WHERE TRUST BEGINS
PROTECTING THE CONNECTED ECOSYSTEM

The world of data is facing new challenges in the form of connected devices and the Internet of Things (IoT). The growth in the number of devices, such as smartphones and IoT devices, has reached 56 billion, with the number expected to rise to 85 billion by 2020. This proliferation of devices presents new opportunities and challenges for organizations, especially in terms of security.

Security is leveraged critical in these environments that improve the security stance of the organization by using trusted computing concepts such as Trusted Platform Module (TPM) mobile. TPM mobile offers a cost-effective solution, typically less than 1/3 the cost of a token or smart card.

The Trusted Computing Group (TCG) enables hardware-based security, including RoT (Root of Trust), which is critical in some environments, such as mission-critical systems, where 85% of the data is created by individual consumers, and 50% of that data is considered highly sensitive.

However, with the increase in data, there is also an increase in threats. In 2013, the Privacy Rights Clearinghouse reported that 536,508,478 records were reported as unprotected. Since then, the number of records reported as unprotected has increased, with 2015 showing an increase of almost half a billion records.

The costs of data breaches are significant. Research conducted by IBM and the Ponemon Institute indicates the average cost of a data breach in 2015 was $212 million, with a cost per data breach of $194 per record. The total cost of data breaches over the period of one year was $37 billion, with a significant increase in average total organizational spending.

Consider the Heartbleed Bug, where 536,508,478 records were reported as unprotected. Since then, the number of records reported as unprotected has increased.

The Trusted Computing Group (TCG) is a foundation of support for now and the future, with a broad base of member organizations and a growing hub of ecosystem partners. TCG members share the vision of enabling and driving the trusted computing standard and endorsed by the members of TCG.

Join the quest to develop and promote trusted computing technology, and become a part of the global community. Learn more at trustedcomputinggroup.org.