# Lookout for Retailers

Retail organizations must implement security across mobile devices and apps in order to prevent data breaches and protect customer PII.

Industry-Wide Security Challenges

As more retail organizations embrace a cash register-less model in store, allow territory managers more access to corporate data through mobile devices, and enable customers to shop through mobile apps, retail is embracing the post-perimeter world. The primary target of an attack on a retail company is usually customer PII such as credit card numbers and home addresses, but an attacker has a breadth of entry points to potentially exploit.

Real World Use Case for Retailers

A retailer can be compromised in a variety of ways through endpoints like point-of-sale devices, company applications, or in-store kiosks powered by iOS or Android. In 2018 alone, there were over 10 breaches of major retailers that exposed PII ranging from email addresses and phone numbers to passport numbers and credit card information. With a majority of these breaches occurring through company-built mobile apps and points of sale, mobile apps and devices need to be secured in order to protect customer data as well as the integrity and reputation of the retailer's brand.
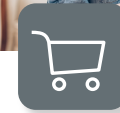
Industry Challenges

1. Significant adoption of mobile from corporate offices to storefront
2. Protecting sensitive customer PII
3. Building apps for customers to shop via mobile

Lookout Critical Capability

Lookout Mobile Endpoint Security allows security administrators to create custom policies around their unique mobile architecture to ensure all possible points of exploitation are covered. From the corporate back offices to the store front, protections on mobile devices can be related to network defense on field employee devices, phishing and application protection on in-store points of sale, or app-based policies for the retailer's mobile application.

Why Lookout?

Lookout Mobile Endpoint Security ensures continuous security and compliance on every device, leveraging a large data set fed by over 170 million devices, and the analysis of over 70 million mobile apps. With the Lookout Security Cloud, it's easy to deploy Lookout and apply security policies across the entire organization for both managed and unmanaged devices. Users receive alerts on malicious apps, network connections, and system anomalies at the OS level in real time; accompanied by simple on-device remediation capabilities.

1