

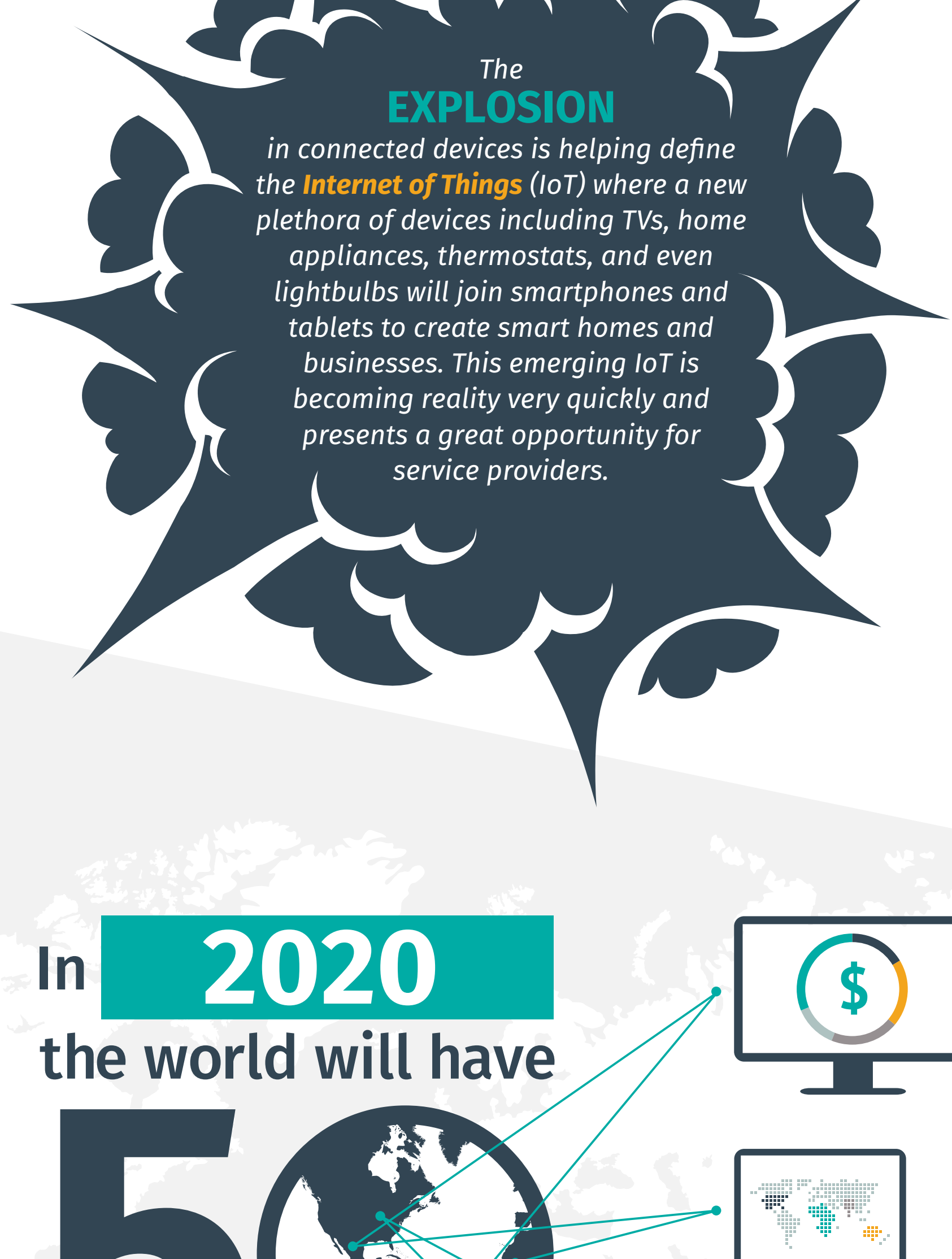


SECURING THE INTERNET OF THINGS

An Exploding Opportunity

Presented by:

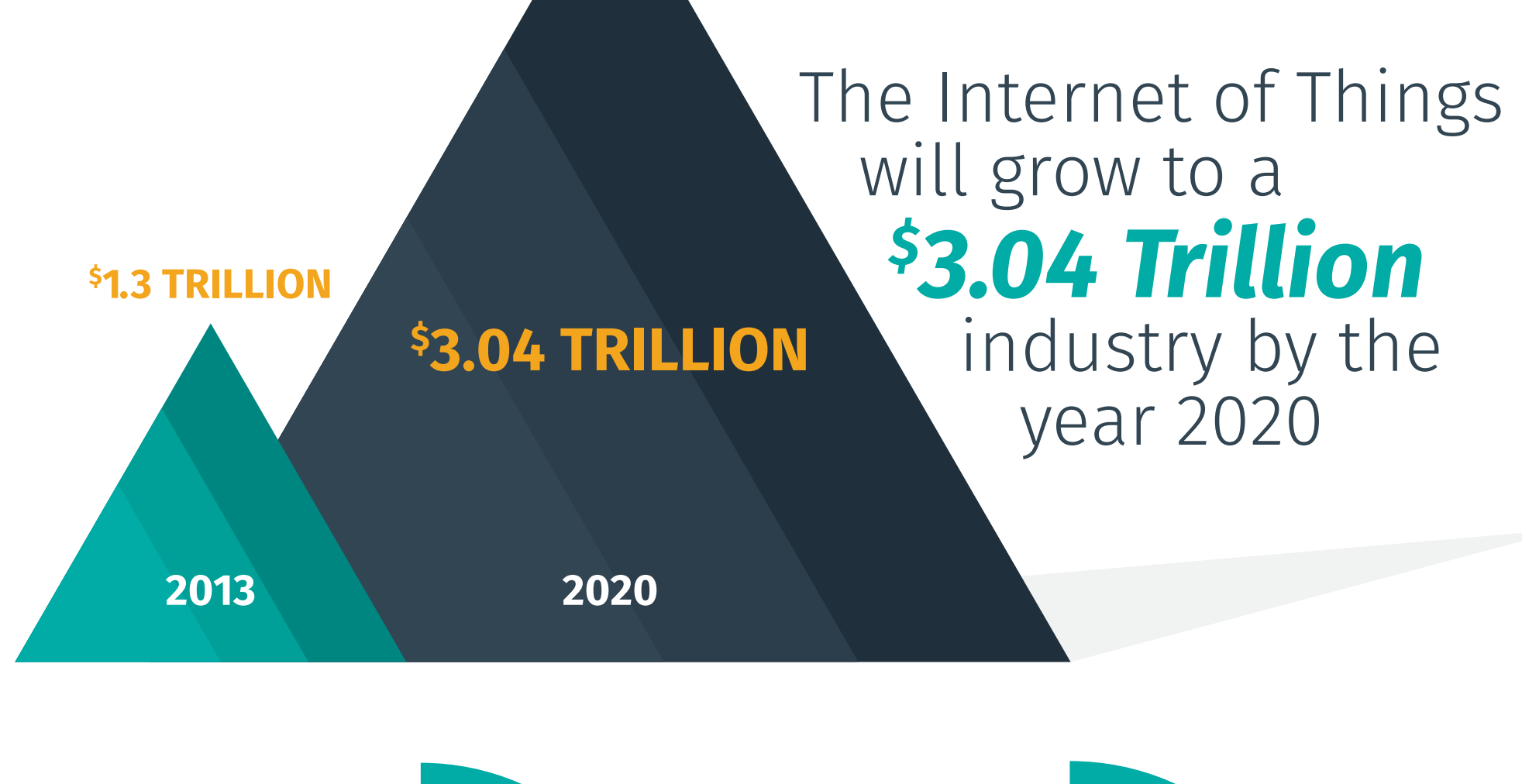
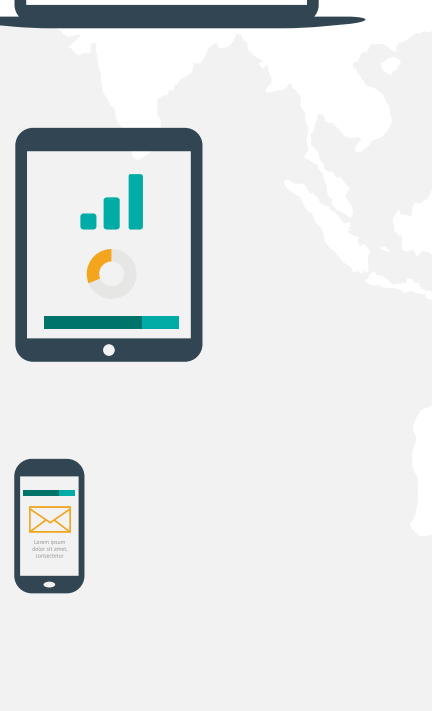
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The EXPLOSION

in connected devices is helping define the **Internet of Things (IoT)** where a new plethora of devices including TVs, home appliances, thermostats, and even lightbulbs will join smartphones and tablets to create smart homes and businesses. This emerging IoT is becoming reality very quickly and presents a great opportunity for service providers.

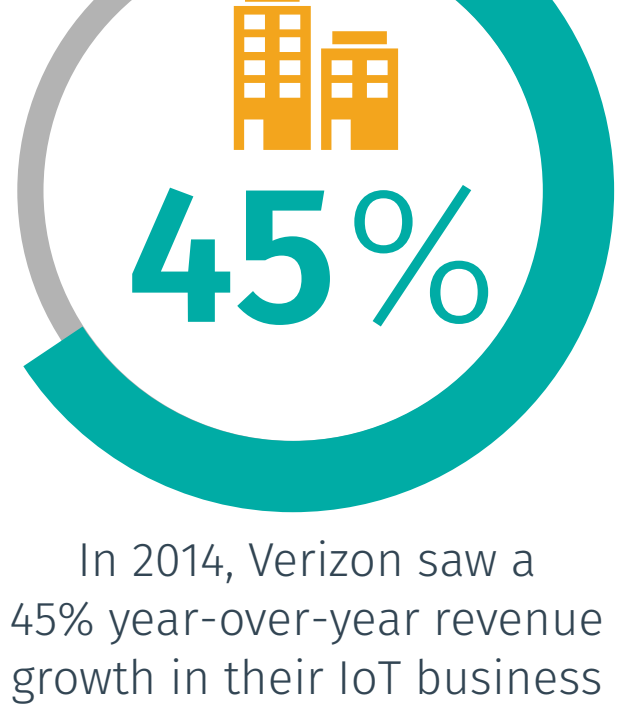
In **2020** the world will have **50 BILLION** CONNECTED DEVICES



The Internet of Things will grow to a **\$3.04 Trillion** industry by the year 2020



By 2025, best-in-class organizations that extensively use IoT technologies in their products and operations will be up to 10% more profitable



In 2014, Verizon saw a 45% year-over-year revenue growth in their IoT business

Wearable technology will **Blast OFF**



The smartwatch market has the potential to generate **\$32.9 BILLION** in revenue by 2020

Unfortunately, **OLD HABITS DIE HARD** and consumers and business customers are ill equipped for the higher security risks of an IoT world, where their device exposure is multiplied exponentially.

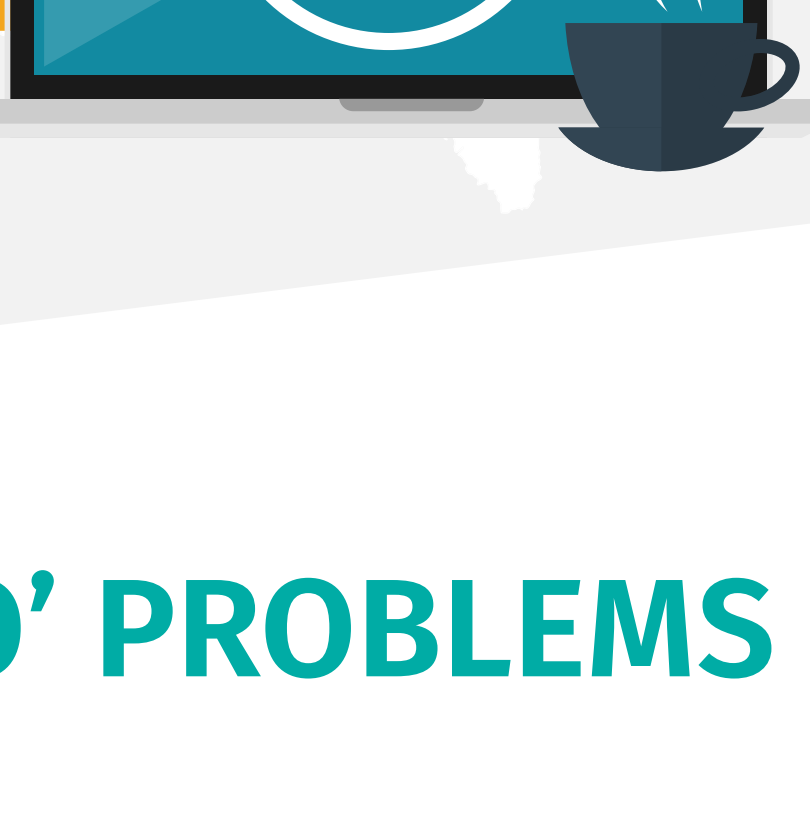
WAKE UP!

Your customers are at risk without knowing it



1/3 of Americans don't change their passwords enough, going one year without updating

More than one-third use public WiFi that doesn't require a password sometimes or even "always"



MO' MALWARE, MO' PROBLEMS



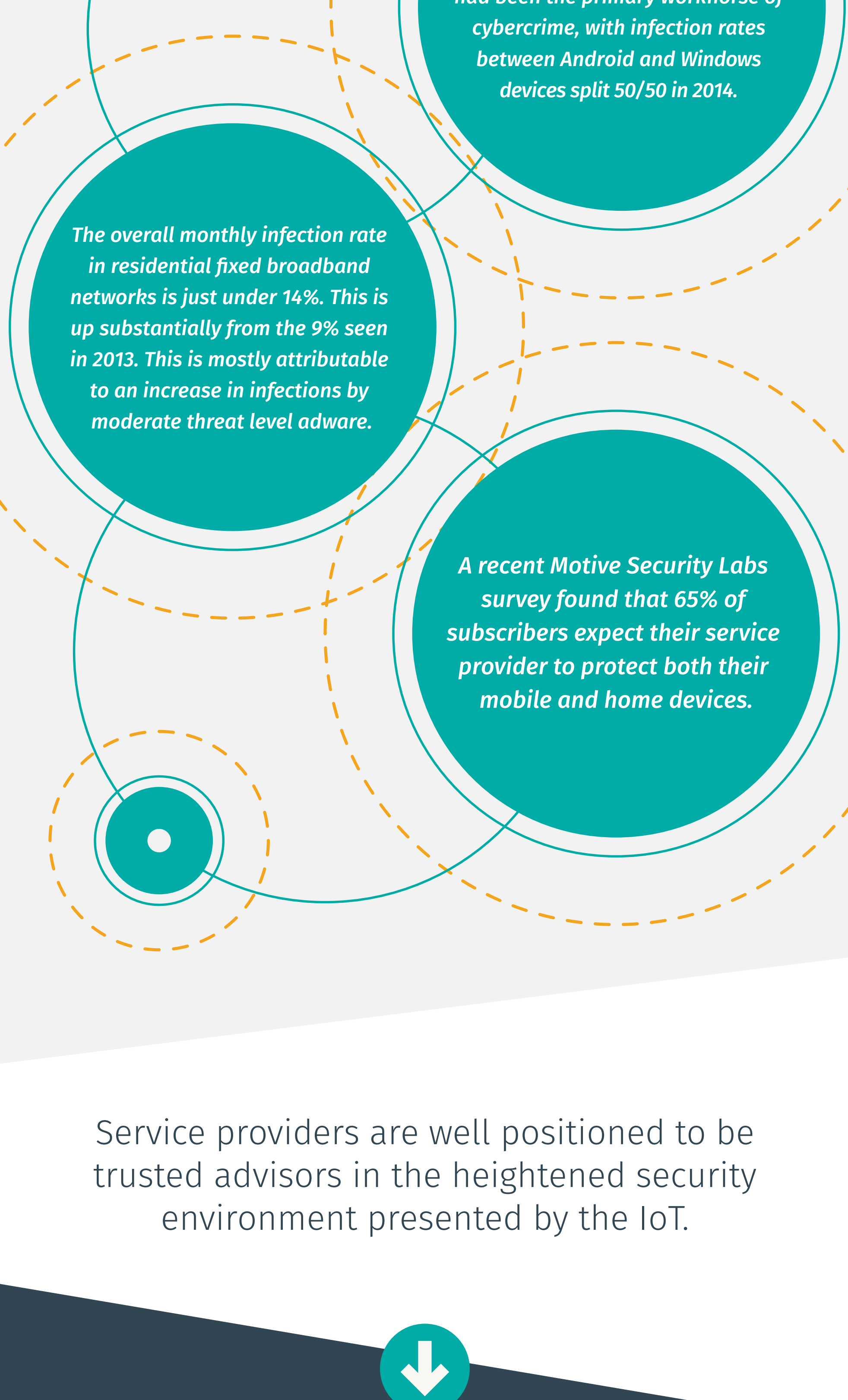
Malware infections in mobile devices increased

25%

in 2014, compared to a 20% increase in 2013.



MOBILE DEVICES AND HOME NETWORKS in the crosshairs



Service providers are well positioned to be trusted advisors in the heightened security environment presented by the IoT.



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Sources

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Allied Market Research: Global Smartwatch Market, January 2015

Verizon- State of the Market: The Internet of Things 2015 - Discover How IoT Is Transforming Business Results

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Alcatel Lucent: Motive Security Labs Malware Report, H2 2014