

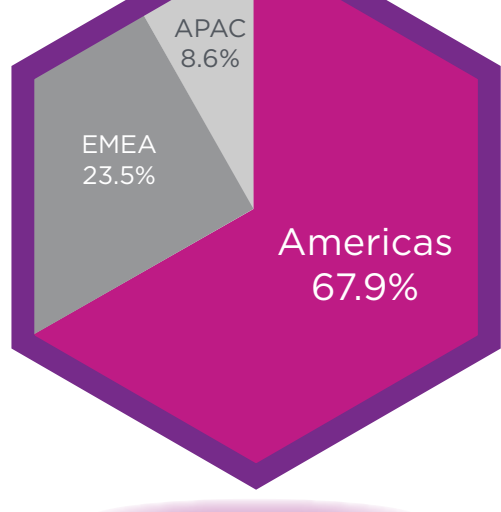


THE STATE OF IoT IAM

THE TRENDS

« IOT CONNECTIONS WILL EXCEED 28 BILLION BY 2026 »

— ABI Research¹



IoT IAM REVENUE SHARE BY REGION

The Americas region is by far the primary market for IoT IAM, and the gap is expected to grow even more over the next few years.²

IoT IAM REVENUE SHARE BY INDUSTRY

Top 3 verticals for IoT IAM adoption²



Most growth expected in the next 5 years

« INTERNET OF THINGS TECHNOLOGIES HAS EMERGED »

AS THE MOST SIGNIFICANT TREND IMPACTING

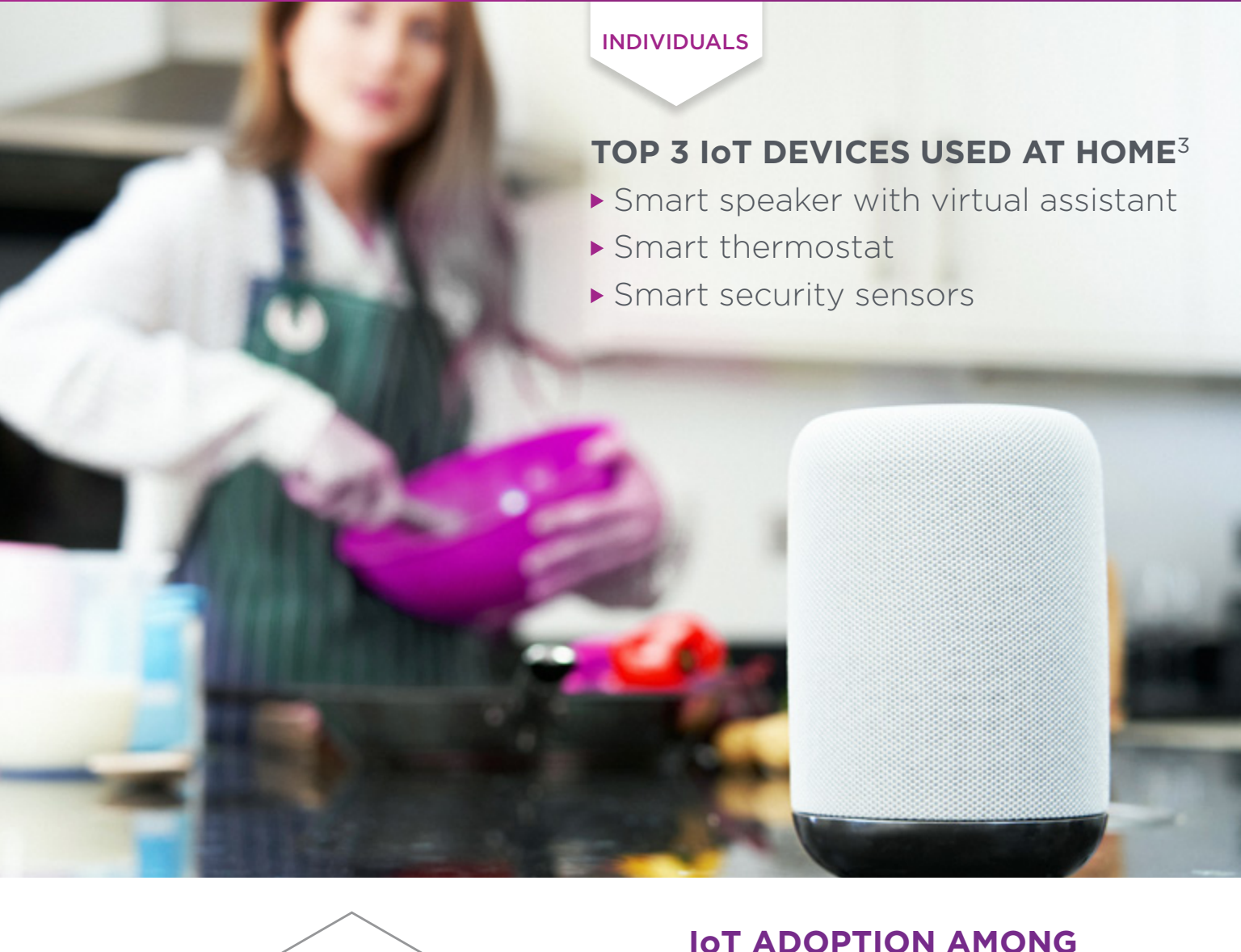
INDIVIDUALS AND BUSINESSES EQUALLY

— Quadrant Knowledge Solutions²

INDIVIDUALS

TOP 3 IoT DEVICES USED AT HOME³

- ▶ Smart speaker with virtual assistant
- ▶ Smart thermostat
- ▶ Smart security sensors



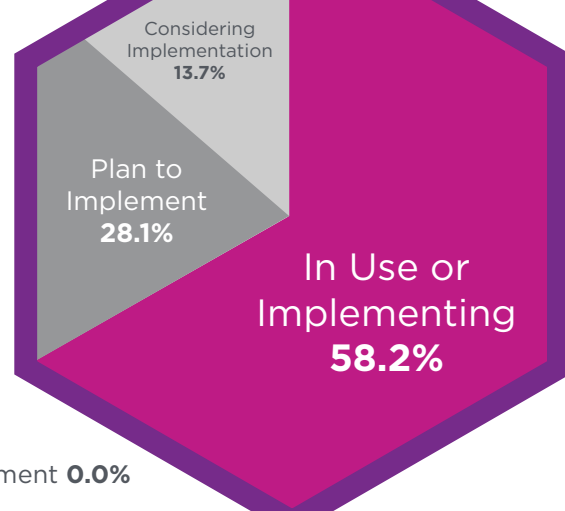
BUSINESSES

TOP 3 SOURCES FOR IoT DATA GATHERING⁴

- ▶ Data center IT equipment
- ▶ Cameras/surveillance equipment
- ▶ Smartphones and end-user devices

IoT ADOPTION AMONG ORGANIZATIONS

More than half of organizations surveyed are already using IoT and the majority of the others have plans to implement IoT solutions.⁴



No Plans to Implement 0.0%

THE RISKS

« THE IOT MARKET LANDSCAPE IS RAPIDLY EVOLVING TO THE POINT WHERE CYBERSECURITY BECOMES A NECESSITY AND NOT AN OPTIONAL FEATURE, WITH SECURE IOT DEVICE AUTHENTICATION BEING A CRUCIAL ASPECT OF IoT SECURITY. »

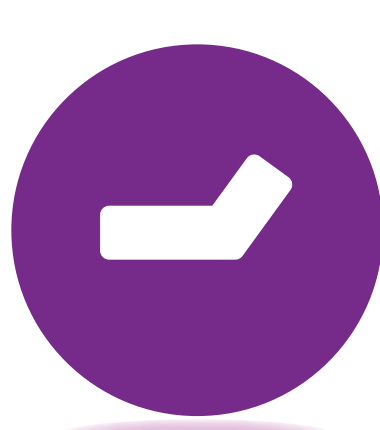
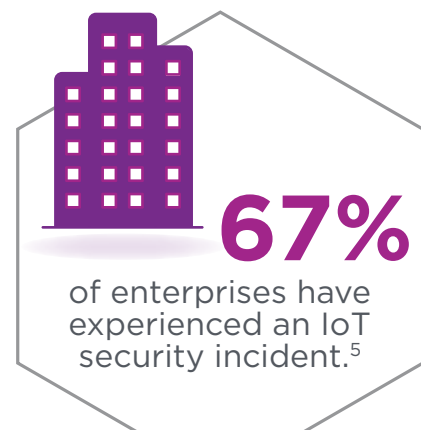
— ABI Research¹

« THE GROWING ADOPTION OF IoT HAS EXPANDED THE ATTACK SURFACE, AND ALMOST EVERY INDUSTRY SECTOR IS

VULNERABLE TO A VARIETY OF CYBERSECURITY ATTACKS

LEVERAGING IoT-BASED BOTNETS. »

— Quadrant Knowledge Solutions²



5 MINUTES
The average amount of time it takes for an IoT device to be attacked once connected to the Internet.⁶

THE SOLUTION

A COMPLETE TRUSTED SOLUTION WILL:

ESTABLISH TRUST

HSMs
ROOT OF TRUST
KEY INJECTION

ISSUE SECURE CREDENTIALS

PKI
ID/AUTH CERTIFICATES
CODE/APPLICATION SIGNING

ENABLE SECURE TRANSACTIONS TO MAINTAIN TRUST OVER TIME

TLS/SSL
ENCRYPTION
AUTHORIZATION

LEARN MORE ABOUT ENTRUST IoT SECURITY SOLUTIONS AT [ENTRUST.COM](https://www.entrust.com)

SOURCES:

- 1 - ABI Research: Device Authentication in IoT, 2020
- 2 - Quadrant Knowledge Solutions SPARK Matrix: IoT IAM, 2020
- 3 - Gartner Inc., Market Trends: Connected Home Adoption in the U.S. and the U.K., 2020
- 4 - 451 Research: Internet of Things: 2020 Organizational Dynamics, 2020
- 5 - Armis: State of Enterprise IT Security in North America: Unmanaged and Secured, 2019
- 6 - NETSCOUT: Threat Intelligence Report, 2019