Sycurio.

To do

1. Cancel today's meetings

2. Advise legal department

3. Prepare CV

Don't put it off, put it right.

The fallout from a data breach claims many victims.

- **Customers desert in droves**
- **Share prices plummet**
- **Fines and compensation demands add to the financial burden**
- **Brand reputations are ruined**

Is that what it would take for you to wish you had acted?

As the leader in data security and compliance solutions for contact centers, Sycurio can help you avoid this nightmare scenario. Applying our philosophy that **They can't hack what you don't hold**, we use our patented technology to prevent sensitive information from entering your business infrastructure.

You may think ensuring total data security is a task you can put on the back burner. Think again. In our experience, that attitude is only likely to get you burned.

Foresight beats hindsight

Many businesses still treat the issue of data breach prevention as an item on a "to do" list. It's a job that will keep till tomorrow, next week, next month or even next year. Only when a breach occurs do organizations dramatically change their thinking – and by then it's too late.

Research has shown the average cost of a breach is over $4 million[1]. That's a big price to pay for an organization that figured it would get round to the job eventually. Suddenly, instead of telling themselves everything will be all right, companies are left wondering why they waited to act.

Some might cling to the belief that breaches can be repaired. Some might say they've learned their lesson. But in reality the damage is done. Hindsight is a wonderful thing – but foresight is better.

Sycurio.Voice

Sycurio was established to tackle the challenges faced by the contact center industry. Sycurio.Voice, uses our patented payment method and allows customers to enter their payment card numbers directly and discretely into their telephone keypad, instead of reading them out loud to the agent.

The Dual-Tone Multi-Frequency (DTMF) tones are masked and the card numbers are sent straight to the Payment Service Provider (PSP), bypassing the contact center infrastructure. The agent can stay in contact with the customer throughout the call to assist them, which improves customer satisfaction and reduces the number of abandoned calls. This approach takes the entire contact center out of scope from the Payment Card Industry Data Security Standard (PCI DSS).

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Sycurio's technologies automate the capture, separation and transmission of sensitive data such as card and bank payments, health and personal information from the contact center, remote agent, web-service and application and pass it directly to the provider without it entering your business environment. This separation provides your organization with a significant reduction in transaction compliance requirements such as PCI DSS, GDPR, HIPAA and CCPA. It also boosts your organization's customer service and data security capabilities while increasing operational flexibility and cost efficiency.

Innovation and expertise

A key advantage of the Sycurio approach is that the agent can remain on the call throughout the process, but doesn't have access to sensitive information. The data is never held in any part of the business infrastructure, including your call recordings or agent desktops.

This reflects our philosophy that "they can't hack what you don't hold". It also underlines our belief that the pause and resume call recording methods used by some businesses are insufficient to ensure total data security and are merely stop-gap solutions.

Sycurio has achieved the leading security and payment certifications: ISO 27001:2013, UK Cyber Essentials, PA-DSS certification for its Sycurio.Voice payment solution, PCI DSS Level 1 Service Provider, registered Visa Level 1 Merchant Agent and Mastercard Site Data Protection (SDP) Compliant Registered Service Provider.

Why wait?

The history of data breaches is full of people who were "working on it."

- They were working on it when they were researching the market
- They were working on it when they couldn't make up their minds
- They were working on it when they put payment data protection at the bottom of their "to do" lists again
- And then one day they weren't working on anything any more

So why wait to get breached? Why wait to get burned? Don't put it off. Put it right.

Put it right today

Contact us now at **+1 888-736-2366** or at **nasales@sycurio.com** and we'll show you how we deliver simple, fast, cost-effective PCI DSS compliance and data security for your contact center.

"Our agents have found the system really easy to use and feedback from customers has been very positive. Not only are they happier about being able to remain in contact with agents throughout the entire call – they also truly appreciate the additional level of payment security we've put in place."

IT Director
AO
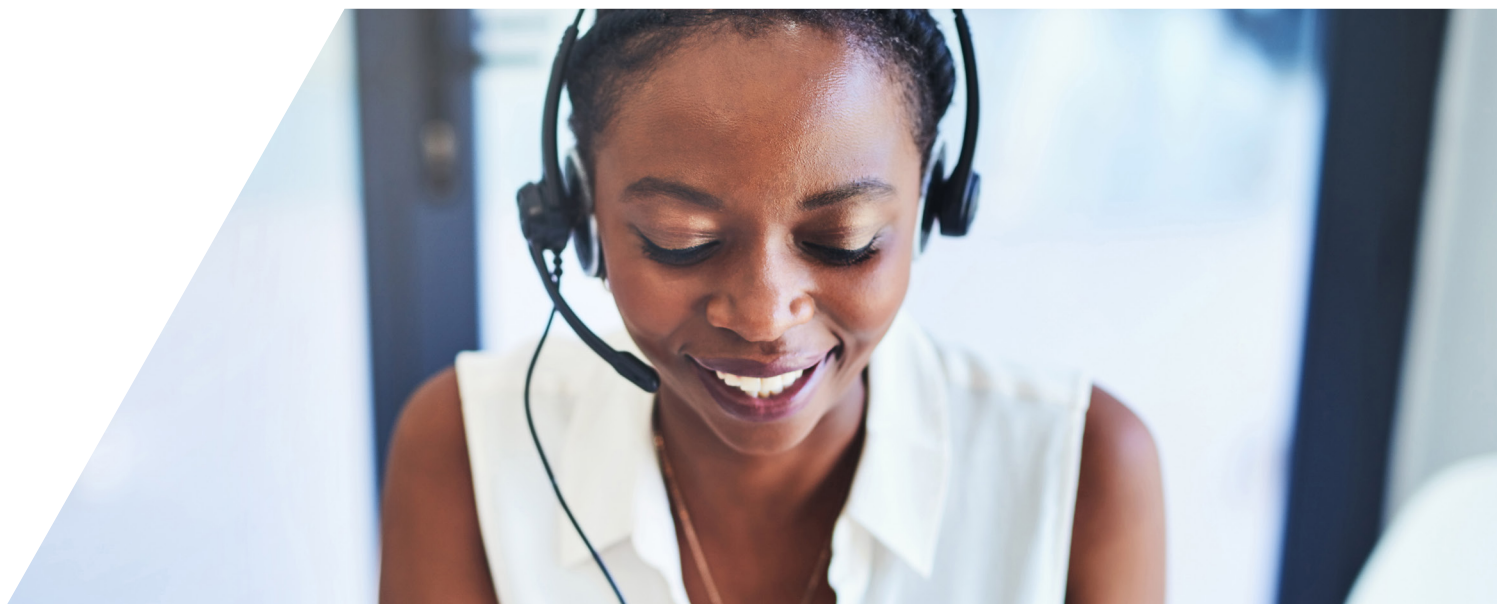
1. IBM Cost of a data breach report 2021