

We asked 1,200 tech sector workers what they thought about security

67% thought most technology companies don't regard security as fundamental. We think that's a problem!



Source: Arm Security Survey based on 1,200 responses from technology sector workers



Most consumers care but struggle to measure product security

74% of survey respondents thought consumers appreciate the value of security but most are unsure what to look for when buying a product.

Arm believes: As consumer awareness improves, tech companies will compete to make their products the most secure.

Source: Arm Security Survey based on 1,200 responses from technology sector workers

Spectre and Meltdown were drops in the ocean for consumers

66% of survey respondents thought Spectre and Meltdown raised security concerns for a while but didn't change long-term buying habits.

Arm believes: The IoT must be protected so companies should design to principles set out in the Platform Security Architecture.



Source: Arm Security Survey based on 1,200 responses from technology sector workers
<https://www.arm.com/why-arm/architecture/platform-security-architecture>



Consumers need transparency when selecting secure devices

61% of tech sector workers felt consumers would trade performance for security assurance if they could tell which devices were more robust.

Arm believes: Security will become as big a selling feature as safety is for cars and it will lead to a security-first design ethos.

Source: Arm Security Survey based on 1,200 responses from technology sector workers

Too many companies put revenue before good security

54% of tech sector workers found it difficult to tell how companies value security, while 28% felt that product makers favor profit and speed to market over cybertrust.

Arm believes: Tech companies that do not prioritize security will fail in the future.



Source: Arm Security Survey based on 1,200 responses from technology sector workers

Standards may encourage secure thinking but success will come from self-governance

72% of respondents thought minimum standards would force companies to improve security. However, many felt legal standards won't keep up with the pace of change, suggesting self-governance may be more rewarding.

Arm believes: The Arm Security Manifesto 2017 calls on companies to hold themselves to a digital social contract.

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AI isn't a cure-all for device vulnerabilities

24% of tech sector workers believe artificial intelligence will fundamentally improve threat detection, though more than half believe it will be just one part of a device's security arsenal.

Arm believes: AI will have broad impacts on the compute capability of devices, including enabling better threat detection.



Source: Arm Security Survey based on 1,200 responses from technology sector workers

For further information on Arm security explore the new 2018 Security Manifesto
<https://www.arm.com/securitymanifesto>

