Cloud-Based Vulnerability Scanning
Preempt attacks and protect your online business with McAfee Vulnerability Assessment SaaS

Security Without Compromise
Modern Coin Mart is one of the largest and most respected sources for modern coins and precious metals in the US. The security of its e-commerce storefront, www.ModernCoinMart.com, is outsourced to a web hosting company. Wayne Leiser, ModernCoinMart’s chief technology officer, was looking for the best possible solution to keep their website server and their customers’ data safe and secure. Mr. Leiser tried out the McAfee Vulnerability Assessment SaaS as part of the McAfee SECURE service and never looked back.

In addition to daily scanning, the McAfee SECURE service puts the moderncoinmart.com site through a series of tests remotely to uncover unintentional links to malicious websites, the hidden presence of browser exploit code, and the accidental sharing of customer email data.

“Whenever McAfee SECURE service alerts me to a vulnerability, I immediately notify our web hosting provider so they can fix it right away,” Mr. Leiser said. “They like that we use McAfee SECURE service because it catches vulnerabilities and provides a detailed report for them to act upon.”

These Days, You Can’t Be Too Careful
If your business is like so many these days—your online presence is your business—then you can’t afford to ignore the risks. And those risks are rampant. Even businesses that you would expect to be totally locked down can be vulnerable. Recently, some of the tech industry’s most powerful companies were hit with a series of attacks in which employees’ computers were compromised—and confidential data likely stolen—after using a software developer’s website infected with malware. These breaches could have been avoided if only those companies had taken basic security precautions.

The value of cloud-based vulnerability assessment
In a recent survey of 7,000 websites, the average number of serious vulnerabilities found per website was 79.1 Of course, it’s relatively easy to identify a vulnerability and make repairs after an incident. But the time span between detection and repair can be costly. On average, compromised files due to a data breach—stolen credit card information, for example—cost nearly $200 per record.2 Moreover, the long-term damage to one’s reputation and the effort required to coax spooked consumers back to your website can be even more costly.

A trusted, cloud-based solution: McAfee Vulnerability Assessment SaaS
McAfee® Vulnerability Assessment SaaS provides daily, non-disruptive scans that test for more than 55,000 known vulnerabilities. McAfee provides this Security-as-a-Service (SaaS) remotely, without any need for expensive or complicated hardware or software. We combine daily scanning with continuously updated security data obtained from technology that searches and identifies sites that are knowingly or unwittingly enabling cybercrime. The McAfee Vulnerability Assessment SaaS can defend your company’s external websites, combining a range of complementary security technologies into a single, integrated service that is currently protecting tens of thousands of sites against hackers, data breaches, adware, spyware, pop-ups, browser exploits, and phishing attempts.

What’s more, the McAfee Vulnerability Assessment SaaS provides the foundation for PCI and OWASP compliance. When purchased as part of a comprehensive McAfee SECURE™ service plan, it enables your organization to display the trustmark awarded by the McAfee SECURE website certification service on your website. That trustmark is the gold standard of website security certifications. For your customers, it provides powerful assurance that your site maintains the highest security standards and is safe for transacting business and following through on purchases.

It’s no wonder Gartner rated McAfee a “Strong Positive” when it comes to vulnerability assessment.3

Detect vulnerabilities daily
The McAfee Vulnerability Assessment SaaS tests for vulnerabilities every day and can be accessed manually anytime. With daily insight into the security status of your network perimeter, you can prioritize your IT security projects and prevent data breaches. Even as your network evolves and changes, with Vulnerability Assessment SaaS you can continuously certify your network perimeter security status to widely adopted independent data security standards, including McAfee SECURE, PCI, and OWASP.
Establish a well-defined security path

Forget about thick reports and a lot of useless data you can’t read. Information is provided in an understandable, actionable, and prioritized format so you can remediate risks according to your schedule and risk tolerance.

Know what to do next

McAfee Vulnerability Assessment SaaS eliminates confusion with fewer false positives and comprehensive technical support from certified data-security professionals. So, you’ll know exactly what to address first, and have expert assistance should you need it.

The Importance of Being SECURE

Keeping hackers at bay with the Vulnerability Assessment SaaS is essential, but it’s only the beginning. Your security posture can really gain in scope and stature when you leverage the McAfee SECURE website certification service. McAfee SECURE technology offers a multi-layered approach that delivers value on multiple fronts.

- Increased Customer Confidence—When your site displays the McAfee SECURE trustmark, visitors know instantly that you are serious about protecting your site, and your customers’ best interests. In fact, the trustmark has been shown to increase confidence in 87% of shoppers.  
- PCI Compliance Certification—Get everything you need to achieve PCI compliance and easily report your certification to banks, service providers, and credit-card companies. As part of the McAfee SECURE website certification service, you get this PCI compliance certification at no additional cost. Automated quarterly scans, self-assessment questionnaire, and support are all included.
- Increased Search Visibility—McAfee SECURE-certified merchants enjoy additional exposure on major search engines like Google, Yahoo!, Microsoft, and 19 others. That’s because sites that use the McAfee SECURE service are highlighted in the search results of the huge community of McAfee® SiteAdvisor® software users. This award-winning, free consumer software plug-in displays the trustmark and other safety rating information next to a site with McAfee SECURE services so your website can really stand out in the crowd.
- The McAfee SECURE Certified Merchant Directory—Websites that display the McAfee SECURE trustmark can also be featured in the McAfee SECURE Certified Merchant Directory, a service that helps subscribing online businesses promote their websites to security-conscious shoppers.

In addition, McAfee can help you help your business at the highest levels with products and services that deliver end-to-end security for everything from backend systems and web applications to PCs and mobile devices.

Take the proven path to website security

McAfee SECURE service offers an affordable, easy-to-use solution for identifying vulnerabilities and preempting attacks while providing the foundation for PCI compliance. Moreover, it can reassure your online customers, establish trust, and build their confidence to buy. To learn more, visit the McAfee SECURE website www.mcafee.com/secure.

Key Advantages

- Provides daily scans for website and network perimeter vulnerabilities.
- Prioritizes security risks and helps you preempt dangerous attacks.
- Cloud-based, so there’s no hardware or software to install or maintain.
- Offers a level of protection that instills confidence and helps increase sales conversions when combined with the McAfee SECURE trustmark symbol.
- PCI certification service at no additional cost.
- Unlimited technical and compliance support.

2 Ponemon Institute, 2011 Cost of Data Breach Study: United States
3 Gartner MarketScope for Vulnerability Assessment, August 2012
4 As measured by Harris Research in a May 2011 study conducted for McAfee

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