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PROJECT Lead-generation white paper
OBJECTIVE Create a useful guide to attract prospects and send to customers.

COPY EXCERPT

Preparing for Your First PCI QSA Assessment 7 Steps to Uncomplicated Compliance



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Why PCI compliance is a problem for many companies

For many businesses, the biggest drawback (and headache) of accepting credit card payments, by far, is having to comply with the Payment Card Industry Data Security Standard (PCI DSS). As mentioned, credit card companies and their account acquirers (merchant banks and payment processors) require their contracted merchants and service providers comply with the PCI DSS.

Many companies fail to meet this requirement. In their 2017 Payment Security Report study, Verizon found that only 55.4% of companies assessed were fully compliant with the PCI DSS in 2016. And while that figure represents both a 7% increase in the overall market over 2015 and a continued upward trend, it is skewed by outperformance in the IT and financial services sectors. In retail, only 50% of businesses are fully compliant. In the hospitality sector, that figure drops to 42.9%.

Companies' number one PCI compliance mistake

The number one reason so many companies fail to achieve PCI compliance is lack of preparation. They simply do not put enough time and effort into achieving compliance before a QSA arrives at their door.

Failure to adequately prepare for a QSA assessment usually results from a lack of understanding of the PCI DSS, both at the C-level and the operational level. All too often, CIOs and CISOs don't fully comprehend their contractual obligations for PCI compliance. Nor do they understand what's required to achieve that compliance in terms of time and resources. Often, they're unaware of the need to budget for an annual assessment, so they're taken aback when presented with the costs.

"Two things set apart John Cole from other white paper writers: 1) His information-gathering and production methodology ensures that you get exactly what you expect, and 2) He understands that the white paper must be supported by additional pieces, such as blog posts, case studies, quick guides, etc.--and he will work with you to develop these items according to your objectives."

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