SCOTT key message
"elevator pitch"

IoT is the game changer and driver for digitalisation, and SCOTT contributes through:

- **Answer the IoT need for a new and more advanced security paradigm through security classes**

- **Create a Convincing privacy assessment through privacy labelling**

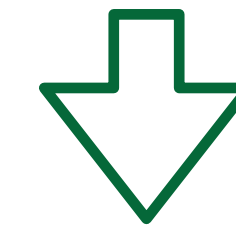- **Establish a clear link between security and safety**
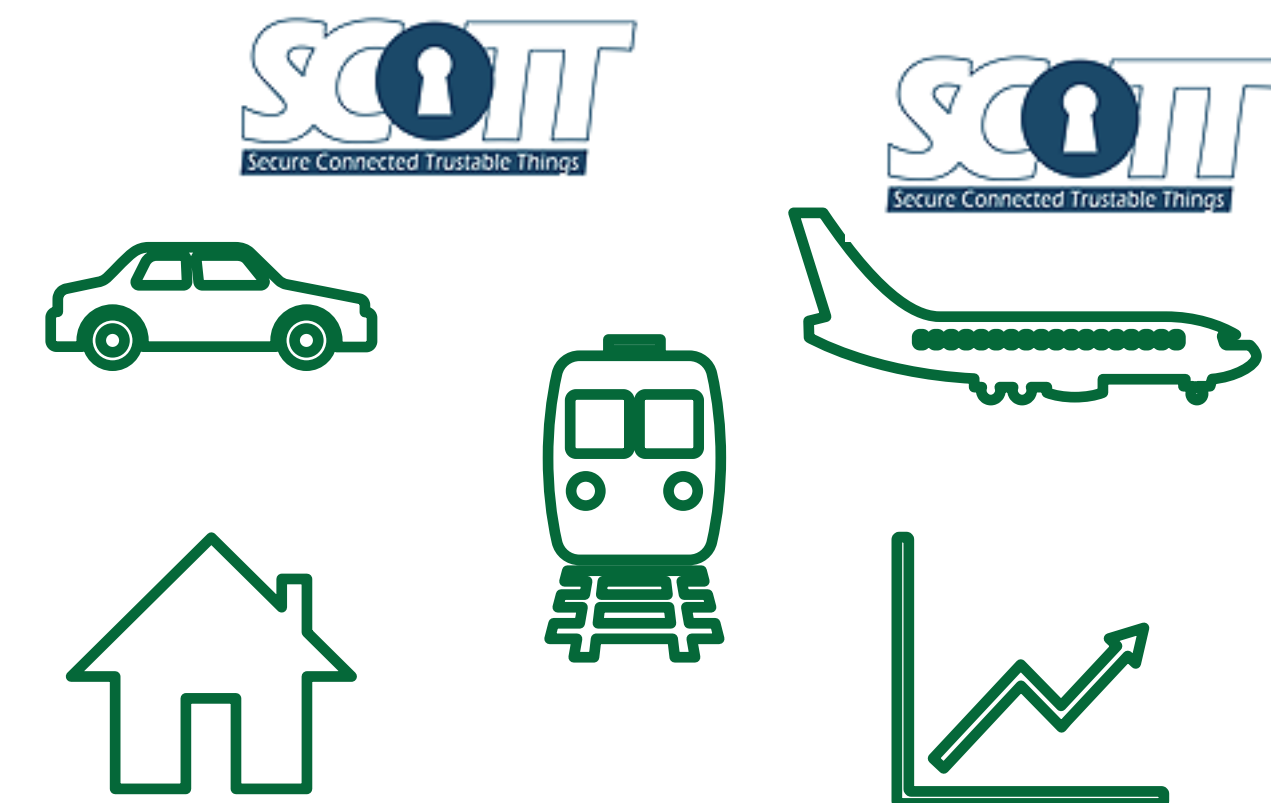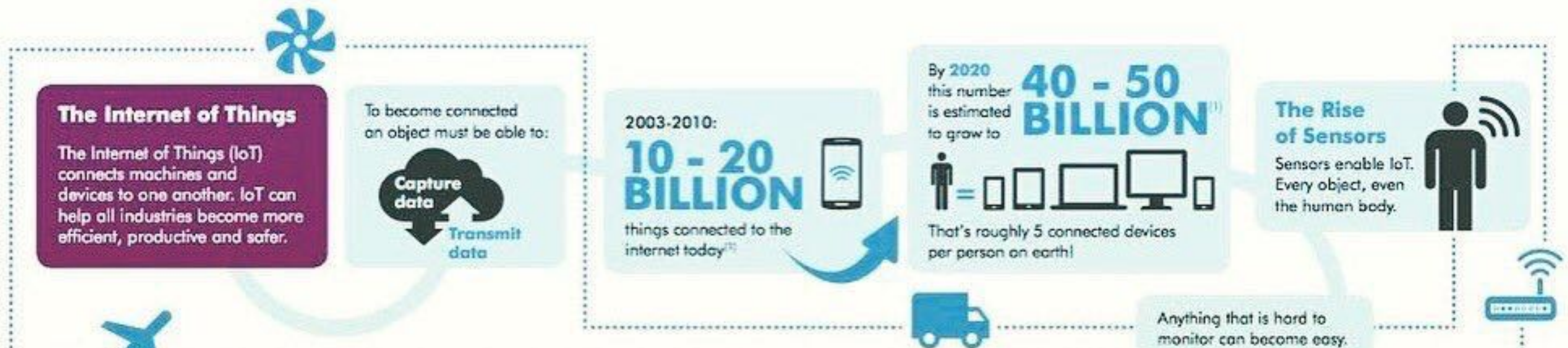
Key IoT concerns (discussion)

Steps

- **Answer the IoT need for a new and more advanced security paradigm**
  - *How to measure security of (complex) IoT systems, how to incorporate security it into designs, how to have a clear (understandable to end-users) security level assessment*
  - *Address cybersecurity through proactive safeguard*
- **Create a Convincing privacy assessment (privacy labelling)**
  - *Privacy labelling – a market opportunity for companies and a response for the consumers need*
  - *What is acceptable to different end users and what is not, how to incorporate it into designs*
  - *Incorporate convenience, dependability and transparency*
  - *How to incorporate trustability in the design (how to increase trust in future IoT solutions)*
- **Establish a clear link between security and safety**
  - *How security influences safety: of people, systems, environment, … IoT needs advance in security (handling/addressing) security – by security classification (how to measure it)*
- **How the architecture enabling the above should look like**

Harmonise

Apply in domains

The Internet of Things

The Internet of Things (IoT) connects machines and devices to one another. IoT can help all industries become more efficient, productive and safer.

To become connected an object must be able to:
Capture data
Transmit data

2003-2010:
10 - 20 BILLION
things connected to the internet today[1]

By 2020 this number is estimated to grow to
40 - 50 BILLION[1]
That's roughly 5 connected devices per person on earth!

The Rise of Sensors
Sensors enable IoT. Every object, even the human body.

Anything that is hard to monitor can become easy.

THE INTERNET OF THINGS
EVOLUTION OR REVOLUTION?

Today's devices have between 6-9 sensors:

AMBIENT LIGHT   ACCELEROMETER   MAGNETOMETER

M7 MOTION COPROCESSOR   AMBIENT SOUND   GYROSCOPIC

PROXIMITY   TEMPERATURE & HUMIDITY   BAROMETER

The opportunities generated by IoT far outweigh the risks

For businesses to fully realize the great potential of IoT, they will need to be prepared for the risks that lie ahead.

The insurance industry is well positioned to help businesses navigate an IoT world.

A New Economic Age
The 2020 annual global economic potential across all sectors is estimated up to
$14.4 TRILLION[3]
That is the current GDP of the European Union!

IoT Risks:
PRIVACY   CYBERSECURITY   LIABILITY

Cost of an Accelerometer
2007 1 Axis:
$7[2]
Today 6 Axis:
$0.5

Cheap sensors are accelerating the growth of IoT.

The decrease in cost of sensors has fuelled the number of connected devices:

Industries currently benefitting from IoT:
AUTOMOTIVE   BANKING   MARINE   PROPERTY   ENERGY   AEROSPACE   HEALTHCARE   MANUFACTURING   FOOD

Safety Driverless cars, worker accident prevention   **Efficiency** Biometric banking, smart TVs & thermostats

Decision Making Data driven insights   **Infrastructure** Risk triggers, electrical networks & predictive maintenance

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Implementation on the fly (email by peter)

- (i) setting up one "landing page" per domain within SCOTT's web presence (i.e. automotive_intro, aero_intro and so on)

- (ii) on this landing pages, explain the three key messages of SCOTT in the context of the domain (e.g. automotive)

- (iii) this three key messages being

  - a) security classes

  - b) privacy labels, and

  - c) safe/secure architecture, design and technologies applied to the wireless connectivity and IoT

- (iv) setup social media handlers, go rather broad than focused (many channels, see discussion in WP29 session yesterday morning), thus including YouTube, Instagram, ResearchGate, Facebook, Google+

- LinkedIn and Twitter

- (v) update these social channels periodically, and with every update include the appropriate link to one (or more) of these landing pages

Harmonise

Establish InfoGraphics

Apply in domains

Key web-page per domain
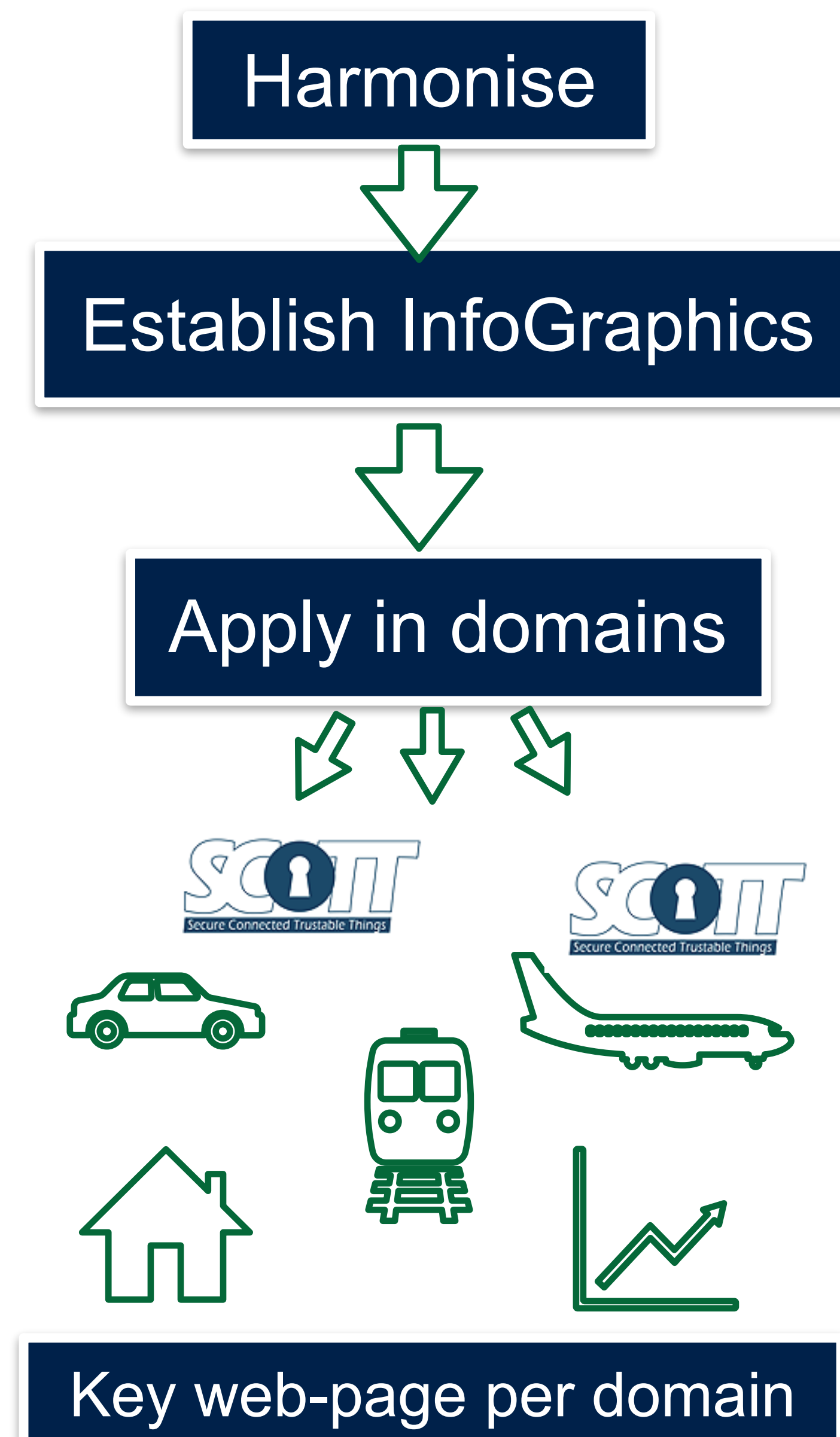
Josef Noll
@josefnoll

A pleasure to meet #SCOTT colleagues to discuss #IoTSec issues, especially when comparing life-cycle of #IoT with Portwine

12:43 AM - 18 Oct 2017

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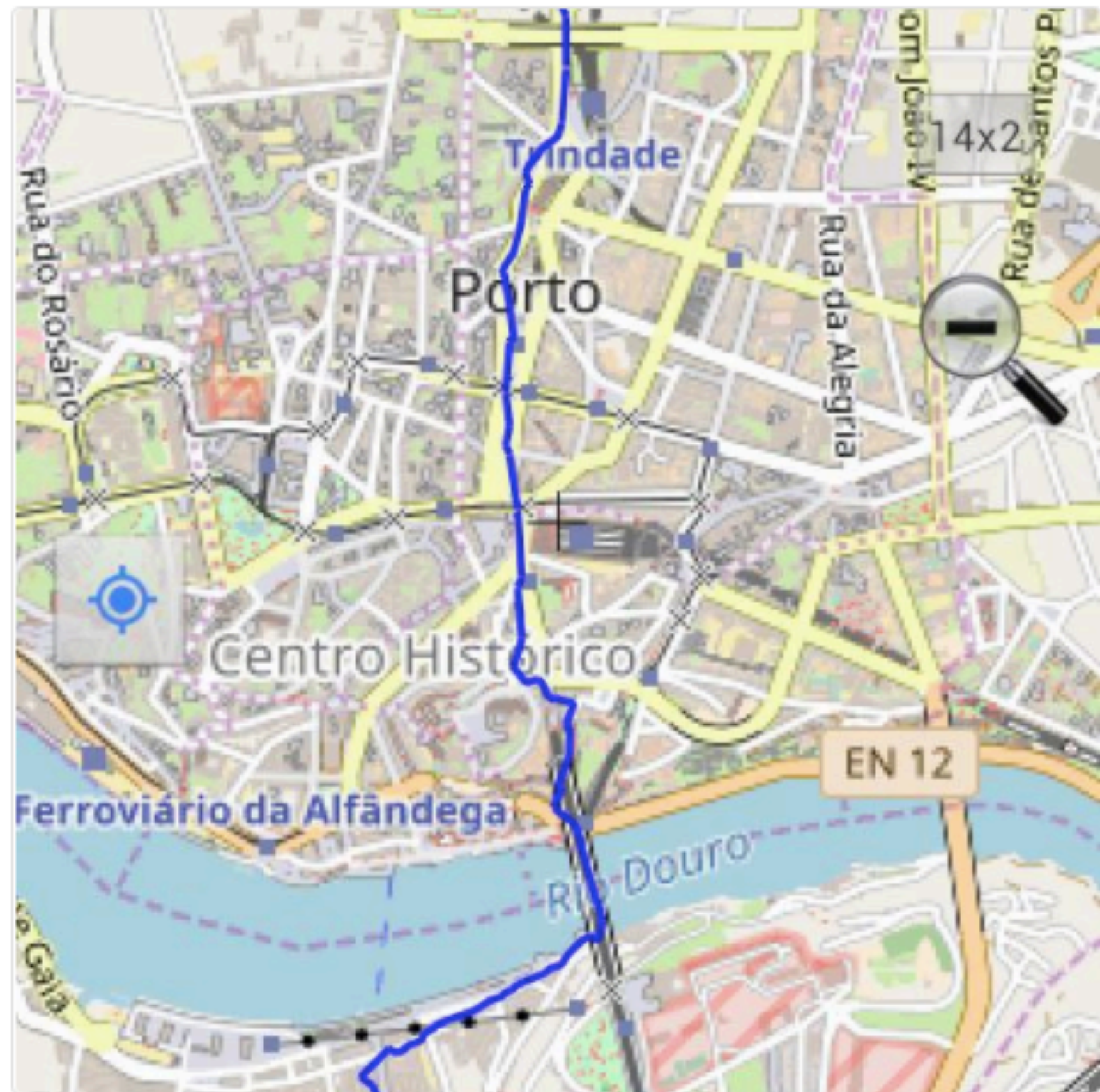
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24.05.2017 – UKE 21
ÅRETS DAGER 144–3

and tomorrow
23-25May2018 Tromsø

Været kl 14

6,9°

Svak vind, 2,1 m/s
fra sørvest

Døgnverdier
Temperatur: Min -1,1° Middel 4,9° Maks 8,4°