Driving eCommerce across campus while staying compliant
Learning Objectives

1. eCommerce trends in HE
2. Maintaining compliance
3. Tying it all together
eCommerce in HE

#2 Top Priority

$143 billion buying power

50% Growth to $870 Billion During The Pandemic

Smart Lockers

Social Media Influence
Where does the money go?

$33 BILLION was spent on back to school items
*This does not include tuition, fees, room & board, or textbooks

- $1.99 BILLION Collegiate Branded Gear
- $3.41 BILLION shoes
- $3.45 BILLION School Supplies
- $5.31 BILLION Dorm Room Furnishings
- $6.63 BILLION Clothes and Accessories
- $2.99 BILLION Electronics and Computer Related Equipment

$60 Billion
Where does the money go?

$60 Billion

$27 BILLION was spent on non-essential items during the school year.

- $4 BILLION for personal care
- $5 BILLION for clothes and shoes
- $5.5 BILLION for alcohol
- $1 BILLION for snacks and drinks
Where does the money go?

$2.4 BILLION was spent on entertainment:
- $326 MILLION on renting DVDs
- $341 MILLION on video games
- $474 MILLION on music
- $600 MILLION on demand movies
- $56 MILLION on movie theatre tickets

$60 Billion
PCI Data Security Standard

What is it?
- Global standard
- Protect payment data

PCI DSS v4.0
- Next global standard
- New controls

Driven by industry feedback
- 200+ companies
- 6,000+ items
PCI Goals

- Continue to meet security needs
- Promote security and continuous process
- Increase flexibility for organizations
- Enhance validations methods and procedures
Impact on Higher Ed

- Expand MFA • Updated password requirements • **New e-commerce** and phishing requirements
- Clear roles and responsibilities • Added guidance implement and maintain security • More transparency for report reviewers
- Allowance of shared accounts • Targeted risk • Customized approach to implement and validate
- Alignment between reporting and SAQ and info summarized in AOC

Security must evolve
Criminals never sleep
Flexibility supports innovation
Transparency and granularity

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v4.0 Timeline

- **Q1 2022**: Official Release: PCI DSS v4.0 with validation documents
- **Q2 2022**: ISA/QSA training and supporting documents
- **Q1 2023**: 31 March 2024 PCI DSS v3.2.1 retired
- **Q2 2023**: 31 March 2025 Future-dated new requirements become effective

Transition period from PCI DSS v3.2.1 to v4.0

Implementation of future-dated new requirements
eCommerce & PCI Compliance

- Outsourcing to third party
- Are they maintaining compliance & gearing up for v4.0?
- How are they working to prevent malicious code?
- Applying innovations?
- Embrace MFA

Vendor Partner

Support

Relieve PCI burden
eCommerce Opportunities

Vendor Partner

Support

Relieve PCI burden
Storefront differentiators

- Implementation
- Custom Attributes
- Mobile
- URL and Deep Linking
- GL String Posting
- Tax Enhancement Tool
Questions
References

Forbes
- [eCommerce Sales Grew 50% the Pandemic](#)
- [Parcel Pending](#)
- [Online Shopping Trends on College Campuses](#)

Pew Research, “Mobile Fact Sheet”


The Power of Gen Z Influence


E- Campus


Adobe: E-commerce growth slows as stores reopen

- [https://www.axios.com/adobe-e-commerce-growth-sales-covid-retail-2f53a126-b1fb-44db-91f9-5461a4ce58ca.html](https://www.axios.com/adobe-e-commerce-growth-sales-covid-retail-2f53a126-b1fb-44db-91f9-5461a4ce58ca.html)

CIO Drive: Live Nation’s IT Capabilities Scrutinized


PCI DSS Resources Hub

- [https://blog.pcisecuritystandards.org/pci-dss-v4-0-resource-hub](https://blog.pcisecuritystandards.org/pci-dss-v4-0-resource-hub)

OSU School of Music

- [https://music-osu.nbsstore.net/](https://music-osu.nbsstore.net/)

Hope's Boutique

- [https://hopes-boutique-osu.nbsstore.net/](https://hopes-boutique-osu.nbsstore.net/)

North Dakota State University

- [https://northdakotastate-ndus.nbsstore.net/](https://northdakotastate-ndus.nbsstore.net/)

NDSU Libraries

- [GRHC](#)
- [https://grhc-northdakotastate-ndus.nbsstore.net](https://grhc-northdakotastate-ndus.nbsstore.net)

NDSU General Store

- [https://northdakotastate-ndus.nbsstore.net/](https://northdakotastate-ndus.nbsstore.net/)

NDSU Agriculture & University Extension

- [https://agext-northdakotastate-ndus.nbsstore.net/](https://agext-northdakotastate-ndus.nbsstore.net/)