Internet of Things and Bring Your Own Device in your Business

Presenter:

Jeff Gibson, ControlScan

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Agenda

- Housekeeping

- Presenters

- About Conexxus

- Presentation

- Q & A

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Housekeeping

This webinar is being recorded and will be made available in approximately 30 days.

- YouTube (youtube.com/conexxusonline)
- Website Link (conexxus.org)

Slide Deck
- Survey Link – Presentation provided at end

Participants
- Ask questions via webinar interface
- Please, no vendor specific questions

Email: **info@conexxus.org**

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Presenters

Conexxus Host

Allie Russell

Conexxus

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Speakers

Jeff Gibson

Dir Product Strategy, ControlScan

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Moderator

Kara Gunderson

Chair, Data Security Committee

POS Manager, CITGO Petroleum

kgunder@citgo.com

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About Conexxus

- **We are an independent, non-profit, member driven technology organization**
- **We set standards…**
  - **Data exchange**
  - **Security**
  - **Mobile commerce**
- **We provide vision**
  - **Identify emerging tech/trends**
- **We advocate for our industry**
  - **Technology is policy**
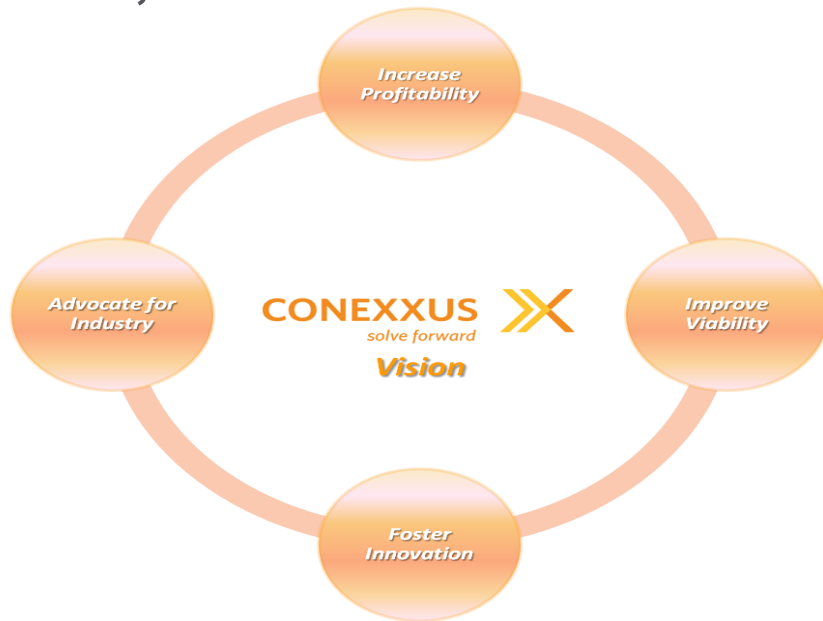
2017 Conexxus Webinar Schedule*

Month/Date	Webinar Title	Speaker	Company
July 27, 2017	Third Party Risk Management: How to Identify and Manage Data Security Risks from your Vendors	Sam Pfanstiel	Coalfire Systems
August 31, 2017	Using the NIST Cybersecurity Framework to Guide your Security Program	Chris Lietz	Coalfire Systems
October 12, 2017	Things & Impact of Bring Your Own Device to the Workplace	Jeff Gibson	ControlScan
November 2017	New Technologies for Addressing Payment Risk: A Survey of Payments Security Landscape	Andrew Barratt Terry Mahoney	Coalfire Systems W. Capra
December 2017	Conexxus: EB2B White Paper Presentation	TBD	EB2B WG

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2018 Conexxus Webinar Schedule*

Month/Date	Webinar Title	Speaker	Company
January 2018	**Securing and Penn Testing your Mobile Payment App**	**Denis Sheridan**	**Citigal**
February 2018	**Unified threat management: What is it and why is it important?**	**Thomas Duncan**	**Omega**
March 2018	**Penetration Testing: How to Test What Matters Most**	**Sam Pfanstiel & Coalfire Lab Personnel**	**Coalfire**
May 2018	**QIR Program Update**	**Chris Bucolo**	**ControlScan**

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At the NACS Show
October 17-20, 2017
Chicago, IL
Booth 4384

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IoT – Internet of Things

IoT is the network of physical objects – devices and embedded sensor systems that enables these objects to collect and exchange data over the internet.

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Gartner, Inc. forecasts that 8.4 billion connected things will be in use worldwide in 2017, up 31 percent from 2016, and will reach 20.4 billion by 2020. Total spending on endpoints and services will reach almost $2 trillion in 2017.

"IoT services are central to the rise in IoT devices,"

Source: Gartner News Room

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IoT in Retail

- Customer Experience
  - Customer engagement
  - Buying habits
  - Loyalty programs
  - Automated checkout

- Operations
  - Energy management
  - Equipment management
  - Inventory Management
  - Security

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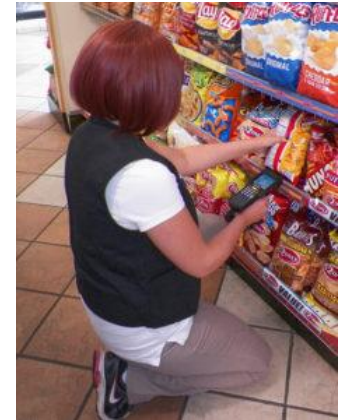
OPTIMAL CUSTOMER EXPERIENCE THROUGH REAL-TIME CONVERGENCE OF SENSORS, ANALYTICS & MOBILITY

2 Engage
Real-time personalized communication with the shopper.

1 Know
Understand shopper behavior in-store and online to create customer 360 view

SENSORS
Grid EYE IR based Occupancy , I Beacons, NFC Tags, QR Codes, In-Store Video Cameras and Thermal sensors, Intel AIM Suite, STC IoT GW

MOBILITY
Retailer App m-commerce

Personalized Recommendation Engine

Mobile Engagement

CEP (Customer Engagement Platform)

Campaign Management

Shelf Space Optimization

sale

Loyalty Analytics

Mix Optimization

Customer Segmentation and 360 degree View

Video Analytics

Product Affinity Analytics

Loyalty Analytics

Survey Analytics

Non Intrusive Foot fall

3 Sell
Send Personalized mobile coupon specific to the products in the aisle. Promotions or Offers on shopper's smartphone to attract the shopper to the store.

Social Media Analytics

Labor Optimization

4 Service
Track in-store shopper movement (Shopper Traffic, Dwell Time, Shopping Sequence).

Source: LinkedIn Redefining Smart Retail

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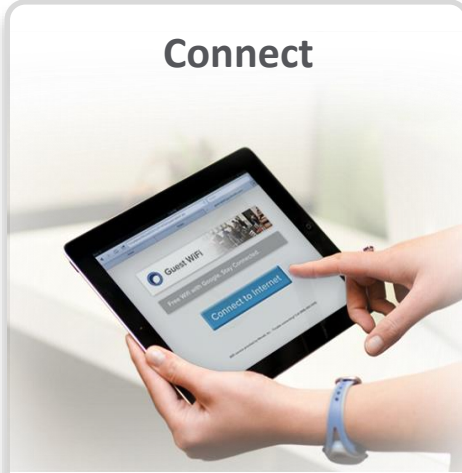*solve forward*

Business Relevance

Detect
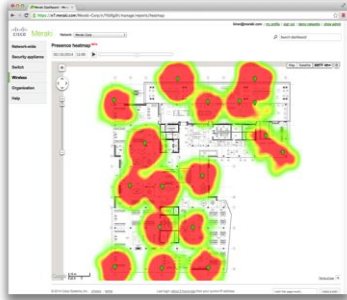
Data about every visitor

Connect

Optimized for branding

Engage
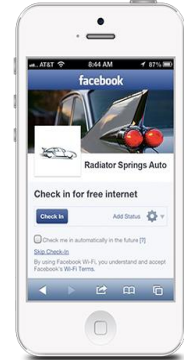
Real-time location based apps

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Consumer Analytics = Interesting Data

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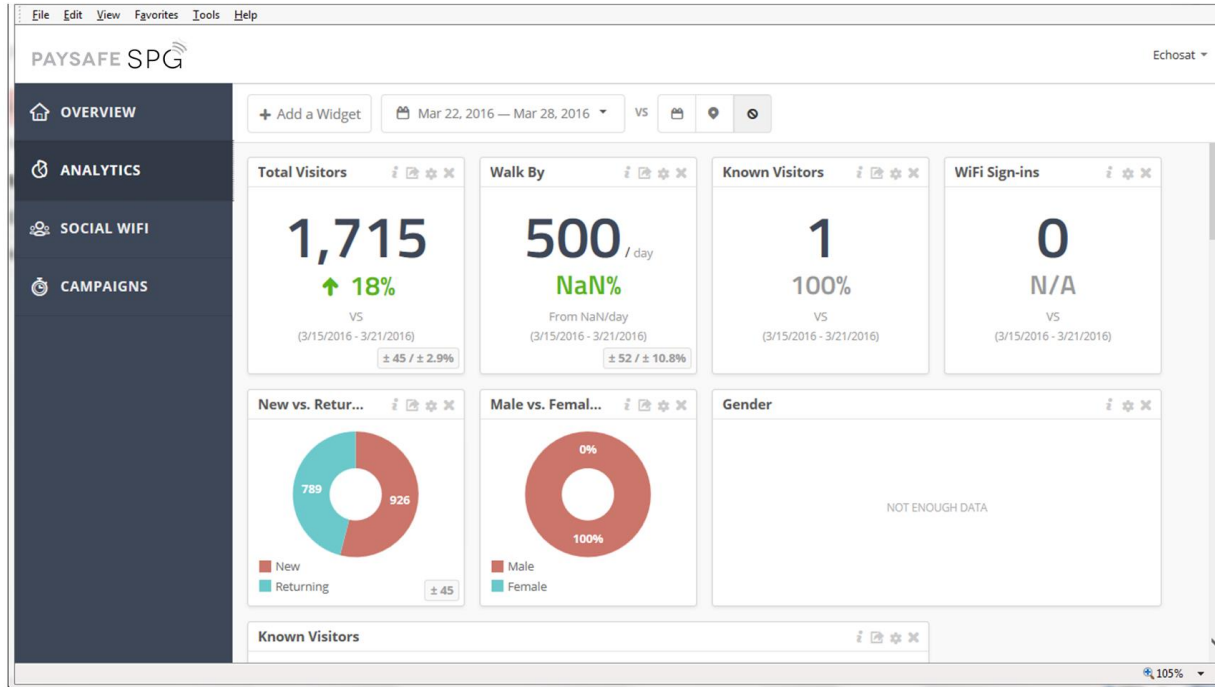
Internet of Things - Infrastructure
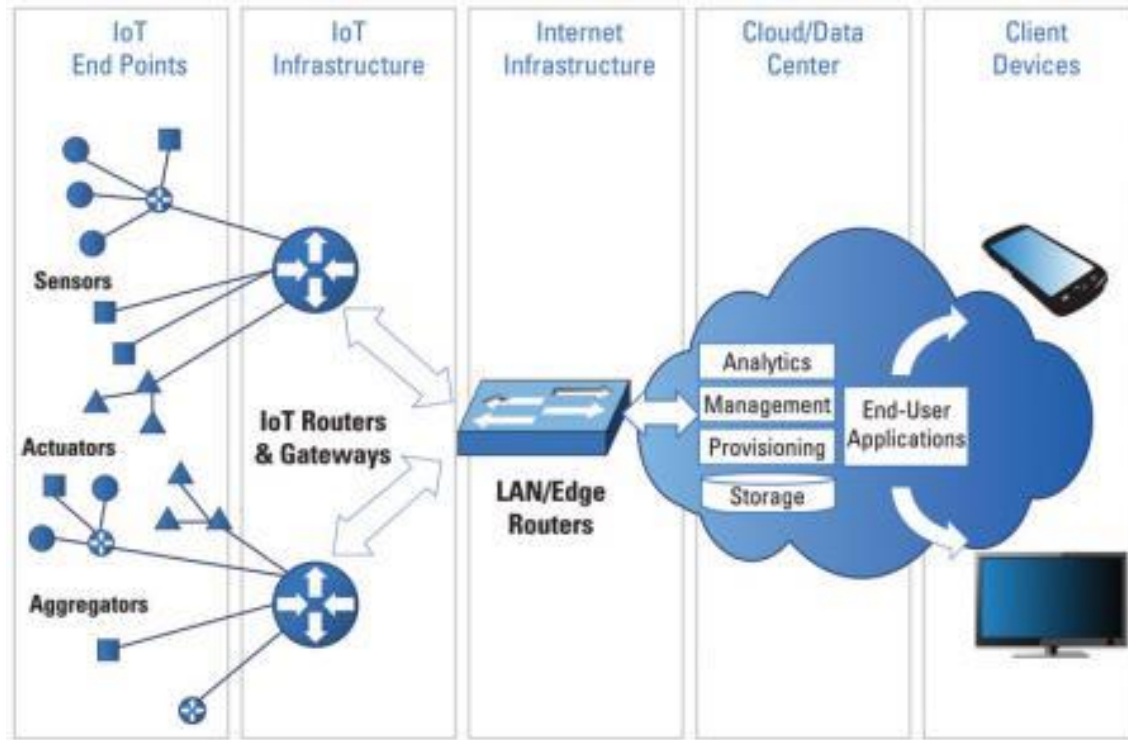
Source: RTC Magazine

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Internet of Things - Security

- Endpoints
    - Protect data at rest and in transit
    - Security policies
    - Patch management
    - Restrict access

- Network
    - Segment endpoints
    - Restrict access to known destinations
    - Monitor network traffic
    - Intrusion prevent and detection systems

- Cloud Providers
    - Security policies
    - Authentication
    - Data Rights

- End-user applications
    - Security policies
    - Scalability
    - Authentication

IoT Security

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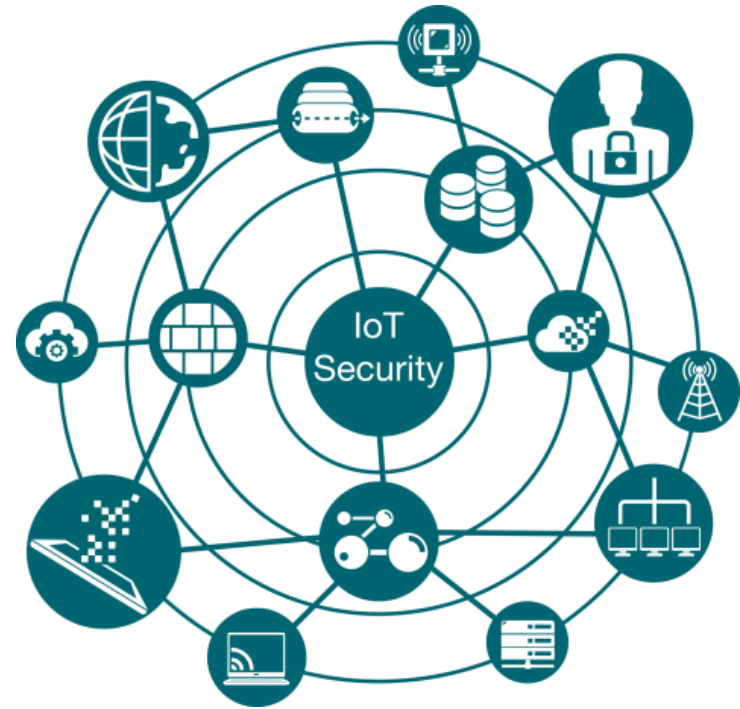
- ❏ **What are we wanting to accomplish?**
- ❏ **Who needs to be involved?**
- ❏ **What are the risks?**
- ❏ **When does it need to be completed?**

- ✓ **Evaluate multiple vendors**
- ✓ **Involve other departments early on**
- ✓ **Clearly define the scope of the project**
- ✓ **Develop an implementation plan**

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Resources

IoT Analytics: https://iot-analytics.com

IoT Newsletter: https://iotnewsletter.org/

IoT Central: https://www.iotcentral.io/

IoT Security Foundation:

https://www.iotsecurityfoundation.org

Gartner: http://www.gartner.com

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BYOD – Bring Your Own Device

Traditional Definition: The policy of permitting employees to bring personally owned devices to their workplace, and to use those devices to access privileged company information and applications.

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BYOD Drivers

61% Improved employee mobility

56% Greater employee satisfaction

55% Increased employee productivity

47% Reduced cost

21% Reduced security risk

16% Employee privacy

5% Other

BYOD Adoption Today

40% BYOD is available to all employees

32% BYOD is available to select employees

13% We have no plans to support BYOD

9% We do not support BYOD, but plan to start in the next 12 months

3% BYOD was tried but abandoned

3% Other

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BYOD - Risks

- Employees are their own Administrators
- May not always be used by the employee
- May not have endpoint protection
- Updates may not always be maintained
- Wireless Access Point connection
- Application features enabled may pose security risks
- External Cloud based storage solutions
- Increase in Malware
- Lost / Stolen device

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BYOD Planning

- Eligibility
- Devices
- Accessibility
- Employee Communication
- Costs
- Security and Compliance
- Support and Maintenance

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EMM – Enterprise Mobility Management

An all-encompassing approach to securing and enabling employee use of smartphones and tablets. typically involves some combination of mobile device management (MDM), mobile application management (MAM) and mobile information management (MIM).

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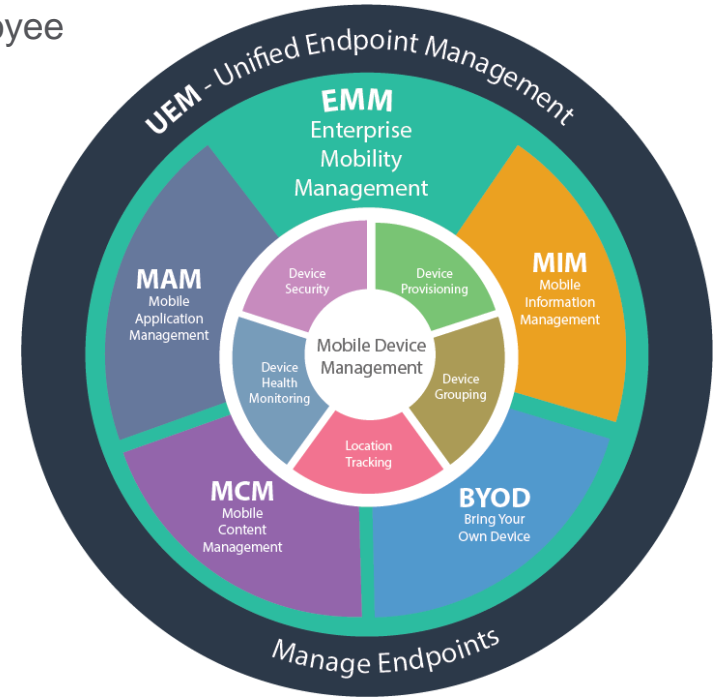
BYOD – Beyond Employees

- Vendors

- Contractors

- Mobile payments

- IoT Devices

- Inventory

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- ❑ **What are the supported devices?**
- ❑ **What access is needed?**
- ❑ **Who are the vendors?**
- ❑ **How easy is it to deploy?**

- ✓ **Evaluate multiple vendors**
- ✓ **Clearly define the scope of the project**
- ✓ **Evaluate all costs**
- ✓ **Develop an implementation plan**

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