

## **F-Secure Presents Exclusive IOT Security & Consumer Research Insights**

F-Secure will be presenting the exclusive findings from the 2018 market insights report from Gartner, “Address 3 Critical Security Issues to Differentiate Yourself in the Connected Home Market”, as well as F-Secure’s own 2018 consumer security research. Gartner projects that there will be 25 billion connected devices by 2021, of which 15 billion will be in the connected home. We believe a key challenge for ISP’s, in the next few years, will be how to protect these devices while creating an integrated user experience that puts consumers’ security concerns at ease.

### **In this webinar, we will discuss:**

1. Current and future connected home security trends according to 2018 Gartner research
2. The top three security issues for connected home devices and how to overcome them
3. Findings from F-Secure’s 2018 consumer security research
4. Top privacy and security concerns of today’s consumers
5. How ISPs can take advantage of connected home security propositions

**Speaker:** Kelly Champagne, North America Marketing Manager, F-Secure



Kelly Champagne is the Marketing Manager for F-Secure, a cyber security company with a network of over 6000 resellers and 200 operators in more than 40 countries. In her role, Kelly collaborates F-Secure’s North American partners to develop, deploy and analyze their VAS go-to-market strategy and ultimately generate additional revenue, decrease overall churn and provide comprehensive security solutions customers love. Kelly holds a Bachelor’s in Marketing from University of Wisconsin-LaCrosse and is a lifelong Packers, Brewers, and Badgers fan.

Gartner Inc., Market Insight: Address 3 Critical Security Issues to Differentiate Yourself in the Connected Home Market, Annette Zimmermann, Saniye Burcu Alaybeyi, 26 April 2018

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