

LOYALTY AND PAYMENTS

Loyalty provider Points secures peace of mind with DataStealth

A trusted partner to close to 60 of the world largest loyalty programs relies on DataStealth to protect the credit card data flowing through its Loyalty Commerce Platform.

SECTOR LOYALTY AND PAYMENTS

CAPABILITY PAYMENT TOKENIZATION

TENURE FIVE YEARS IN PRODUCTION



01 · THE BUSINESS OF LOYALTY

Points is in the business of loyalty

A trusted partner to close to 60 of the world largest loyalty programs, Points provides best in class loyalty solutions that help their partners increase member engagement and generate revenue growth for their programs. When loyalty is your business, supporting over 1 billion loyalty member accounts and processing over 92 billion transactions annually across six continents and in over 50 different currencies, it is imperative to protect customer information, said Alan Owens, Vice President of Information Security and Privacy at Points.

MEMBER ACCOUNTS

1 Billion

on its platform

TRANSACTIONS

92 Billion

points and miles per year

PROGRAM REVENUE

\$1.5 Billion

annual transaction revenue

How would you expect anyone to be loyal to you if you are not treating their personal information and their financial credit card information with all due care and attention, Owens asked. That is why DataStealth is a critical component of the Points security program.

02 · PROTECTING THE INFRASTRUCTURE

How DataStealth protects Points loyalty infrastructure

For Owens, the introduction of DataStealth has ensured that Points is even better equipped to deal with the rapid growth in worldwide threats. For the past five years, it has been using DataStealth, a unique approach to protecting its data.

DataStealth intercepts sensitive data like credit card information before it enters the Points system and replaces it with a token. The credit card information is restored right before it reaches the bank for processing. We never have to handle any credit card information, said Owens. If we do not have the credit card data, we cannot expose the credit card data.

“It is really a blanket around our infrastructure that limits our risk of exposing the data because we do not have it.”

Alan Owens, Points

03 · FROM LEGACY TO STEALTHY

How DataStealth works

DataStealth uses tokenization to identify, remove, and replace credit card information so the actual data never enters the Points system. The technology sits out front on the internet. A user connecting to the Points website goes through the DataStealth infrastructure at the network layer, which recognizes the credit card numbers and provides a token that replaces the original value with something meaningless.

We still need to see the first and last four digits to recognize the card in our systems, noted Owens, but by replacing the other digits, we do not have any actual credit cards in our system at all. It is a really neat approach. The token can then be replaced when needed to restore the actual credit card information at the time a payment is processed.

REAL CARD TO TOKEN

Real card: 4012 8888 8888 1881

Token: 4012 0000 0000 1881

“The data is not there. You cannot steal what we do not have.”

Alan Owens, Points

04 · DEPLOYMENT

Easy to set up and use

It took only a matter of weeks to deploy DataStealth at Points. We just set up some network routing rules, and it was really quite easy and seamless, said Owens. With other tokenization solutions, it can be necessary to integrate existing systems with an API or make changes to existing applications and databases. DataStealth is flexible enough to deploy on physical hardware, virtual machines, or cloud platforms, and at Points, the user experience on the website was never impacted during implementation.

"I had not seen anything like it before."

Alan Owens, Points

05 · AUDIT IMPACT

Saving time on security audits

Given the enormous volume of credit card transactions it handles, Points must comply with annual PCI DSS audits. DataStealth ensures there is no credit card data on Points systems, technically putting them out of scope of the audit. Even reviewing everything anyway, Owens estimates the time spent on audits has been reduced by half. All of our audits are very clean, he said.

DEPLOYMENT TIME

Weeks

network routing rules only

AUDIT EFFORT

Halved

estimated time on PCI audits

USER IMPACT

None

website experience unchanged

06 · THE RELATIONSHIP

The people make the difference

Owens likes the fact that DataStealth is a global company, just like Points. It makes us more agile and able to respond to the needs of partners, he said. They had the technical chops to do this and a really great, innovative solution. The monitoring and alerting service that comes with DataStealth is excellent, notifying Points of any issues immediately, no matter how small. The biggest benefit over the past five years is peace of mind, Owens said.

ABOUT POINTS

Points is a trusted partner to the world leading loyalty programs, building, powering, and growing a network of ways members can use their favourite loyalty currency. Founded in 2000, Points is headquartered in Toronto. points.com

ABOUT DATASTEALTH

DataStealth is revolutionizing how enterprises protect their most important asset: their data. Patented data security products help you discover, classify, and protect what is most important to your business. datastealth.io

Deployment Time: Weeks Audit Effort: Halved User Impact: None

Talk to us about removing payment card data from your environment entirely, with no application changes and no impact on the customer experience.

- Deployed in weeks, not quarters
- Audit effort cut by half
- Zero impact on user experience
- Five years in production

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