

What is IoT Security

Internet of Things (IoT) Security subscription is the industry's first turn-key solution that discovers, secures and prevents threats on unmanaged IoT and operational technology (OT) devices in your network.

How does IoT Security Work

IoT Security subscription leverages a machine learning based approach to discover unmanaged devices, detect behavioral anomalies, offer risk-based recommendations and natively enforce policies.

Top 3 Problems IoT Security Solves

- Accurately identifies and classifies all devices with patented machine learning
- Reduces IoT risk with full visibility into ALL devices
- Expands threat prevention without adding to operational process

Target Company Profile

IoT adoption is climbing in the Enterprise space

46%
Already using IoT

23%
In proof of concept with IoT

18%
Planning to deploy IoT in next 2 years

Highest Use in 2020



Utilities
1.37B

(IoT endpoints in 2020)



Physical Security
1.09B

Largest Growth in 2020



Building Automation **42%**



Automotive **31%**



Healthcare **29%**

Top challenges

Budget Owner: CISO, CIO

Technical Decision Maker: NetSec or SecOps

User: Network Operations, IT

Staying out of the headlines

Lack of visibility

Management of multiple appliances

Competitors



Competitive Differentiators

- Only complete IoT Security solution in the industry
- Provides signatureless IoT device detection
- Integrates seamlessly and adds context to existing NetSec and SecOps workflows

Value of IoT Security

Complete Visibility

In-depth Risk Analysis

Built-in Enforcement

Predictable Budgeting

Why Should I Sell IoT Security?

Total Addressable Market (TAM)

Estimated at

\$3.12B

By 2021

Trade-in/Upsell



[Channel Marketing Campaigns](#)

Services Opportunity



[IoT Security Administrator's Guide](#)

Resources



[Help Me Sell](#)



[Overview Deck](#)



[Sales Sprint Video](#)



LevelUp:
Coming Soon



[Whiteboard Video](#)