

## Trend Micro Research Finds Major Lack of IoT Security Awareness

**Only 14% of respondents say they have complete organizational awareness of IoT threats**  
**37% claimed they are not always able to define their security needs before implementing IoT solutions**  
**59% of corporate IoT attacks target office devices**

DALLAS--([BUSINESS WIRE](#))--[Trend Micro Incorporated](#) (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, today revealed that 86 percent of surveyed IT and security decision makers across the globe believe their organization needs to improve its awareness of IoT threats. This significant lack of knowledge accompanies rising threat levels and security challenges related to connected devices, which leaves organizations at great risk.

The poll of 1,150 IT and security leaders<sup>1</sup> reveals a worrying lack of cybersecurity maturity in many organizations around the world as they deploy IoT projects to drive innovation, agility and digital transformation.

“A common theme in cyberattacks today is that many are driven by a lack of security awareness, and this is accentuated with IoT security,” said Kevin Simzer, chief operating officer for Trend Micro. “It’s a good first step to see that IT leaders recognize awareness levels need to rise across the organization. We recommend business leaders clearly acknowledge the IoT security challenges affecting their company, understand where their security requirements, and invest accordingly to make their security goals a reality.”

A lack of IoT security awareness leaves companies increasingly exposed to potentially damaging cyberattacks. According to the survey, current attacks are targeting office devices most, followed by manufacturing and the supply chain. When an attacker compromises these devices, they can also gain access to the greater corporate network to conduct even more damaging attacks.

To protect against IoT security attacks, more than 50 percent of surveyed IT and security decision makers reported they prioritize a few key capabilities in their security solutions. Monitoring for anomalous behaviors and vulnerability management were the most sought after requirements to mitigate the risk of IoT devices being compromised.

In addition to these specific capabilities, Trend Micro [recommends](#) a strong network defense approach to ensure IoT devices do not add security risk at any part of a corporate network. The company also offers a range of security solutions related to specific types of IoT devices for additional protection.

### About the Research

The findings are based on joint research with Vanson Bourne. Between 1 April and 25 May 2018, 1,150 online interviews were conducted with IT and Security decision makers from businesses with 500+ employees in five countries, including USA, UK, France, Germany and Japan. Respondents held either C-Level, senior management or middle management positions, and work in organizations operating in multiple sectors, including retail, financial services, public sector, media and construction.

### About Trend Micro

Trend Micro Incorporated, a global leader in cybersecurity solutions, helps to make the world safe for exchanging digital information. Our innovative solutions for consumers, businesses, and governments provide layered security for data centers, cloud environments, networks, and endpoints. All our products work together to seamlessly share threat intelligence and provide a connected threat defense with centralized visibility and control, enabling better, faster protection. With more than 6,000 employees in over 50 countries and the world’s most advanced global threat intelligence, Trend Micro secures your connected world. For more information, visit [www.trendmicro.com](http://www.trendmicro.com).

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### About Vanson Bourne

Vanson Bourne is an independent specialist in market research for the technology sector. Their reputation for robust and credible research-based analysis is founded upon rigorous research principles and their ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit [www.vansonbourne.com](http://www.vansonbourne.com).

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<sup>1</sup> Research carried out by Vanson Bourne with 1,150 IT and Security decision makers across five countries, including USA, UK, France, Germany and Japan, between 1 April and 25 May 2018.

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