Selling Security Solutions in an IoT World

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Security risks have significantly increased with the rise of connected IoT devices. According to an OpenDNS IoT study, *"23 percent of respondents said they have no mitigating controls to prevent unauthorized device access in their company's networks."* Traditional approaches to securing end-point devices will be impractical in the IoT era. More connected devices on the company's network means more security risks, translating to greater opportunities to sell security.

CHALLENGES LEAD TO RISK

IoT is becoming more relevant in everyday business functions particularly within fleet management, retail and manufacturing. Employees at almost every company, though, are bringing IoT devices (wearables, BYOD, etc.) onto the corporate network, creating more vulnerable endpoints.

BIGGEST SECURITY RISKS WITH THE INCREASE OF IOT

- DDoS attacks
- Ransomware
- Data breaches
- Phishing
- IoT Botnets (Thingbots)
- Spyware
- Data influx

BIGGEST CHALLENGES IN IOT SECURITY

- IoT devices lack basic security requirements
- IoT devices have numerous standards and protocols that create security blind spots
- The volume and scale of IoT deployments make it nearly impossible to have visibility into all potential security threats
- Lack of internal responsibility regarding IoT, privacy and security

SOME STATS TO KNOW

Worldwide IoT security spending will increase by 73% until 2019.
- Juniper Research

More than 500K Internet of Things devices will be compromised in 2017.
– Forrester

According to Gartner, there were an estimated 6.4 billion IoT devices in use in 2016 and will grow to over 20 billion connected devices by 2020.

QUESTION YOUR CUSTOMERS

- What's your company's BYOD policy?
- What current security policies do you have in place? What is your current investment strategy in upgrading and enhancing security for your organization?
- How many remote employees do you have?
- Who manages patches and upgrades to your network security environment?
- Is your main source of security an internal hardware system? (i.e., a firewall)
- What is your security vulnerability disclosure policy and handling process?
- Do you have a testing and analysis framework to know where possible vulnerabilities are?
- Pending the industry you're in, do you practice encryption best-practices?
- Pending how you store data, what safeguards are in place to secure and mitigate risk of data exposure when transmitting and receiving?

MAKE REALISTIC SUGGESTIONS

Many connected devices are not built with a security-first approach. Small businesses might currently be reliant on Wi-Fi routers that are lacking current firmware. Traditional hardware security, corporate firewalls, Unified Threat Management (UTM) and routers are good places to start to protect endpoints on the LAN, but are they enough? Ultimately, it's too many endpoints to look after. With more devices coming onto a company's network, too many alerts get past firewalls and routers where eventually your IT team won't have the resources, time and attention to determine what's critical and what's benign.

The future of security is virtualized and managed where alerts can adequately be filtered, identified, and determined to be critical in nature and what requires action. Recommend the following to keep your customers protected:

- UTM solutions that protect both the WAN and LAN
- Network-based security
- Managed Security Solutions (detection and response services)
- Private, Public, Hybrid and multi-cloud security solutions to protect users, data and applications
- Internal network firewall segmentation
- Mobile Device Management
- IoT Device specific security measures: Authentication and Encryption
- DDoS mitigation solutions
- Threat intelligence and analysis

Another route is to suggest a Managed Service Provider that provides both thought leadership and the handling of the entire environment.

PROVIDERS WITH BEST OF BREED SECURITY

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