



CONCANNON BUSINESS CONSULTING

Mobile Security Services

Enterprise Access Points Are Only Growing:

In 2008, there were already more "things" connected to the Internet than people. By 2020, the amount of Internet-connected things will reach 50 billion, with \$19 trillion in profits and cost savings coming from IoT over the next decade.

This Enterprise Investment Produces Return:

Today, 94% of businesses see an ROI from M2M communication.

The Right Security Approach is Critical:

People are already concerned about IoT security. That's why 69% of U.S. consumers think they should own the personal data on all Internet-connected devices they own. However, they are willing to share data from their car with a vehicle manufacturer they trust.



If Security Fails, The Business Pays

The cost of a big data breach is high. A few recent incidents that have made the spotlight resulted in staggering losses to the affected brands -



In December of 2013 Target suffered a massive breach compromising the personal data of up to 70 million shoppers. The company paid \$10 mil in a class action settlement, and 2 years later still reports a \$.55 bil decrease in net income (almost 20%.)



Over 100 million user accounts were affected in the 2011 Sony data breaches, shutting down the PlayStation Network for several weeks and costing the company an estimated \$171 mil in cleanup costs as well as an additional \$15 mil class action settlement.

In 2015, Sony took another hit, this time resulting in an estimated \$35 mil in cleanup costs, wiping out profits from its Sony Pictures division. The loss of reputation is estimated to cost the brand hundreds of millions, perhaps over \$1 bil over the years to come.



2015 saw a pair of Wired magazine hackers remotely access a Jeep via its UConnect entertainment system. They were able to change the vehicle's speed and control the brakes, radio, windshield wipers, transmission and other features. Within a week Fiat Chrysler announced a recall of approx. 1.4 million cars and trucks that could cost in excess of \$100 mil.

HIGH-LEVEL PROCESS

CBC 5 Step Approach – It's Not Just About Tech:



Vectors Evaluated:

- Physical Access
- Personnel
- Processes (Use and Admin)
- All Interface Points
- Data Storage
- Business Logic / Data Use
- Data Movement / Transmission

Key Risk Factors:

- Undesired access to vehicles (safety) and customer information (privacy)
- Use of less secure end points as access into the Enterprise systems
- Undesired use of end points for denial of service or other attacks on user experience

Key Outcomes:

- Clear Plan Forward for Business and Technology
- Clear Understanding of Risks
- Clear Understanding of User Experience Impact

KEEPING TRUST IS SUCCESS

Contact us regarding **securing your business investment in mobility**

Success is driven by

- Experience
- Business insight and
- Ensuring the **user is experience** is maintained

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