

# Break Down the Barriers to Device Security

Enabling Innovation Across All Markets with a Root of Trust

## The Value of Working with PSA Certified

PSA Certified has scaled to become one of the fastest growing, most valued security ecosystems, globally, and continues to break down industry-wide barriers to security. Backed by industry experts and validated by third-party labs, PSA Certified provides the resources and tools needed to embed security best practices right from the beginning of product development. A Root of Trust (RoT) is the foundational security component of a connected device, and is essential for protecting your brand's reputation through independent security certification custom-built for chips, software, devices and IP components.

Over **80** Companies

with PSA Certified Products

Discover how industry peers are establishing connected device security as a value-creator:

[FIND OUT MORE](#)

## Build Customer Trust by Confidently Meeting Security Demands

The increasing deployment of connected devices is unlocking myriad opportunities for businesses – but with this surge also comes a rise in risks. Consumers, governments, and industry experts are calling out for a universal baseline of security requirements. PSA Certified's mission is to unite the technology ecosystem with a common language and set of standards.

## Stay Ahead of the Curve with Security Best Practice

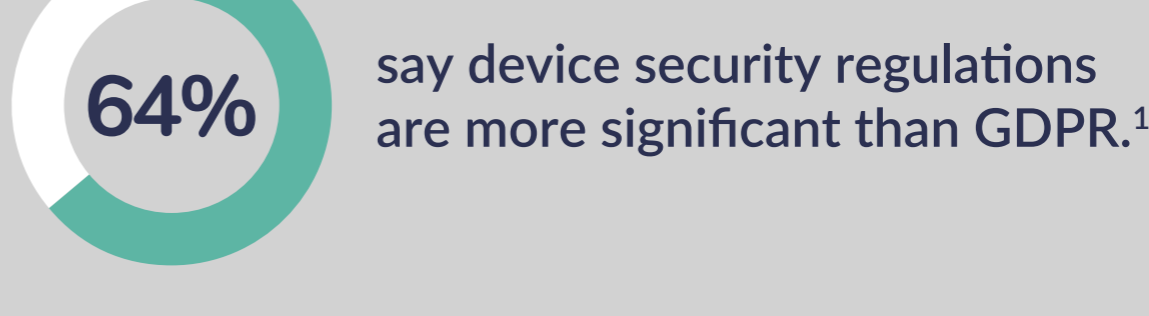
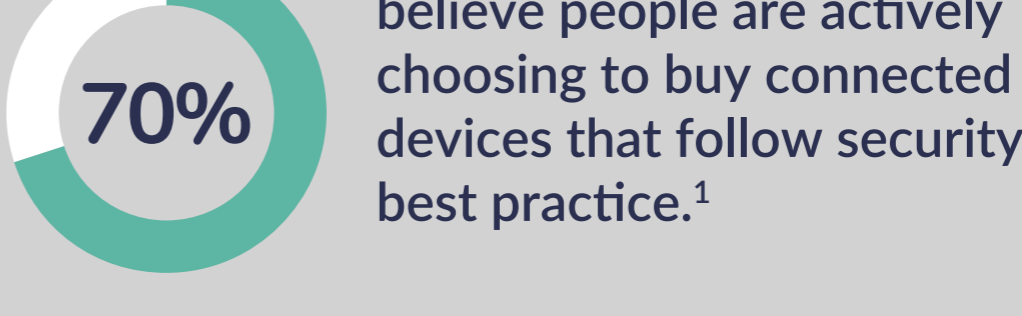
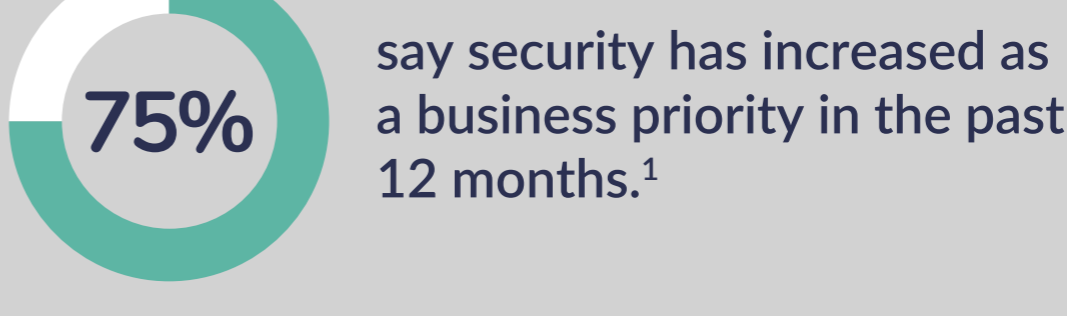
By building digital transformation on strong security foundations, businesses can drive development efficiency, meet security standards, and collaborate across the ecosystem of a growing network of silicon vendors, software providers and device manufacturers. PSA Certified enables companies to independently review and certify their products to demonstrate their commitment to security and build strong foundations for the future.

“Emerging regulations and baseline requirements are changing the way we see security, and this is helping us ensure the benefits of remote healthcare devices do not come at the expense of patients’ privacy or safety. We also believe the PSA Certified framework, independent assurance program and certified solutions take us a significant step towards meeting that goal.”

Juan Cols, Innovation Engineer, Sensors & Actuators Centre of Excellence

flex

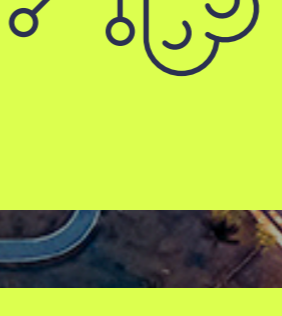
PSA Certified surveyed over 1200 decision makers for insights on security costs, challenges, regulations, and best practices:



Protect brand reputation, customer confidence and your bottom-line.



Meet worldwide complex regulatory security requirements and demonstrate commitment to security to your supply chain, customers, and end-users.



Drive innovation to develop and build more secure, trustworthy devices without increasing exposure to risk.



Reduce cost and speed up time to market by building security into a device from the start.

## Industry Overview

PSA Certified collaborates with partners to combat challenges and provide an IoT security framework and certification program. Our expertise spans a broad spectrum of industries, including:

### Agriculture and Horticulture:

Build trust to deploy new technology in the growing horticulture market by demonstrating security best practices.

FLUENCE



### Edge devices:

Grow confidence in the security of IoT devices, enabling high-performance products that can go to market faster.

eurotech



### Industrial and Manufacturing:

Optimize industrial manufacturing while deploying safe and secure IoT devices, checked with third-party validation.

onsemi



### Smart homes:

Demonstrate ongoing commitment to security to your customers, enabling consumer IoT devices to be built on trust.

SEQUITUR LABS



### Construction:

Optimize construction operations, improve productivity, and reduce costs with a PSA Certified platform.

flex



### Healthcare

Ensure potentially life-changing healthcare products are built on trusted data.

flex



### Smart Cities

Ensure the safety of smart cities by putting security at the heart of connected services.

sdt



### Automotive:

Improve supply chain security visibility, establishing trust at a lower cost in automotive devices.

snaptagon

Infineon



### Retail:

Lead with security to improve consumer trust and take advantages of new retail possibilities.



### Smart buildings:

Create future opportunities and services, by maximizing the potential of secure, connected spaces.

Embedded Planet



## Establish a Baseline for Security Standards

As a lead innovator in IoT solutions and services, Arrow Electronics has a unique insight into how important security is in creating a well-designed product. Collaborating with PSA Certified enabled Arrow Electronics to achieve PSA Certified Level 1 to provide a foundation of security for their Original Equipment Manufacturer (OEM) customers, allowing them to build on top of a root of trust.

“Arrow Electronics knows the importance of designing with security in mind to protect customers’ data and IP. Arrow is collaborating with PSA Certified to provide security standards that align with cyber-security standards, using trusted silicon and offering engineering services to get to market faster and more securely.”

Aiden Mitchell, Senior Vice President, Global Marketing

ARROW

53%

say that security certification would be useful in proving robustness to customers. This is up substantially on 2022 (32%) – a 21% increase year-on-year.<sup>1</sup>

Together, PSA Certified and Arrow are helping organizations to close gaps in security offerings and increase confidence to end customers.

## Join Our Award-Winning-Ecosystem Today

Awarded ‘Ecosystem of the Year’ in the IoT Global Awards 2021, PSA Certified is uniting industry standards bodies, regulators, and insurers together under one initiative. In doing so, it’s accelerating the cross-industry collaboration required to unleash the full potential of the connected future.

Uncover Your Competitive Advantage and Make Connected Device Security a Priority Today.

[READ MORE](#)