



smartHOME

CYBERSECURITY

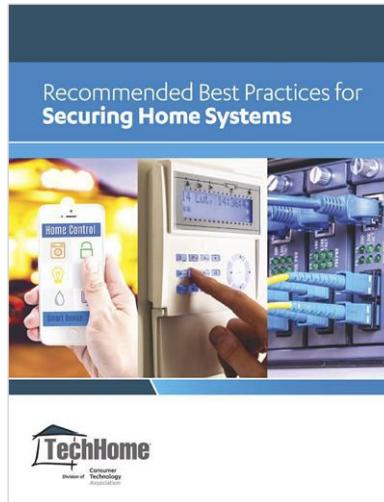
Securing the IoT- Filled Connected Home Network

Peace of mind starts with feeling safe and secure, especially at home. Just ask your customers why they hired you to put in a security system. Protecting their assets, especially those they love, is paramount and they selected you based on trust. With so many devices now being attached to the home network, it's obvious one may begin to feel vulnerable. Combine this concern with the plethora of network and IoT devices now available, and there's opportunity for you as a trusted security professional to step up and be the hero by improving IoT security in the home.

Check out the Consumer Technology Association's (CTA) *Cybersecurity Best Practices* system, designed by installers, for installers. It will help guide you through network security procedures for installing and configuring products on a network. The system includes three parts:

1. The *Best Practices for Securing Home Systems* white paper that outlines each of the disciplines involved, what needs to be done, and links on why each function should be completed.
2. A hard copy Checklist to print and go through.
3. The interactive, mobile-friendly *Online Checklist Tool* is ideal for use in the field. (The online tool is only available to CTA members.)

The *Online Checklist Tool* helps inform customers about the work completed in their homes by providing a summary of security steps performed, as well as an overall score and recommendations. The professional installer



Trust is at the heart of the smart home business, and to succeed we need to equip experienced installers with the latest best practices to grow their businesses and provide consumers with the peace of mind they want.

— Dan Fulmer, Fulltech Solutions, Chair of the CTA, TechHome Division, Network Security Working Group

may print this report and also email it to the customer.

By using the *Cybersecurity Best Practices* system, you will provide your customers with peace of mind through enhanced protection against connected-home related threats with detailed documentation measures taken, and most importantly, continue earning the trust you already have from your customers. They value your professional installa-

tion, industry knowledge, and proactive measures when it comes to protecting their connected home.

Expand your team's network security knowledge and verify your company is using the most secure cybersecurity practices. Download the white paper and *Checklist* and start using them immediately. As a CTA member, use the online tool like a "flight-style" checklist to remind the installer what should be done on every project; and use the detailed scoring system to determine how well your project networks are secured.

If you still aren't convinced of the opportunity, consider CTA's research: Nearly all homes have access to the Internet and 29 million smart home devices are projected to sell this year, a 63 percent increase from last year. This dramatic growth creates a demand for professionals capable of installing network devices

from different manufacturers and protecting the network connecting these devices to each other and the Internet.

Full disclosure, I am a member of the CTA TechHome board and I participate in the Device Security Working Group. There's no kick-back to me for promoting this; it just makes good business sense. Follow cybersecurity best practices, and you will find that you strengthen customer loyalty.

President of Holland, Mich.-based Bedrock Learning, a training solutions company, Helen M. Heneveld has wide-ranging experience in smart home technologies, business strategies, and training; from startups to Fortune 500 firms. Her unique ability to simplify, see through the hype, identify impactful new technologies, and pinpoint opportunities shows in her passion to help others. Visit www.bedrocklearning.com.