

IoT Cybersecurity Alliance

As IoT creates **new opportunity** for businesses, it also introduces **new cyberthreats**.

30B

connected devices
estimated by 2020¹

#1

barrier to customer
adoption of IoT
is security²

Increase in IoT
vulnerability scans

3,198%

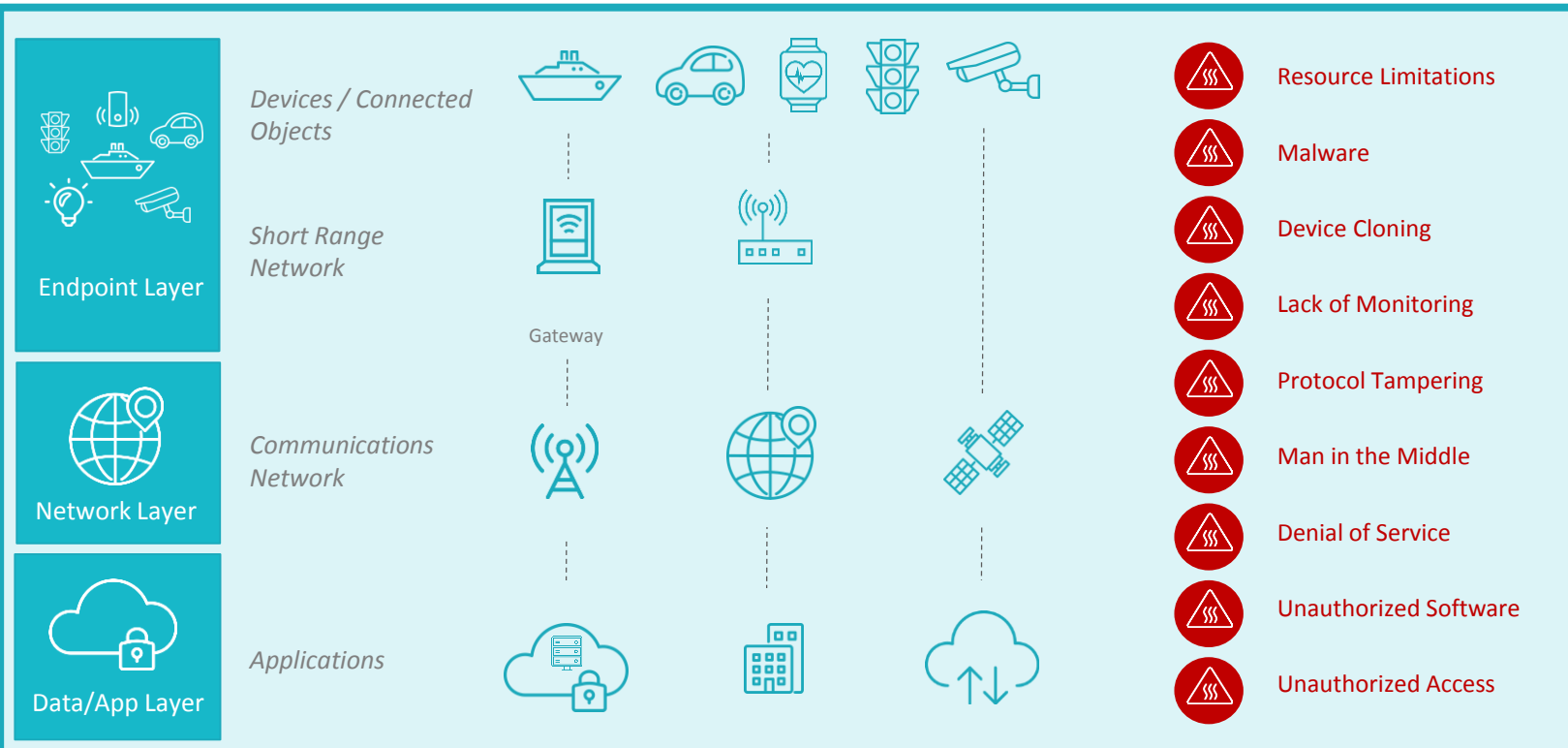
over the past 3 years³

There is a need for a **multi-layered** approach to IoT providing **end-to-end security** to help protect the IoT ecosystem.

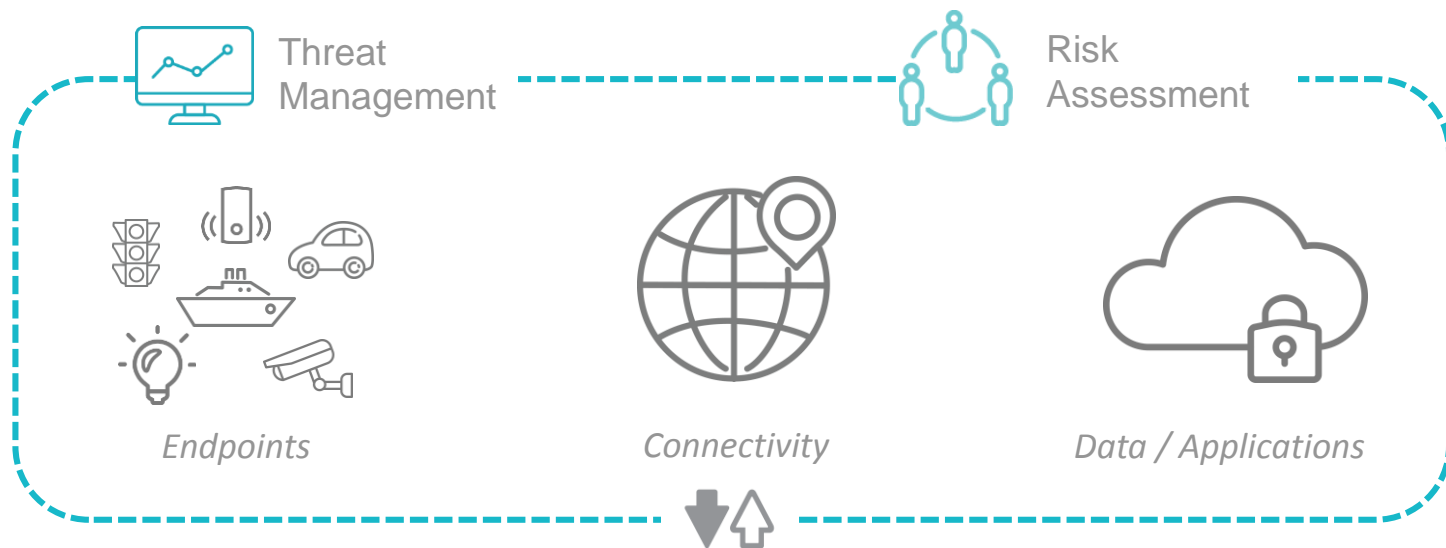
¹IDC, 2017

²IDC, 2015

³AT&T Network Operations Center, 2014-2016



IoT Cybersecurity Framework



There is **no single solution** that will **secure the IoT** at every level and every touch point. The only **sustainable approach** involves a **multi-layer, end-to-end** framework that takes into account **all connected devices**, along with the **applications** they run and the **networks** they use to transmit information.

What is the IoT Cybersecurity Alliance?

The IoT Cybersecurity Alliance brings together industry-leading **cybersecurity and IoT experts** uniquely positioned to help **address the challenges** that exist across the IoT ecosystem.

As the IoT Cybersecurity Alliance, we envision a world where the Internet of Things ceases to be a mystery. A world where all things being connected isn't a source of worry. A world where the IoT ecosystem is protected, and companies have full confidence to embrace IoT. A world where IoT is not only transforming technology, but business itself, and how it's conducted. A world where the IoT ecosystem is highly-secure, sustainable and transparent, integrated into how we live, work and play.



The challenges are complex. Our goals are clear:

- **Demystify IoT Cybersecurity.**
- **Educate on Best Practices.**
- **Collaborate to Solve Real-world IoT Cybersecurity Challenges.**
- **Influence Industry Standards for IoT Cybersecurity.**

To learn more about the IoT Cybersecurity Alliance go to www.iotca.org