

LET'S TALK Internet of Things

A secure Automobile IoT ecosystem enables faster time-to-value.

The ioTrust™ Security Platform by Entrust Datacard helps you secure the diverse connected ecosystem in the automobile and the interactive experience with people and infrastructure, to realize value from an enhanced customer experience.



BY 2022

IoT is driving opportunity in the automotive market — the world's manufacturers are racing to capitalize.



\$58.2B

Market for in-car safety technologies — collision detection danger warning.



\$54.9B

Market for autonomous technologies — driving, parking, road sign detection.



\$42.8B

Market for connected services — entertainment, navigation and more.



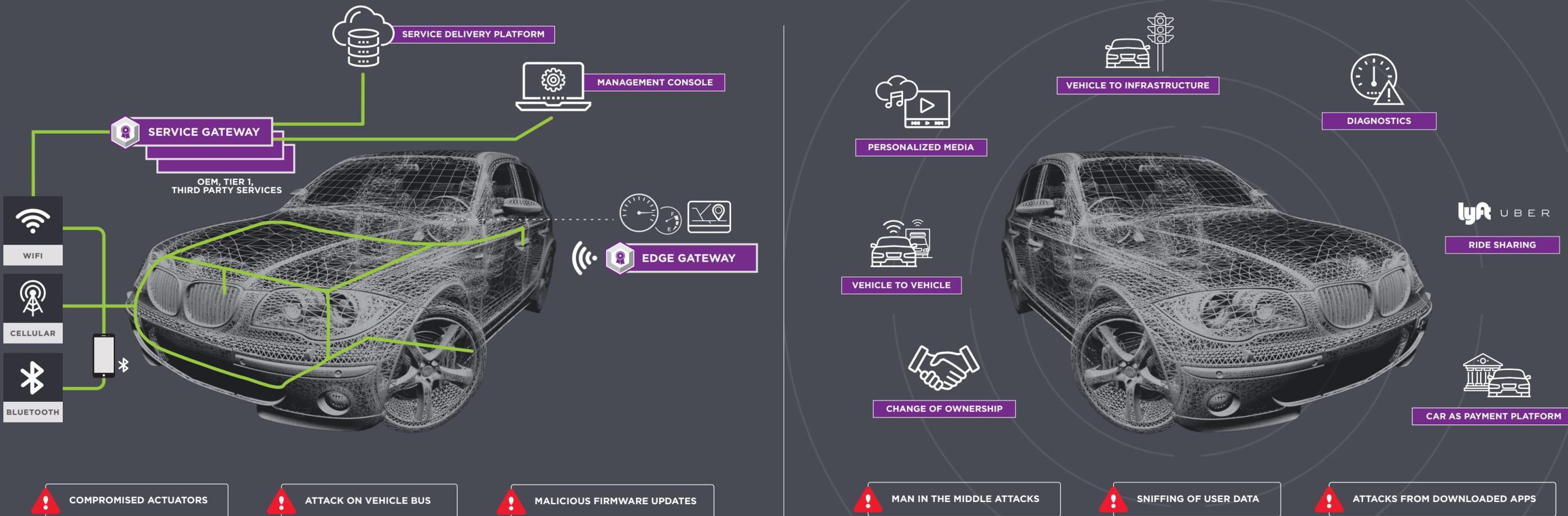
\$155.9B

Total market for the automotive IoT market worldwide.

AUTOMOTIVE IoT ECOSYSTEM

INTERNAL DOMAIN

EXTERNAL DOMAIN



ioTrust™

ENSURING A TRUSTED INTERNET OF THINGS™



PROVISION IDENTITIES

Securely assign an identity to all devices — in the vehicle and across the broader ecosystem. Serves as a trust anchor and the foundation for secure communication, command and control.



SECURE COMMAND & CONTROL

Ensure that only authorized users, applications, systems and functions have access to devices and data in your ecosystem. Also securely manage authorization levels for those with access.



MOVE DATA SECURELY

Know your data is secure in use, at rest and in transit. Leverage cryptographic protection and enforce strong authorization requirements.



INTUITIVE MANAGEMENT INTERFACES

Unlock the value of IoT sooner by reducing time-to-market, gaining full supply chain visibility and accessing actionable business information — not just data.