

# CASE STUDY

## Stored Value Gift Cards

### Mall owner enhances platform to guard against security attacks, boost seasonal performance

GSI solution brings added security and scalability to gift card transactions

#### Overview

This company ("MallOwner" for purposes of this case study) is a significant owner and operator of shopping malls, with more than 300 mall properties in their portfolio. They offer a prepaid VISA-branded gift card for use at any of their mall retailers and anywhere Visa credit cards are accepted. Consumers can buy a gift card online or on location and have it shipped quickly or delivered instantly via an ecard.

#### Business Challenge

MallOwner had been a satisfied GSI web hosting client for a number of years, and up until this point, their enterprise-class platform had adequately addressed their business needs. However, in light of the heightened success of their gift card offering, coupled with the global tightening of credit card security standards, MallOwner and GSI determined a move to a PCI DSS compliant configuration was required. To accommodate the company's increasing scalability and security demands, they decided to re-evaluate the company's existing platform, with the following concerns in mind:

- Because of the growing popularity of seasonal gift cards, MallOwner deemed it important to have additional capacity available to accommodate fluctuating seasonal volume.
- To stimulate customer loyalty, MallOwner wanted a web-based environment that enabled secure, effective communication with all of their tenants and property patrons.
- Based on the high number of web-based, high-security gift card transactions, the company realized its websites were prime targets for hackers and others wishing to deface or penetrate their corporate environment. They needed increased security measures to be implemented to safeguard against such security attacks. PCI DSS compliancy was also of primary concern.
- Because of the constant change of the company's environment due to its number of properties and

related daily transactions, MallOwner needed a change management plan.

MallOwner wanted to continue its positive relationship with GSI, and collaborated with the managed services provider on the opportunity to address their scalability and change management concerns, tighten security of their web content and help them achieve PCI DSS compliancy.

#### Solution

GSI's ServerHeroes® team listened to the client's concerns and responded with a comprehensive solution that:

- Provided the scalability needed to address seasonal spikes in credit card transactions, as well as fluctuating communication requirements from vendors and patrons. This included extended capacity for MallOwner's Microsoft SQL Server Cluster, a dedicated SAN platform managed by GSI, and higher capacity firewalls to handle the hundreds of thousands of sessions that occur hourly during the peak holiday season.
- Increased the security and management levels of their environment to safeguard customers' sensitive data and ensure satisfaction of PCI DSS requirements.
- Enabled additional application protection for both consumers and tenants via GSI's WebProtect managed web application firewall (WAF) infrastructure.
- Provided comprehensive change management solutions to accommodate frequent software modifications leading up to the holiday season.



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### Results

Since implementation of GSI's robust solution, MallOwner has benefited from **tighter security of all web platform use**. Specific results include the following:

- The WebProtect WAF solution from GSI has ensured that **content integrity, as well as transactional integrity**, on the gift card customer service site is fully enabled.
- Implementing GSI's CompliantHost management level and WebProtect WAF solution has ensured swift, **simplified PCI DSS compliance**.
- The **increased scalability and security** further enabled MallOwner to communicate with all of their property tenants and patrons.
- The **implemented change management measures** assure MallOwner that software and data enhancements are applied in a controlled setting, subject to appropriate reviews prior to and after deployment, and tested to guarantee end results are consistent with desired outcomes.



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