

# NCI Case Study - Audience View

## PROFILE

AudienceView Ticketing is a Toronto-based company that provides state-of-the-art flexible electronic ticketing services for major events and venues around the world. With operations in North and South America, Europe and Asia, AudienceView is a leader in the electronic ticketing industry, serving clients in leading arenas, racetracks, theaters, colleges and universities, commercial arts organizations, non-profit organizations and professional sports organizations.

AudienceView offers hosted ticketing solutions as well as fully branded ticketing applications that can be tailored to meet specific client needs. Its solutions are provided across traditional and emerging platforms such as mobile devices. On the backend, AudienceView's clients leverage fully integrated customer relationship management tools that track customer data, interactions and preferences.

## SITUATION

A core aspect of AudienceView's business involves digital payments. As AudienceView expands its operation at the global level, it sought to strengthen its security profile by implementing Payment Card Industry (PCI) Security Standards Council requirements, specifically with relation to PCI Data Security Standard (PCI DSS) certification. PCI DSS certification requires businesses to meet twelve rigorous criteria relating to the storage, processing and transmission of customer credit or debit card data. Compliance is required by all major credit card brands to ensure cardholder security.

Seeking an industry-leading partner to help evaluate and improve their existing security stance, AudienceView approached the PCI DSS team at NCI to assist them in maintaining their PCI compliance and ramping up their company's cardholder security features.

NCI has honed more than five years of expertise specifically related to PCI DSS assessment and compliance. The company has been certified by the PCI Security Standards Council as an Authorized Scanning Vendor (PCI ASV), Qualified Security Assessor (PCI QSA) and Payment Application Qualified Security Assessor (PCI PA-QSA). NCI has assisted in securing hundreds of merchants and service providers across Canada, and has garnered a reputation for client-centered service and superior results.



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## SOLUTION

NCI commenced a year and a half long relationship with AudienceView to provide PCI consulting and assessment services to fulfill the company's PCI compliance requirements. NCI and AudienceView designed and implemented a PCI compliance program that incorporated all aspects of PCI compliance and maintenance. NCI evaluated AudienceView's existing transaction environment, located areas of potentially compromised security integrity, and provided guidance and solutions for optimal PCI compliance.

NCI executed a battery of assessments to evaluate potential security threats. The company conducted internal and external penetration tests as required annually for PCI DSS. They also performed a comprehensive threat risk assessment, during which they reviewed security treats and risks associated with AudienceView's business processes and technology environments in credit card processing. NCI further expanded AudienceView's compliance, previously restricted to their North American transactions, to include their UK operations.

NCI provided security application development training to AudienceView's developers, allowing them to independently and continuously ensure compliance in a constantly evolving application market. By providing training in proven methods, NCI empowered AudienceView with the knowledge and resources to contend with the challenges of an ever-changing arena of security threats. NCI also provided AudienceView with continuing QSA assistance on an "as needed" basis, reviewing code changes and devising impact analyses and business contingency plans in advance of all major application launches. QSA assistance was provided via e-mail, phone or in-person consultation to suit AudienceView's needs.

Finally, NCI rounded out their compliance program with AudienceView by performing an annual audit of AudienceView's e-commerce environment to attest to its compliance, resulting in a PCI Report of Compliance (PCI ROC).

## RESULTS

NCI's management of AudienceView's PCI compliance process was a major success. Jason Murray, NCI's Senior Security Consultant notes: "Again, NCI's commitment to its clients is demonstrated by its ability to integrate into the client's business operations and work collaboratively with them. It is only by this method that a comprehensive PCI compliance plan can be devised and properly implemented with minimal business interruptions and costs".

By working with NCI, AudienceView was able to solidify its position as an industry leader in the secure online ticketing market in the most efficient manner. Brian Smith, AudienceView's Director of IT comments: "PCI compliance is the backbone of the e-ticketing industry as our customers depend on us to provide them with an institutionalized, standardized and secured e-commerce environment. Our previous engagements were cumbersome, lengthy and resource intensive. More importantly, our business suffered as the process demanded intermittent interruptions which we simply could not afford."

*"NCI changed all of that by being a true collaborative partner. They took the time to understand our business and provided us with a level of service and flexibility that our previous provider was not able to attain. This collaborative effort translated to a much smoother, shorter and less expensive pathway towards PCI compliance, all the while enabling us to maintain business continuity. We are extremely happy with NCI and the results they generated for us."*

- BRIAN SMITH, AUDIENCEVIEW'S DIRECTOR OF IT



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