



## SUCCESS STORIES: PIONEER ELECTRONICS USA

How Paymetric helped Pioneer Electronics maximize security, minimize risk and reduce SAP downtime to maintain compliance.

### BOOSTING SUCCESS

When electronics giant, Pioneer Electronics (USA) Inc, was looking for superior ways to secure cardholder data and minimize risk for their online storefront, they turned to their existing partner, Paymetric. Kevin Erlandson, Director of Applications said **“Paymetric offered to help us reduce the cost of PCI compliance while improving security.”**

Maintaining security and avoiding risk are two of the most important components of Pioneer’s online business, making Paymetric’s role a critical one. The goals were threefold: protect customer information, avoid a potential data breach and continue to be PCI compliant. To compound the situation, Pioneer didn’t want the requisite SAP downtime involved in rotating encryption keys, putting them at risk for noncompliance.

Tasked with finding new solutions to mitigate risk for Pioneer as well as their customers, Paymetric was challenged to create new ways to help Pioneer meet today’s heightened security requirements and the ever increasing Payment Card Industry Data Security Standards (PCI DSS), while minimizing SAP downtime.

### AT A GLANCE:

#### COMPANY

Name: Pioneer Electronics Inc.  
Location: Long Beach, CA  
Industry: Consumer Packaged Goods - Mfg.  
Products and Services: Electronics  
Employees: 38,000 Worldwide  
Website: [www.pioneerelectronics.com](http://www.pioneerelectronics.com)  
Implementation Partners: Primesys

#### CHALLENGES AND OPPORTUNITIES

- Need a PCI compliant electronic payment acceptance solution that integrates with Web Store, SAP CRM and SAP SD module
- Mitigate the risk of a data breach, exposing sensitive customer information
- Eliminate SAP down time due to PCI DSS key rotation requirements

#### PAYMETRIC SOLUTIONS

- **XiPay:** Integrated enterprise payment acceptance solution
- **XiSecure On-Demand:** Credit card tokenization solution

#### PAYMENT ACCEPTANCE PROFILE

- Transaction Volume: 7500/month
- Products sold: home and car audio and video products
- Processing Levels: 1 and 2
- Authorization Currencies: USD
- Settlement Currencies: USD
- Card Types: Visa, AMEX, Mastercard
- Gateway: Verisign
- Processor: Chase Paymentech - Salem

#### PAYMENT INTEGRATION POINTS:

- Web Store
- CRM
- SAP SD

- Rapid implementation with minimal capital expenditure
- Build a re-usable foundation for future e-commerce initiatives
- More tightly control access to sensitive customer information

#### OBJECTIVE

Move from an encryption strategy that still leaves cardholder data on-premise, to a more affordable tokenization model that eliminates storage of cardholder data from enterprise systems, in order to mitigate the risk of a data breach, protect sensitive customer information and maintain compliance with the PCI DSS.

#### WHY PAYMETRIC:

- Provides a cutting-edge tokenization solution
- Leading SAP certified partner
- Extensive payment integration, security and processing expertise
- Superior customer service

#### BENEFITS:

- Eliminated time necessary to rotate encryption keys for multiple systems
- Mitigated risk of a potential data security breach
- No risk of falling out of compliance with PCI DSS
- Better control access to sensitive data by internal employees

#### EXISTING ENVIRONMENT:

- SAP ECC 6.0
- SAP CRM
- Paymetric XiPay

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## COMPLEX SITUATIONS. SIMPLE SOLUTION: PAYMETRIC.

Pioneer needed a PCI compliant electronic payment acceptance solution that integrated with their SAP CRM Internet Sales Application and SAP R/3 SD module. With Paymetric's help, Pioneer not only mitigated the risk of a data breach, but also eliminated the cost and time needed to implement the required rotation of encryption keys in multiple systems, without any SAP downtime.

Paymetric provided Pioneer with a more affordable and more secure tokenization solution, **XiSecure On-Demand**. With **XiSecure On-Demand**, sensitive cardholder data is never stored in the enterprise payment acceptance system – offering companies, and customers, the ultimate breach protection, while dramatically reducing the cost and effort to achieve PCI compliance.

According to Erlandson, ***“Paymetric’s solutions enabled us to prevent our customer information from being compromised, and it helped from a maintenance standpoint because of the complications involved with rotating the encryption keys. All of that is now handled by Paymetric – without any SAP outages or downtime.”***

## TOKENIZATION TRANSLATES TO SUCCESS.

With **XiSecure On-Demand**'s tokenization solution in place, Paymetric was able to eliminate storage of cardholder data from Pioneer's enterprise systems altogether. ***“We are now in a better position to more tightly control access to credit card information. Access to credit card info is restricted and all an administrator can see now is the token,”*** said Erlandson. ***“Now, with Paymetric, we have an additional layer of security.”***

## INVALUABLE BONUSES.

Not only was Paymetric able to mitigate risk and protect sensitive customer information by implementing Paymetric's SaaS payment acceptance and tokenization payment processing solutions, they were able to save Pioneer a significant amount of time and money.

***“Overall, I’d say the cost is minimal. We didn’t have to buy hardware. It’s a SaaS model and from that perspective it was very easy for us to get up and running without a huge expenditure that required elaborate justification. It was fairly simple. It was a matter of the risk we were avoiding,”*** Erlandson added.

## THE EPILOGUE

Pioneer Electronics USA is now better poised to tightly control access to customers' credit card information, significantly improving their PCI compliance requirements and saving manpower and money. After the successful deployment of **XiSecure On-Demand**, the company has a newfound peace of mind, knowing that Paymetric's solutions have them running more securely and more efficiently. All of which allows the company to focus on doing what they do best – developing quality consumer entertainment products, while leaving the risk to Paymetric.

SECURE ENTERPRISE PAYMENT ACCEPTANCE SOLUTIONS

paymetric

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