

## Gemalto, Entrust Datacard extend partnership

Gemalto, a global digital security company, and Entrust Datacard, a provider of trusted identity and secure transaction technology solutions, has announced the expansion of their longstanding partnership to include a secure framework for internet-connected devices.



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The expansion, collaboration and integration will allow customers to leverage Entrust Datacard IoTrust Security Solutions with Gemalto's SafeNet Data Protection On Demand to establish and secure trusted identities across their internet of things (IoT) infrastructures and further enable their digital business initiatives.

A study, conducted by Gemalto, found that 90% of consumers lack confidence in the security of IoT devices and only 50% of companies have adopted a "security by design" approach when building IoT devices. The study also revealed that more than half of consumers are mostly concerned with a hacker controlling their IoT device or having their data stolen due to the connected object. Based on the security risks and growing need for "security by design," companies such as Gemalto and Entrust Datacard are now working together to make securing the IoT as easy and efficient as possible.

### **Simplifying the process of security**

The partnership addresses the industry need to simplify the process of building and maintaining security in IoT products and services with an integrated cloud-based solution for identity management and data protection.

Customers adopting these security solutions are able to identify IoT devices from the earliest stages of manufacturing throughout the operational lifecycle and secure data within IoT infrastructures. The software will enable enterprises to protect IoT device identities and data with cloud-based Hardware Security Modules and a broad range of cloud-based encryption, key brokering and key vaulting services.

According to Josh Jabs, vice president, office of the CTO and GM of IoT solutions for Entrust Datacard, "Organisations are still struggling to incorporate security into IoT initiatives and keep pace with the broader IoT objectives of delivering innovative services and more efficient operations. While we continue to work with the industry to mature best practices and standards, we've also incorporated these learnings into our solutions".

Commenting on the extended partnership, Jabs says, "Extending our long-standing relationship with Gemalto to include IoT made sense as together we make critical elements of IoT security easier to adopt."

"We are pleased that many security providers are now coming together to integrate solutions and employ security across the entire IoT ecosystem," said Todd Moore, senior vice president of Encryption Products at Gemalto.

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