

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

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



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



## Most consumers care but struggle to identify how secure a product is

74% of respondents thought consumers appreciated the value of security but most were 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 tech sector workers

## Spectre and Meltdown were drops in the ocean for consumers

66% 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.



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



## Consumers need transparency when selecting secure devices

61% of consumers would trade system performance for security assurance if it was easier to tell which products 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 tech sector workers

## Too many companies put revenue before good security

54% of respondents said it was difficult to tell how companies valued security, while 28% felt product makers favored profit and speed to market over cybertrust.

**Arm believes:** Tech companies not prioritizing security in the future will fail.



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

72% of survey respondents thought minimum standards would force companies to improve security. However, many felt legal standards would not 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 technology 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 tech sector workers

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

