



REVERBERATIONS REVERBERATIONS

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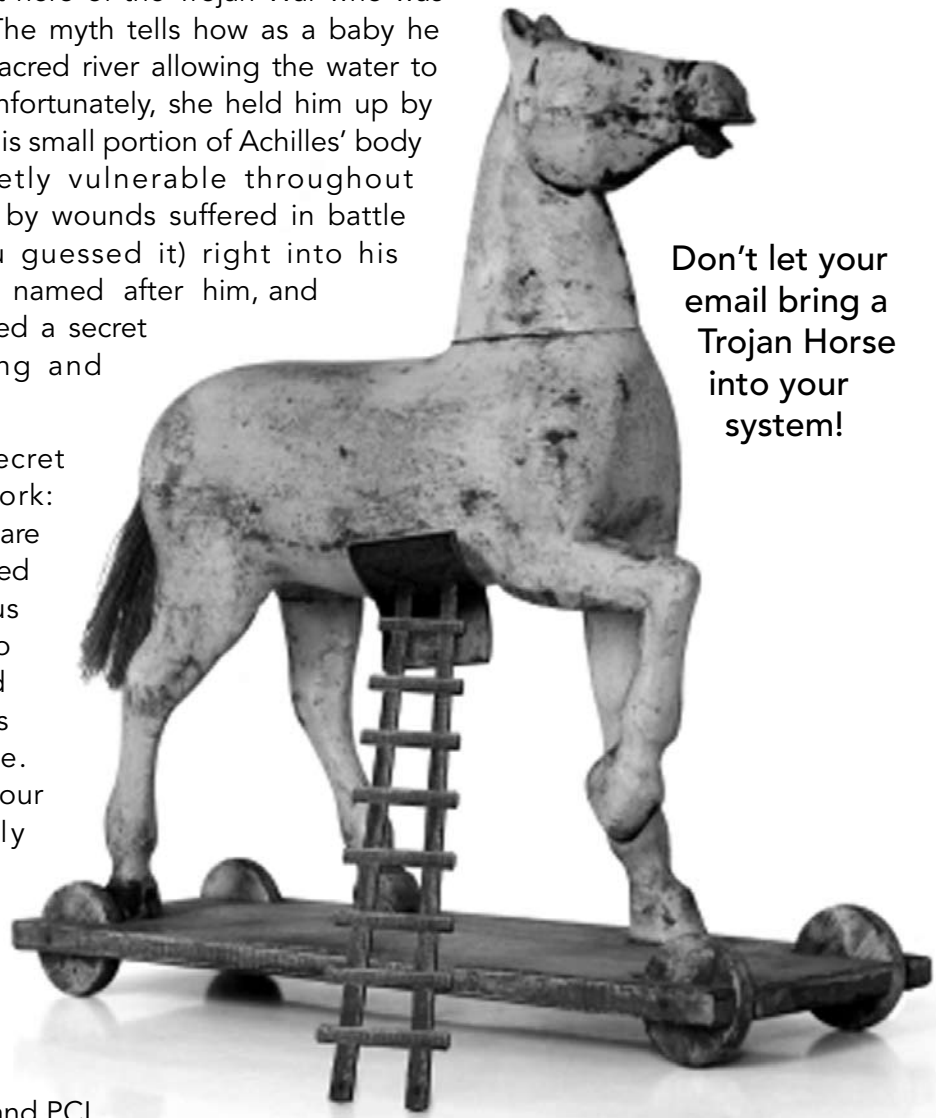
PCI Compliance - “The Digital Dozen” Requirement 5: Use and regularly update anti-virus software or programs

The Achilles Heel of Computer Networks

In Greek mythology, Achilles was the great hero of the Trojan War who was absolutely invulnerable to attack...almost. The myth tells how as a baby he was dipped by his immortal mother in the sacred river allowing the water to provide magical protection over his body. Unfortunately, she held him up by the heel during the dipping process, and so this small portion of Achilles’ body was not immersed and remained secretly vulnerable throughout his life. Alas, Achilles was eventually killed by wounds suffered in battle from a goddess-guided arrow shot (you guessed it) right into his heel. Today, we all have a tendon in our foot named after him, and the “Achilles Heel” metaphor has represented a secret weakness in something otherwise strong and powerful.

PCI DSS requirement 5 exposes the secret vulnerability in a highly protected network: employee e-mail. It states that “Anti-virus software must be used on all systems commonly affected by viruses to protect systems from malicious software.” These AV programs should also be capable of detecting, removing, and protecting against other forms of malicious software, including spyware and adware. Protect your “Achilles Heel”, make sure your anti-virus system is running, regularly updated and generating audit logs. Also, implement sound e-mail policies against opening spam mail or unknown attachments which can conceal malicious code.

Please visit www.echo-inc.com/PCI/ to download your own copy of the PCI Digital Security Standards, useful industry resources and PCI vendors that can assist with compliance. We also invite you to call our corporate Risk Management department at 1-800-262-3246, ext. 7.



Don't let your email bring a Trojan Horse into your system!

The ECHOLink Make-Over

As you may have noticed, some nice improvements have recently been added to the ECHOLink reconciliation reporting tool. We've added a brand new search interface with enhanced functionality, including a calendar date selection tool and grouped filters (e.g., card types) with the ability to select "all" in order to save time. Subtotals now expand or contract to easily locate data needed,

and "drill-downs" are available for transaction details from summarized results.

In addition to the above enhancements, you will continue to have the ability to view the same detailed reports that are currently available in ECHOLink. If you have any questions, please contact our Customer Support department at 800-262-3246, ext. 1.

Displaying Credit Card "Acceptance Marks"

Good Marketing Also Fulfills Important Requirement. The credit card acceptance mark (i.e., logo) is a specific branding logo used by the card associations to alert consumers that the particular credit card is accepted by the merchant. Displaying the Visa®, MasterCard®, Discover® Network and American Express® acceptance marks is an easy way for merchants to market these popular payment options and stimulate sales. The card associations have certain requirements for displaying their acceptance mark and they require merchant account providers like ECHO to provide merchants with their guidelines.

The acceptance marks must always be used unaltered and in full color. A grayscale version is only acceptable when advertising in single color publications or on invoices.

Merchants with a physical location must post acceptance marks at the point-of-sale, and are also encouraged to post decals at the doorway, or on signage outside since this is the most effective way of alerting potential customers that credit cards are accepted.

Interestingly, Internet merchants are more likely to be out of compliance with guidelines, by posting the acceptance mark incorrectly, not at all, or using an incorrect logo. The acceptance mark must appear on the check-out page or other area where the customer selects a method of payment and must be in visual parity with all other acceptance marks. Home page posting is also encouraged to stimulate sales.

For complete information on card association guidelines, and where to obtain decals and downloads, please visit www.echo-inc.com/acceptance_marks.html

Maximize Your ProStore with Webinars from Serrahost and ECHO

Current ProStores users (formerly using Merchant-America) are invited to take advantage of free up-coming webinars (seminars offered via the Internet) which will show you how to maximize your ProStores web store system. As you discontinue using your Merchant-America website, optimize your business by using your

"Serrahost has been a great investment, providing outstanding services and excellent customer support! I would recommend them highly!" notes ProStores user John Mulcahy of Green Tea Labs.

ProStores account and increasing your e-commerce revenues with its rich capabilities.

ECHO and Serrahost have teamed up to provide you with some of the best technology available in this e-commerce store management system.

eMail invitations will soon be sent to all users with the specific dates and times and complete registration information. Also, visit www.serrahost.com/echo and click on the "Maximize ProStores" button for the latest webinar updates.

May 21 May 21 System Maintenance Schedule May 21 May 21

System maintenance is performed on the third Wednesday of every month. This will be between 1:30 a.m. and 5:30 a.m. Pacific Standard Time (PST). If you require additional information, our Customer Support department is open 24 hours daily and can be reached at 800-262-3246, ext. 1.