

# Secure By Design How Cyber Security Testing of IoT is Evolving

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## Landscape is Evolving - UK and EU introduce cyber security legislation

- Shift in responsibility from Consumer to Manufacturer
- Similar to other safety requirements e.g. fire
- Customers now expect a level of security on devices that they purchase.

**“45% of UK consumers are more likely to buy a TV with an official certificate for high security standards over one that doesn’t”\***

\*DTG State of the Nation Report 2022:  
<https://dtg.org.uk/project/state-of-the-nation>

## Landscape is Evolving - UK and EU introduce cyber security legislation

- UK and EU market access requirements are under development for network connected devices
- PSTI Bill is going through UK parliament now based on ETSI 303 645
- RED Cyber security requirements are coming into force in 2024

### Product Security and Telecommunications Infrastructure Bill

Government Bill

Originated in the House of Commons, Sessions 2021-22, 2022-23

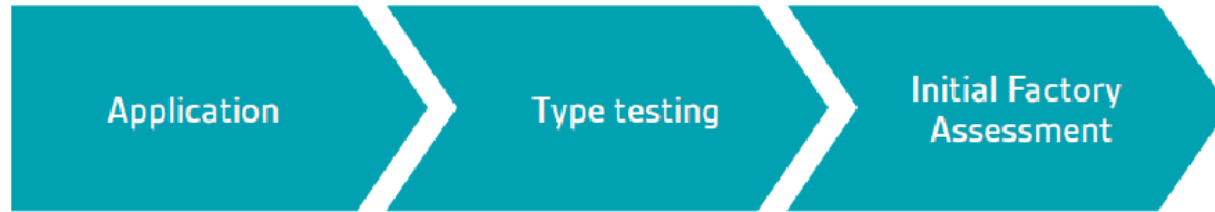
Last updated: 28 April 2022 at 15:03



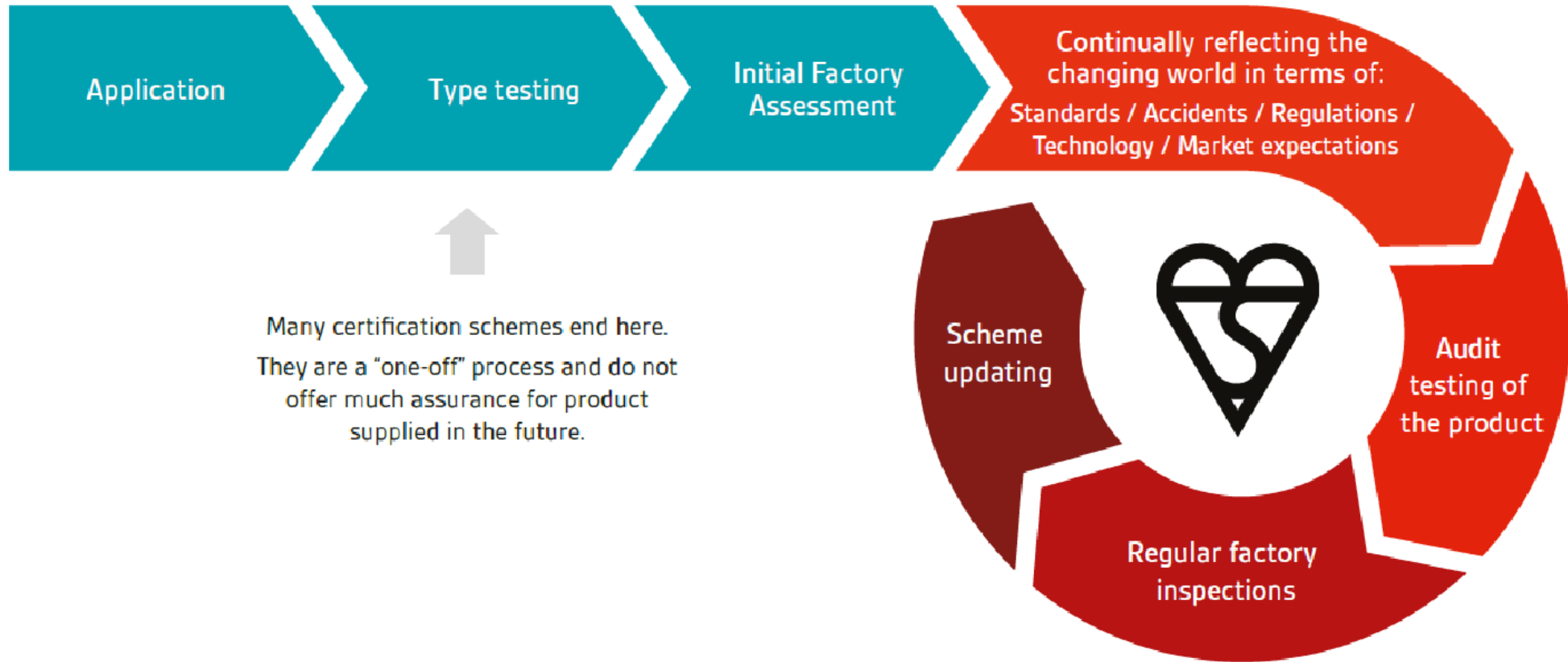
## Existing cyber security testing



- Existing cyber security tests are manually intensive
- This often results in a prohibitively high cost/time for some manufacturers
- Results can suffer from subjective analysis
- Standards evolve requiring frequent retesting



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**Continual Assurance**

## The evolution of cyber security testing



- Our Intercept platform checks in with devices every hour of every day
- Devices connected can be viewed in our SaaS based cloud portal
- Latest reports, changes to the device, test findings and correlation with standards can be instant viewed
- Supporting the product lifecycle and ensuring the robustness of the certification

## Our Solution - SafeShark

**Joint cyber security testing  
and certification service**

**BSI best practice powered by  
SafeShark testing**

- SafeShark combines accredited testing and cyber security expertise
- Set up through UK government funding, we work closely with manufacturers and international standards organisations



## SafeShark Comprehensive Solution



- A combination of expert assessment and automated objective testing
- Our unique Intercept platform enables continuous monitoring of devices
- Ensure that devices remain compliant through software updates and specification developments
- Provide regular reporting to manufacturers to assist product development

## BSI Certification

- SafeShark provide cyber security testing services carried out against international standards
- Backed with certification from BSI
- A consumer facing logo can then be used to provide assurance of cyber security best practice



## 5 key takeaways

- UK and EU cyber security standards are evolving
- These represent a minimum baseline requirement for compliance and on their own are not enough to build trust around a product or brand
- Protect your customers, your business, your investors, your reputation, and your brand position
- Prepare for the legislation and increasing consumer demand before this becomes a business-critical issue
- Enhance your products and brand early on, building a reputation and trust by taking a hard consumer protection stance

Thank you  
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