

## Loyalty Lab selects nCipher's SecureDB for PCI compliance

### Loyalty Lab 選擇 nCipher 的 SecureDB 以順應 PCI 的要求

**SecureDB database encryption solution maintains the security of Loyalty Lab's customer information in accordance with new PCI requirements**

**SecureDB 這款資料庫加解密的最佳解決方案將維持 Loyalty Lab 在其客戶資訊上的保密安全並符合新的 PCI 要求**

**Cambridge UK — 09 January, 2006**

**劍橋 英國 — 2006 年 1 月 9 日**

nCipher plc (LSE:NCH), a leading provider of cryptographic IT security solutions, today announced that Loyalty Lab, the leader in on-demand retail loyalty and customer management, has migrated to nCipher's SecureDB database encryption solution to ensure compliance with new Payment Card Industry (PCI) requirements. Loyalty Lab uses the SecureDB solution to encrypt all customer information in its databases, assuring retailers and their customers that data is secure.

nCipher 是一間英國的股票上市公司(倫敦證交所代號：NCH)，亦是資訊安全產業中加解密解決方案的領導供應商。nCipher 今天宣布，在世界商界以對零售業者提供定制化的顧客忠誠及客戶管理而知名的 Loyalty Lab，已經將其資料庫移植到 nCipher 的資料庫加解密解決方案－SecureDB 上，以確保其在資料庫的保護上能符合新的 Payment Card Industry (PCI)的要求。

Loyalty Lab allows retailers to use a customer's credit card information as an identification tool for loyalty programs. This capability eliminates the need for issuing loyalty cards, but it also requires additional layers of database security. SecureDB enables Loyalty Lab to restrict access to sensitive information through the use of encryption, which is a central requirement of the new PCI standard.

Loyalty lab 允許零售業者使用客戶的信用卡資訊以做為忠誠計劃的身份認證工具。這樣的做法固然減少了發行忠誠卡(會員卡)的需要，另一方面卻也因此必須要求資料庫具有多重的安全防護。SecureDB 使得 Loyalty Lab 可以透過加解密的機制來對敏感性資料做限制性的存取控管，而這個功能正是新的 PCI 標準裡最核心的要求。

The PCI Data Security Standard was introduced to protect cardholders' credit card account and transaction information. Among the PCI standards are regulations that require encryption of sensitive cardholder data both during transmission and while at rest, for example within a database. Organizations who fail to comply could face fines and restrictions by the credit card associations.

PCI 資料安全標準之所以被提出來的目的，乃是用來保護信用卡持卡人的帳戶及交易資訊。在 PCI 標準裡，羅列了許多規定，其中就持卡人的敏感資料，PCI 要求不論是在傳輸或是閒置時(例如：存放在資料庫裡)，

這些持卡人的敏感資料必須被加密才行。凡未遵從此規定的企業組織有可能被國際信用卡組織罰款及限制發卡或限制其他信用卡相關事項。

"It's imperative that the variety of retailers and merchants we work with know their customer data is safe and the PCI standards communicate this," says Barak Engel, Loyalty Lab's Chief Security Officer.

"nCipher provided us with a simple path to full PCI compliance as the standards evolved; SecureDB was easy to deploy and represented a complete solution in one box."

「讓那些跟我們合作的各種零售商或商家知道他們的客戶資料不僅安全，並且與 PCI 標準相通是必要的。」Loyalty Lab 的安全長 Barak Engel 如是說道。「nCipher 提供給我們一個簡單的方法來全面性地符合 PCI，並能配合該標準的演進而進化；SecureDB 真是非常容易佈署，而且代表了一套完整的解決方案。」

SecureDB is a database encryption solution that includes a unique policy enforcement engine and database analysis tool designed to streamline deployment. SecureDB's column level approach minimizes the performance impact of encryption at this high profile point of attack and provides protection that follows the data. Even if the storage infrastructure is breached, or if the storage media is stolen, sensitive information will remain unintelligible and therefore worthless. By establishing a separation of duties between system administrators and security personnel the risk associated with a single 'super-user' is minimized. Through its auditing capabilities, SecureDB also provides the visibility into the security management tasks and access to the data as required by the PCI data security standard.

SecureDB 是一個資料庫加解密解決方案，它包含了一個獨一的策略執行引擎及設計來能有效的佈署的資料庫分析工具。SecureDB 經由欄位加密的方法，來減少因加密而影響到的效能並提供資料隨時的保護。即使貯存資料的基礎結構被人突破，或是貯存資料的媒體失竊，敏感性資訊仍然保持在不能被解讀的狀態，因此，變得毫無價值可言。由於系統管理員及安全官概念而建立的分責分權機制，單一一個「超級使用者」的存在所造成的風險被減到最小。透過 SecureDB 的稽核追蹤能力，SecureDB 也提供了安全管理工作及對資料存取的可視性，而這亦是 PCI 資料安全標準所要求的。

"As the penalties for non-compliance with the PCI data security standard are being more strictly enforced, a robust way to keep sensitive data secure is now an imperative, not a nice-to-have," says Jeff Montgomery, product manager for data encryption at nCipher. "SecureDB is a versatile platform that allows companies of all sizes to securely and cost-effectively protect their data and comply with the PCI requirements."

「隨著對不遵守 PCI 資料安全標準的罰則被愈來愈嚴格地執行，提昇對敏感資料的安全是勢在必行，而不是可有可無。」nCipher 的資料加密產品經理 Jeff Montgomery 說道。「SecureDB 是一個通用的平台，允許各式各樣的公司以最小的花費來達到保護資料的安全並符合 PCI 的要求。」

## About Loyalty Lab

Loyalty Lab, based in San Francisco, is the leader in on-demand retail loyalty and customer management solutions. Loyalty Lab's flagship Customer Relationship Manager Suite allows retailers to create and manage loyalty programs, email campaigns and promotional offers from a single desktop. Clients include RedEnvelope, 1-800-Flowers.com, Smith & Hawken, Pfaltzgraff and a number of other prominent retailers. For more information, visit [www.loyaltylab.com](http://www.loyaltylab.com).

位於舊金山的Loyalty Lab，以其對零售業者提供定制化的顧客忠誠及客戶管理而知名。Loyalty Lab 的指標性產品，客戶關係管理套件，允許零售商去建立及管理忠誠計劃、電子郵件通知相關活動及促銷等，以上這些，全都可以透過一台桌上型電腦就可達成。Loyalty Lab的客戶包括RedEnvelope, 1-800-Flowers.com, Smith & Hawken, Pfaltzgraff and a number of other prominent retailers. 更多有關Loyalty Lab的資訊，請至 [www.loyaltylab.com](http://www.loyaltylab.com)。

### **About Valyd**

Valyd, Inc. creates and delivers software solutions that secure Enterprise data throughout the data life cycle. Valyd's SecureDB platform protects sensitive 'data at rest' in databases, enabling compliance with key industry and regulatory mandates, such as PCI DSS, California SB 1386/ AB 1950, HIPAA, and Sarbanes-Oxley. The eSign product family secures 'data in motion and in use' through the e-signing of electronic documents and content, and ensures their integrity, enabling Enterprises to safely transition from paper to electronic/ online processes. Valyd's products, used by leading financial services, manufacturing and government organizations, are supplemented by the company's professional services capabilities, including customization, feature/function extensions and business process consulting.

### **About nCipher**

nCipher is a leading provider of cryptographic security, enabling our customers to meet the challenges of verifying identity, protecting data and complying with security regulations. nCipher's solutions provide a unified approach to cryptographic management providing strict access controls and high assurance trusted processing, overcoming traditional issues of scalability, performance and weak platform security. The world's leading organizations work with nCipher to protect security critical systems such as web site infrastructure, online banking and payment processing networks, PKI, web services, databases and digital rights management schemes.

nCipher is the winner of the Microsoft Security Solution of the Year award 2004. The company is listed on the London Stock Exchange (LSE:NCH) and is a member of the FTSE TechMARK index with offices in Cambridge, UK; Boston, Washington, Hamburg and Tokyo. For more information on nCipher, visit [www.ncipher.com](http://www.ncipher.com).

nCipher 是加解密安全的領導品牌，其致力於使其客戶能面對身份驗證、資料保護及是否符合安全法規這些資訊安全上的多重挑戰。nCipher 對密碼管理提供一種統一的方法，該方法提供嚴密的存取控制和高保證可信的處理，克服傳統上可測量性、效能和微弱的平臺安全問題。

世界領先的組織與我們合作以保護安全上的重要系統譬如網站基礎設施、網路銀行業務和付款處理網路，PKI、web 服務、資料庫和數位版權管理機制。

nCipher 是微軟在 2004 安全解決方案所褒獎的優勝者。nCipher 公司是登記在倫敦證券交易所(LSE:NCH) 並且是 FTSE TechMARK 索引的成員而其全球都設有辦公室－英國的劍橋、美國的波士頓、華盛頓、德國的漢堡和日本東京。

nCipher台灣合作夥伴為玉山科技, <http://www.asiapeak.com>