



# 2025 NORTH AMERICA COMMUNITY MEETING

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# Trust as Currency:

Monetizing your Payment Security Investment



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# Today's Journey

## The Evolution of Payment Security

- Beyond compliance to competitive advantage
- Today's digital trust landscape

## From Cost Center to Value Generator

- Quantifying security investments
- Building the business case

## Real-World Success Stories

- Case studies and practical examples
- Measurable outcomes

## Building Your Trust Currency Strategy

- Actionable guidance

# The Evolution of Payment Security

## 1990's to the 2000's

Basic Compliance: "I just want to pass my assessment!"

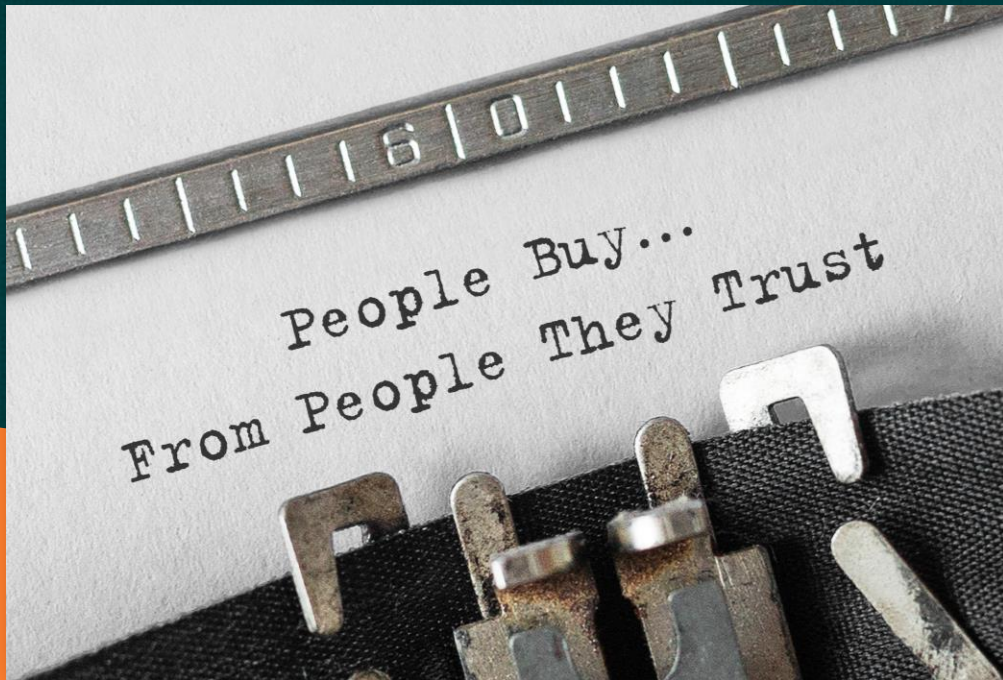
## 2010s to early 2020s

Risk Management: "Breaches are super expensive!"

## 2020s and Beyond

Strategic Advantage: "Customers use us because they trust we are secure!"

# Enhancing Customer Trust and Loyalty



- **Customer perception:** compliance builds confidence
- **Increased engagement:** Customers feel more secure
- **Brand Loyalty:** Attract and retains security-conscious customers.
- **Faster B2B Sales Cycles:** Compliance supports forming business relationships.

# Accelerating Business Growth

## Customer Trust

Building Lasting Customer Confidence

## Business Growth

- Accelerating Market Expansion
- B2B Advantage and Relationships
- Market Differentiation

## Operational Efficiency

- Operational Improvements
- Reduced Fraud
- Cost Savings





# Real World Success Stories

Case Studies and practical examples

# Case Study – Leader in Digital Travel Industry

## Challenge:

A modern cloud transformation with PCI regulated workloads to process accommodations while remaining PCI Compliant.

## Solution:

Creation of a foundation on cloud platform with shared PCI controls that are inherited by applications and services built on the platform

## Results and Business Impact:

- Lowered operational costs by 60%
- Achieved 99% Uptime
- Enable 100M+ Daily API Requests
- Modernized Security
- Enhanced Customer Trust
- Scaled Globally

# Case Study – 3DS Authentication Provider

## Challenge:

Rapid entry to the US Market with a secure and modern 3DS architecture to enable authentications during peak holiday traffic.

## Solution:

Designed referenceable playbooks and runbook that automated the implementation of use cases, security processes, and built native capabilities to address core security topics

## Results and Business Impact:

- Demonstrated how security investment directly enabled business growth
- Certification became a key differentiator in winning new business
- Market expansion led to significant revenue opportunities
- Earned reputation as trusted security provider in a new market



# Building your trust currency strategy

Measuring Security Investment Impact



# Next Steps in Monetizing Security

## Quantifiable Metrics

- Customer Trust Index
- Transaction Volume Growth
- Operational Cost Reduction

## Business Impact Indicators

- Lower Fraud Losses
- Increased Partner Integrations

## Investment Areas

- Security Infrastructure
- Compliance Automation
- Customer Trust Programs

# Building Your Trust Currency Strategy

## Assess & Align

- Evaluate current security posture
- Map security goals to business objectives

## Invest & Implement

- Prioritize high-impact controls
- Deploy automated security solutions

## Measure & Optimize

- Track trust metrics
- Calculate security ROI

## Communicate & Grow

- Showcase security achievements
- Leverage trust for expansion



# Transform Security from Cost to Currency

- Assess your current security posture
- Identify revenue-generating opportunities
- Build your trust-based strategy

**Thank You!**