

Regis Corporation – Leveraging PCI DSS & LogRhythm to Drive InfoSec Best Practices

REGIS

Customer

Regis Corporation
www.regiscorp.com

Industry

Retail & Services

Employees

65,000

Log Sources Include

- AS/400
- AIX
- Linux
- Windows
- MAC
- Checkpoint
- McAfee
- ePO
- Cisco

Key Impacts

- Automates PCI DSS compliance and reporting
- Security Event Management integrated with Log Management
- Executive-level awareness of technology's impact on the right customer experience
- IT as enabler for delivering exceptional customer service and loyalty programs that drive revenue growth

“ LogRhythm provides a single view into all log and event data. Having meaningful data in one place empowers me to act quickly and precisely with appropriate security measures. ”

Bernie Rominski
IT Security Officer
Regis Corporation

Regis Corporation is the beauty services industry's global leader in beauty salons, hair restoration centers and cosmetology education. Regis Corporation has annual revenues exceeding \$2.5 Billion and engages in the ownership, operation, and franchising of hairstyling and hair care salons throughout the world. This includes the United States, the United Kingdom, Canada and Puerto Rico. Regis Corporation's salons operate primarily under the Regis Salons, MasterCuts, Trade Secret, SmartStyle, Supercuts, Cost Cutters, and Sassoon trade names in malls, department stores, mass merchants, and high-street locations.



Committed to the right customer experience

In the retail and services industry, positive customer experience is paramount. Regis is committed to keeping its customers happy by delivering exceptional products and services and offering world-class loyalty rewards. Regis' IT organization must ensure that the total customer experience is supported by efficient and secure credit card transactions as well as reliable access to loyalty program data.

Ensuring PCI Compliance and Strengthening IT Security

The IT organization must ensure that Regis is in compliance with the Payment Card Industry (PCI) Data Security Standard (DSS) requirements for payment account data security. For some organizations, complying with the PCI DSS is merely a burden they need to bear. However, for Bernie Rominski (CISM, CISSP) IT security officer for Regis, it is an enabler. “Protecting customer loyalty and credit card data is essential to ensure a positive customer experience. Embracing PCI DSS as a complement to our IT security best practices enables us to drive organization-wide awareness of the value of our overall IT security program and the impact that it has on the health of our business.” says Rominski.

Millions of logs and audit trails are generated daily from a variety of IT infrastructure components across Regis' global enterprise. This includes AS/400, AIX, Linux, Windows and Mac servers, Cisco and Checkpoint devices, McAfee security and compliance applications, and even business-critical applications such as core HR and financial systems. Attempting to collect, analyze, retain, report and monitor for exceptions in real-time by assessing the log and audit trails, manually or through a home-grown system is a daunting task, if not impossible. Regardless, PCI DSS calls for the centralization, correlation, review, archiving, monitoring and reporting of the logs and audit trails. But simply complying with PCI standards isn't enough, according to Rominski. “PCI compliance is just a snapshot. Assuming that you are safe because you take preventative measures makes you weaker -

you must take action to be a step ahead of those who are constantly looking to exploit holes in your network.”

Securing Executive-level Support

“Simply put, we cut hair. Executive management in the beauty services industry has not traditionally embraced technology. Let’s face it, there’s not a lot technology can do that to deliver a better hair cut” says Rominski. But the higher-level concern about the cost of non-compliance with PCI DSS created an opening. PCI DSS enabled Rominski to engage with executive management at Regis to help them understand how investment in technology would positively impact Regis’ customers and corporate profitability. For example, if a customer has to wait an extra 3-5 minutes to complete a credit card transaction or cannot access their customer loyalty program account while they are at a salon, there is a huge impact on their Regis experience. Similarly, if a customer uses their credit card to pay for a haircut and the system on which that credit card data is stored is compromised, the customer’s perception of Regis could be irreparably damaged. That message resonated with Regis’ executives and led to a commitment to invest in a more comprehensive IT security strategy.

Log and Event Management in One Solution

Regis considered a variety of options when it came to log and event management. Rominski’s staff had experience with a traditional security event management application, but it didn’t provide the completeness of functionality needed for log and event management. They also looked at outsourcing this function, but Rominski pointed out “You

can outsource management of the technology, but you can’t outsource the risk.”

LogRhythm’s ability to provide comprehensive out-of-the-box log collection, analysis, correlation, real-time monitoring and reporting for Regis’ diverse heterogeneous environment was a prime driver in decision to select LogRhythm.

“LogRhythm is part of our systematic approach to security. It is not a checkbox or snapshot. LogRhythm underpins an ongoing operational approach that allows our staff to be experts on our own systems. We understand the user and network behavior and can quickly identify anomalies and take appropriate actions,” said Rominski.

Powerful Tools to Drive a Strong Security Program and Risk Management

“Sitting in front of the console is fascinating even for non-technical people,” stated Rominski. “Our systems are talking to each other in a very detailed way, which was invisible before simply because of our inability to collect and manage all of the log and audit information. LogRhythm not only collects all of this data, it provides realtime data analysis to quickly identify meaningful events and incidents. The security team at Regis found an immediate benefit with the out-of-the-box “canned” alarms provided by the LogRhythm solution. Shortly after deployment, the real-time monitoring and alarming engine escalated an event to our security team empowering them to take action before it impacted our customers. I’m totally confident we made the right choice with LogRhythm.”