

1 Problem

What	Problem(s)	Massive data breach at Target
When	Date	Nov. 27 - Dec. 15, 2013
	Different, unusual, unique	US predominantly uses credit cards with magnetic strips
Where	Facility, site	Target stores in US
	Task being performed	Paying for purchases with credit or debit cards

Impact to the Goals

Safety	N/A
Environmental	N/A
Customer Service	Data for 40 million credit and debit card accounts stolen Personal information from as many as 70 million customers compromised
Regulatory	N/A
Economic	\$30 million cost to credit unions
Property/ Equipment	Increased push for equipment upgrades
Labor/ Time	Investigation and recovery needed

Millions Impacted by Data Breach At Target

Between November 27 and December 15, 2013, data for approximately 40 million credit and debit cards was compromised at Target stores in the United States. Additionally, hackers were able to obtain personal information such as names, phone numbers, and email and mailing addresses for up to 70 million customers during the same time period.

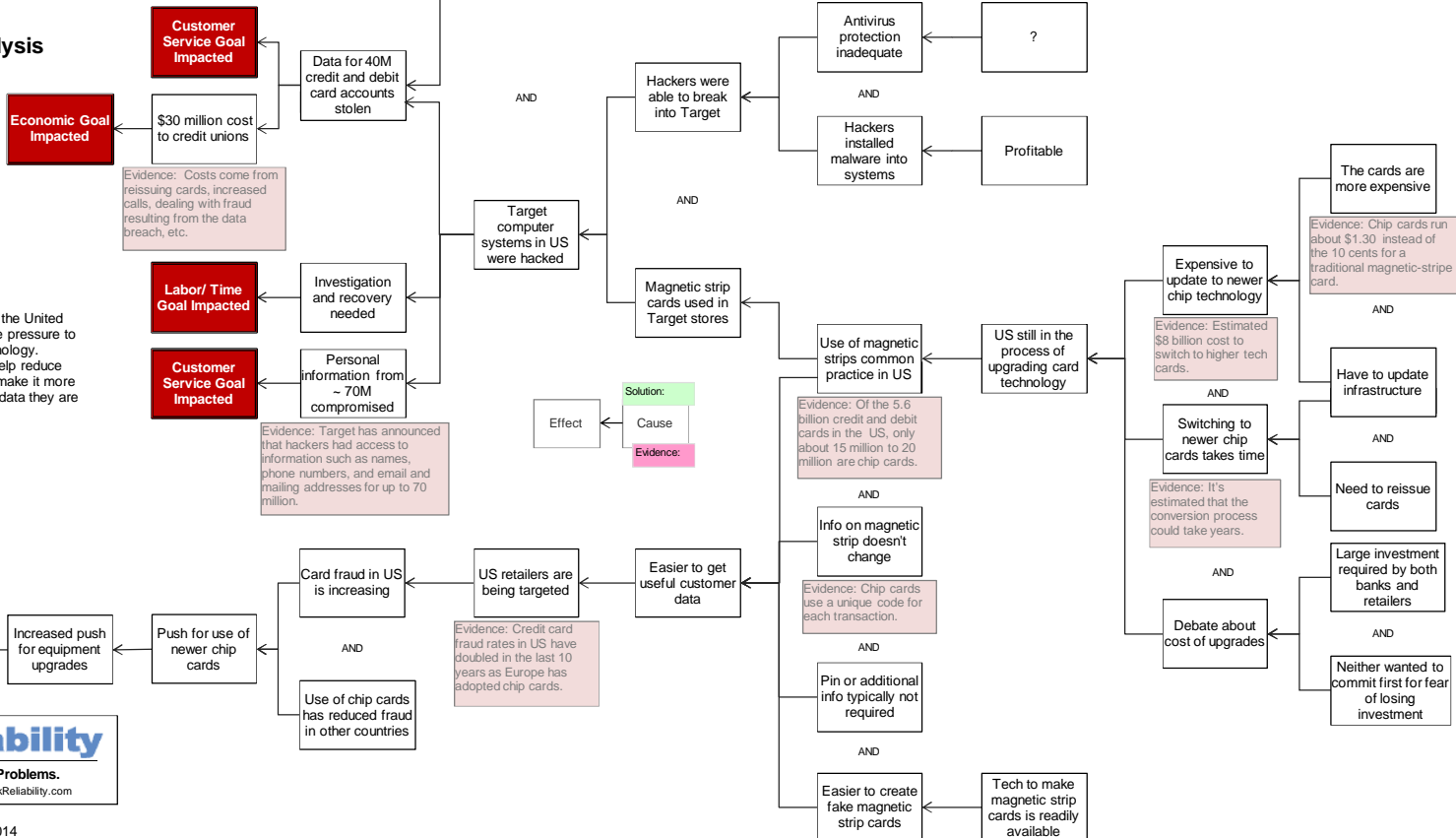
Cause Mapping is a Root Cause Analysis method that captures basic cause-and-effect relationships supported with evidence.

CAUSE MAPPING

Problem Solving • Incident Investigation • Root Cause Analysis

- Step 1 **Problem** - What's the Problem?
- Step 2 **Analysis** - Why did it happen?
- Step 3 **Solutions** - What will be done?

2 Analysis



3 Solutions

Rising credit card fraud rates in the United States have been increasing the pressure to move to newer credit card technology. Switching to chip cards would help reduce credit card fraud because they make it more difficult for criminals to use any data they are able to acquire.

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