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GET INTO THE IoT
OPPORTUNITIES IN IoT SECURITY



GET INTO

OPPORTUNITIES IN IoT SECURITY

BY CHRISTY GORDON, EDITOR

Gartner reports that more than 8 billion Internet of Things (IoT) devices will be connected worldwide in 2017, up 31 percent from 2016. By 2020, the total number of IoT connected devices is projected to reach 20.4 billion.

This year alone, the consumer IoT market consists of 5.2 billion connected devices, which represents 63 percent of total IoT applications.

“The applications that will be most in use by consumers will be smart TVs and digital set-top boxes, while smart electric meters and commercial security cameras will be most in use by businesses,” Peter Middleton, research director at Gartner, said in release.

Trailing not far behind the consumer market is the business market with 3.1 billion connected things. As more devices go online daily, businesses are finding new ways to utilize IoT to achieve innovation, automation, and cost savings.

The downside to all this growth? Security, or rather, a lack thereof. Because IoT devices aren’t designed with security in mind, hackers love IoT.

IoT Security Breaches

Many IoT security breaches have made international headlines. In May 2017, the WannaCry ransomware attack targeted computers running older versions of Microsoft Windows to encrypt users’ data and demand ransom payments. In October 2016, hackers accessed thousands of unsecure IoT devices, disrupting Internet traffic around the world and bringing down popular sites like Amazon, Netflix, and Twitter.

The ways in which hackers exploit IoT devices are numerous. A report by the United States Government Accountability Office (GAO) identifies several types of IoT attacks, including denial-of-service, distributed denial-of-service, and malware, among others. And these attacks can jeopardize everything from information security to public safety.

What many people don’t realize is that hackers aren’t interested in what’s on IoT devices themselves as much as leveraging them to attack or gain access to other private networks.

THE IoT

IoT Security Strategy

Because of the different applications and market segments, there's no one-size-fits-all approach when it comes to building an effective IoT security strategy, but there are some universal truths.

"Inviting unsecure IoT devices into private networks is a risky undertaking because there's no segmentation between sensitive assets and rogue devices," said Brent Germain, SYNnex Security Program Manager. "It's important we introduce segmentation into network design and treat network security as an ongoing process. It's never final."

For this reason, building an effective IoT security strategy isn't about selling a single product or service. It's about taking the time to understand a customer's needs and how they approach IoT management and network security. IoT security is a process and a great opportunity for resellers to stay involved and engaged with their customers.

Solutions providers can build their reputation as a trusted advisor in IoT management and security by:

- Encouraging best practices and policies for what devices should and shouldn't be allowed into private networks
- Segmenting IoT networks and public wireless from private networks (which includes anything and everything of value)
- Implementing solutions that simplify IoT management and security without compromising organizational security or usability/experience

How SYNnex Can Help

With SYNnex, resellers can offer free vulnerability scans for up to five public-facing IP addresses to end customers, which helps bring network vulnerabilities to light and increases

customer awareness of business security risks.

Offering security assessments can help solidify their brand as a trusted security advisor and creates new opportunities for full-blown vulnerability assessments, penetration tests, risk consultations, and other additional security products and services sales.

For more information about building an IoT security solution, or to request an assessment, contact the SYNnex CONVERGESolv team today at cybersecurity@synnex.com or 855-650-1023.

Advanced Technology Solutions Community

The Advanced Technology Solutions community helps resellers learn, develop, and enhance their knowledge of next-generation solutions. Community benefits include:

- Complimentary technology assessments
- Aggressive discounts on trainings, exams, and certifications
- Free web classes and trainings
- Interactive technology playbook

To join, call 855-650-1023 or email convergesolv@synnex.com.