#### Securing Our Connected World "Are You Ready"

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#### A Thought Provoking Journey

- A Connected Day
- · Implications and opportunities
- Our Part

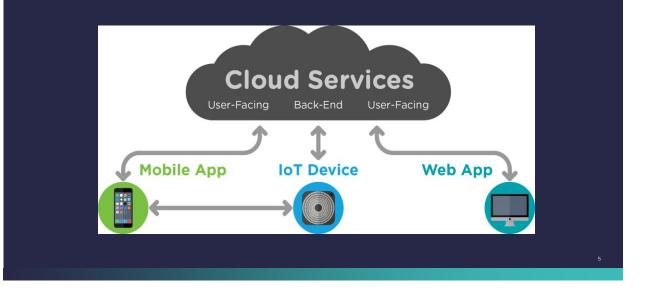


# A Connected Day

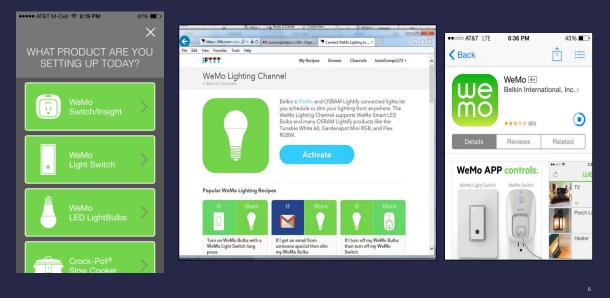
### A Connect World of Many "Smart Things"

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Wall Sockets		Buildings	Sprinkler	Svetome
Cars	Cities		Sphinkler	
Factories	Fit	ness Tracke	ers	Baby Diapers
Motion Senso	nre	5.	Cows	Data Lakes
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Medical Dev	vices			
	Wir	ne Vineyards	Window	Shades

### Typical Architecture for Connected Things



#### Fun with WeMO



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### What Does Your Connected Day Look Like?

- How many applications and connected devices to you use before you leave the house for work?
- How many applications, service providers and cloud do you use in the course of your workday?
- How many social media "connections" do you send, receive or view on a daily basis?



# A Connected Day Scenario

#### How Connected Were We?

- How many sensors where in the daily scenario? 10+
- How many IP were in the daily scenario? 15+
- How many applications were there? 17+
- How many service providers? 20+

Would you change your behavior if every aspect of your life was digitally captured?

# Challenges & Opportunities

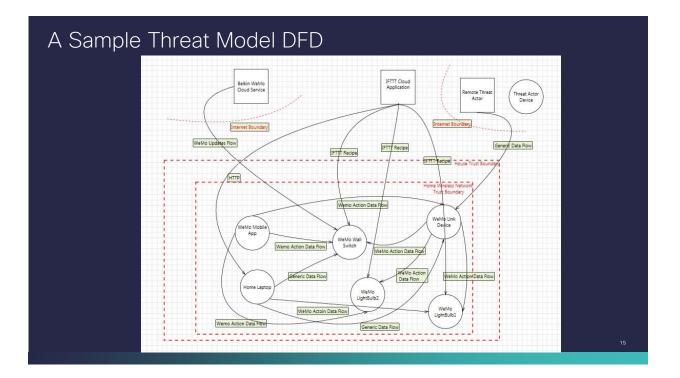
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### What are the Pluses in the Daily Scenario?

- Most efficient use of resources, time, money, and experience.
- Improved health and mental well-being.
- Reduced risk of missing important appointments, meetings, and experiences.
- More data to make informed decisions.
- Less worry about kids you can track them, you can see them they can see you.
- Increased automation (especially decisions) improves overall productivity in life.

#### What are the Major Negatives?

- Loss of privacy and worse, not guarantee of privacy.
- Increased availability and access to personal data may lead to increase of identity theft.
- Proliferation of daily activity data could lead to a much higher incidence of targeted attacks.
- Challenges in tracking, updating, and managing all of your connectedness.
- Loss of "humanness"?



### Common Attack Patterns

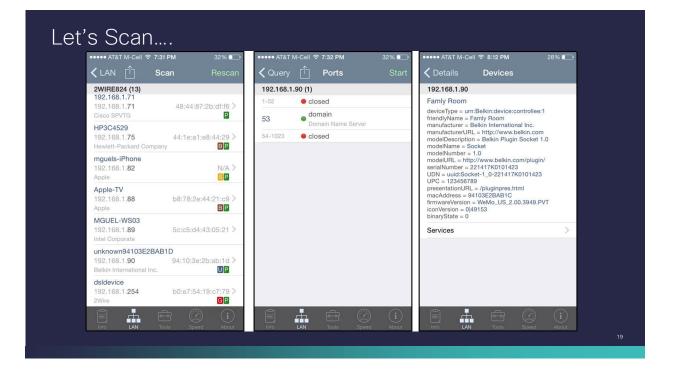
- Endpoints (Sensors, devices, hubs)
  - Web based attacks (command/SQL injection, CSRF)
  - Altered firmware
  - Physical tampering to force report
  - Old /vulnerable firmware
- Communication channels (Zigbee, Bluetooth, WiFI)
- Cloud infrastructure (identity, policies, firmware updates, etc)
- User facing UI controls (AAA)

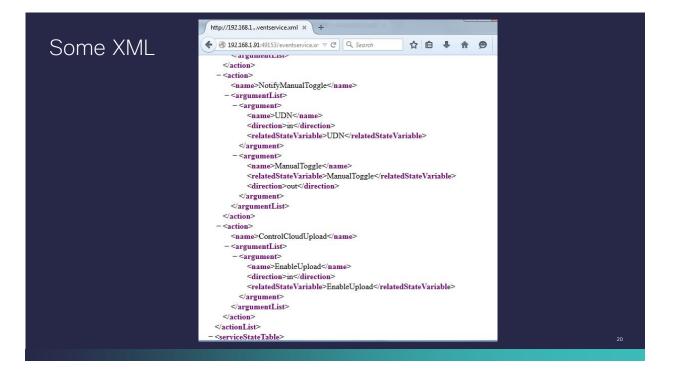
#### Discovery

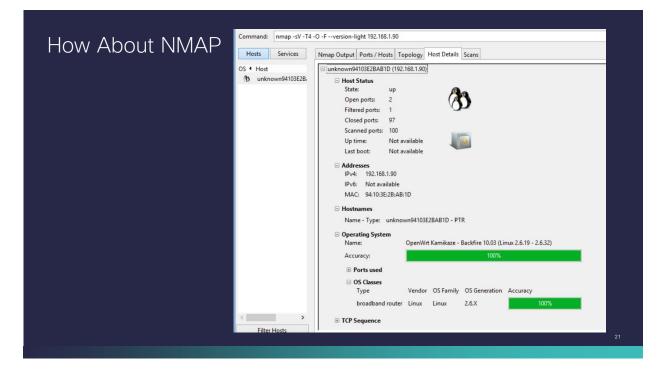
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# Our Part

#### As Individuals We Can...

- Hold vendors accountable for secure products and applications.
- Don't or refuse to use applications that have not default security features.
- Understand privacy laws for your region and that of your close family members. Understand who is capturing your personal data and how is it being used? Is there an opt-in or opt-out model?
- Get educated on current/emerging technologies data science, cloud, Sensors.
- Encourage your kids to pursue STEM careers or at least understand key technologies and implications.

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### As Employees We Can...

- Hold vendors accountable for quality & assurance know who you are partnering with and their quality.
- Develop and adopt standards for application integrity and trustworthiness.
  - Is there a concept of trust anchor or app signature we can apply?
- Develop and adopt standards for IP enabled devices/sensors. Need integrity and trustworthiness as well.
  - They should be secure by default
- Develop and adopt seamless and scalable identity for people, process and things.

#### Call to Action

- Plug in somewhere, either as an individual consumer or as an employee.
- Secure your connected world as best as you can.
- Understand what your children and grandchildren need to learn and be a part of that.
- Educate yourself and then be an advocate for the change that needs to happen.

# Thank you.