

• RETAIL · RETAIL, ECOMMERCE AND MARKETPLACES.

## Protect your customer from the cart to the back office.

Retailers run distributed POS, PCI-scope payment pipelines, peak-season temp vendors and data on millions of customers. Identity Rules delivers cross-stack visibility without slowing sales.

PCI-DSS

GDPR

ISO 27001

**60%**<sup>1</sup>

of breaches start with compromised identity

**45 : 1**<sup>2</sup>

non-human to human identities

**10x**<sup>3</sup>

faster to deploy than traditional IGA

Sources: 1) IDSA 2024. 2) CyberArk 2024. 3) Internal customer pilot data, 2025.

### Typical blind spots in this sector

#### Distributed POS access 01

Shared cashier accounts across shifts, maintenance vendors. Detect anomalous use and accounts coming back to life in branches with no recent activity.

#### PCI scope under control 02

Service accounts in card pipelines, processor and anti-fraud connectors. Full inventory and rotation monitoring.

#### Peak-season vendors 03

Marketplace sellers, marketing agencies, logistics integrators – temporary access that tends to linger. Visibility and tracked expiration.

#### Customer and loyalty data 04

CRM, loyalty platforms, AI recommendation engines. Detect bulk access to customer information and who's querying what.

## • OUTCOMES

### What improves with Identity Rules



#### Less insider fraud

Detect POS and back-office account abuse before it escalates.



#### Painless PCI audits

Continuous PCI-scope access-control evidence ready for the auditor.



#### Vendors under control

Temporary access with real expiration – no Black Friday surprises.

## • WHY IDENTITY RULES

01

#### Speed to Value

Up to 10x faster to deploy. No long IGA projects, no months of integration, no new infrastructure stack.

02

#### Lower Cost & Complexity

Cuts TCO by avoiding the operational overhead of traditional IGA. Same engine for SaaS or on-prem.

03

#### AI-Driven Identity Intelligence

Turns identity data into actionable insights. Accelerate detection, investigation and response with a conversational copilot.

04

#### SOC-Ready

Immediate context on identities, accounts and privileges to speed up incident detection and response.

## NHI COVERAGE

# 45 : 1<sup>2</sup>

NHIs already outnumber humans 45 to 1 – and they're where modern attacks start.

#### Service accounts

AD, Linux, DB, applications – who created them and who uses them today.

#### API keys & tokens

Inventory, owner, last used and rotation status.

#### Bots and CI/CD

Pipelines, automations and scripts that hold credentials.

#### Workload identities

IAM roles in AWS/Azure/GCP, Kubernetes service accounts.

#### AI agents

Anthropic, OpenAI and other LLM keys – what they can touch and with which privileges.

#### OAuth applications

Third-party apps with delegated access to your tenants.

## READY TO DIG DEEPER

### Book your Identity Risk Assessment

[idrules.ai/en/industries/retail](https://idrules.ai/en/industries/retail)

**Guillermo Cataneo**

Founder & CEO

[guillermo@idrules.ai](mailto:guillermo@idrules.ai)

[linkedin.com/company/identityrules](https://linkedin.com/company/identityrules)