, design and implementation experience. This experience crosses both educational and commercial environments, from designing and developing one of the world's first on-line undergraduate courses for a major university in 1993 to having architected an enterprise security program for a Global 100 company. Mr. Percoco's security experiences include being a security advisor and architect of trading floor network security for a major exchange, technical architect of a security operation center for a disaster recovery company, and the development of an internal security audit procedures for a global financial institution.

In addition, Mr. Percoco has managed a team of security consultants in the enterprise wide vulnerability assessment and penetration test spanning 20 business units within a large financial conglomerate. While working at a large international consulting company as an internal network architect, Mr. Percoco coordinated over 50 IT departments in the deployment of an internally managed global remote access environment. Mr. Percoco was also the lead advisor in the development a security compliance program for the National Association of REALTORS® (NAR). The NAR is comprised of nearly 1 million members. The REALTOR® Secure Program outlines security best practices for each membership level and defines a process for compliance and certification.

As the head of ATW's forensic practice, Mr. Percoco oversees the day-to-day operations of the investigation team and management of the forensic labs located in Chicago, IL .

Space is limited so secure your spot today by calling (702) 938-3439 or registering online at www.shift4.com/security_summit.cfm.