

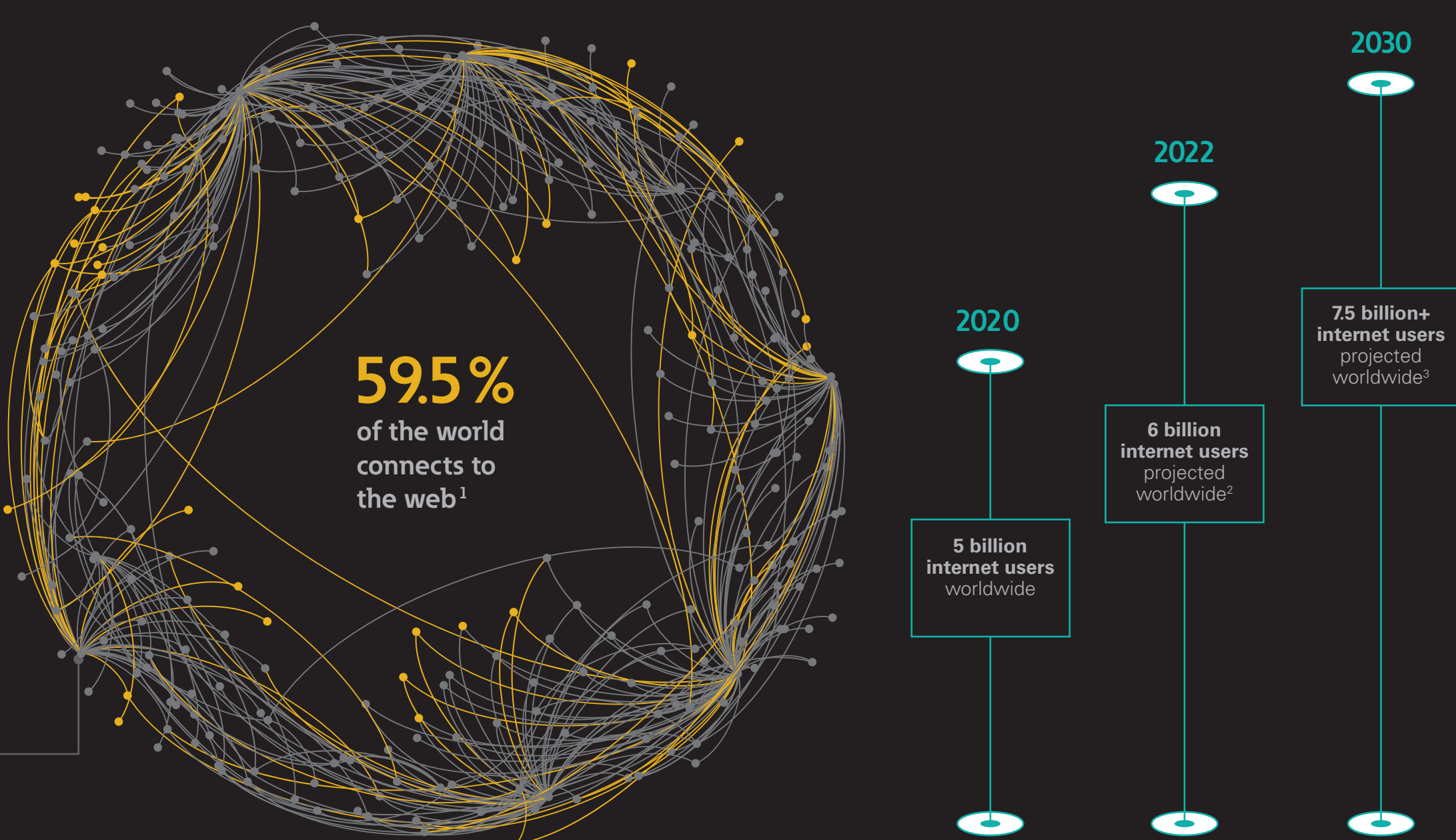
# We make trusted connections work.\*

\*Data-driven technologies change the way the world works. And the more connected devices flourish, the more cybersecurity matters.

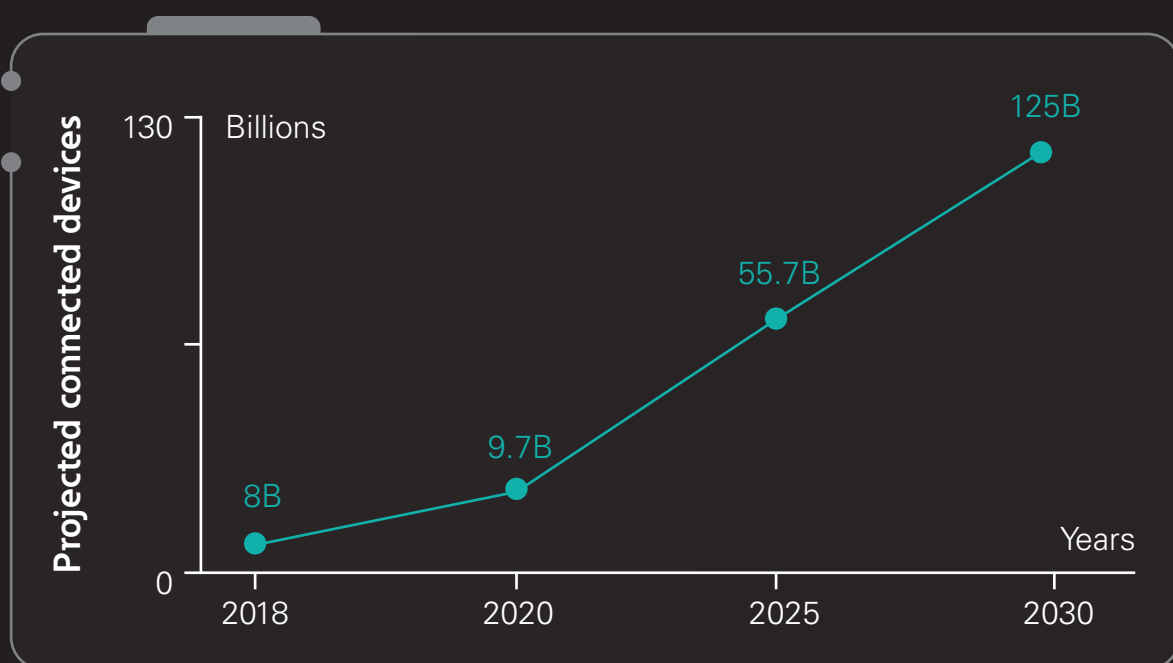
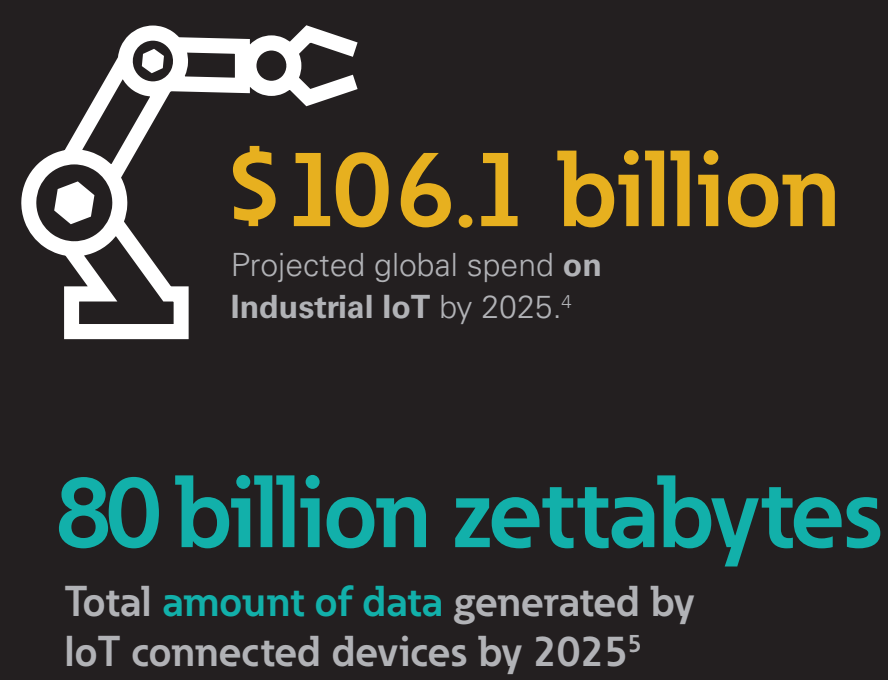
## Digital connectivity today into tomorrow

There are more digitally connected devices than ever before—and the world is just getting started.

### Internet user growth:



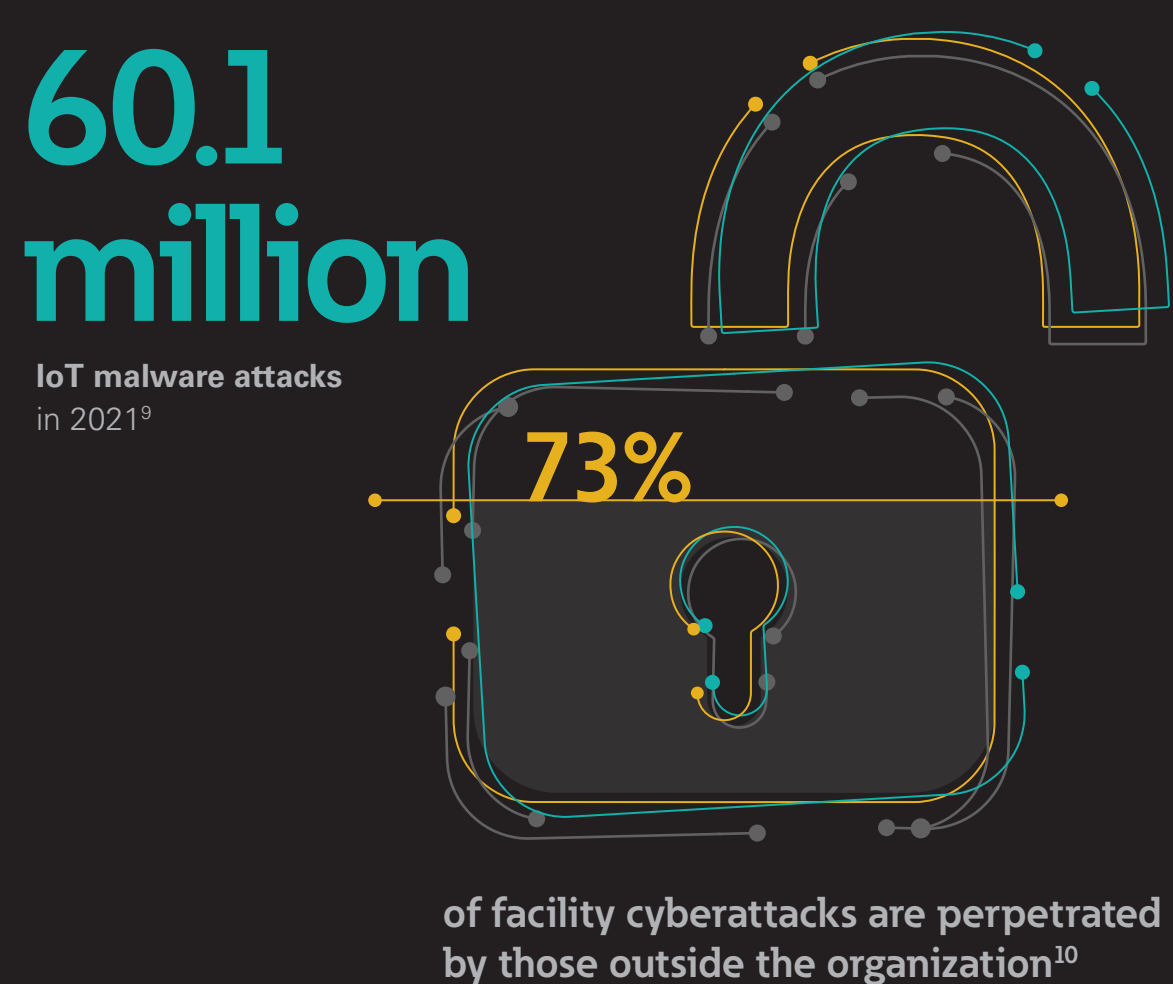
### Internet-connected "things":



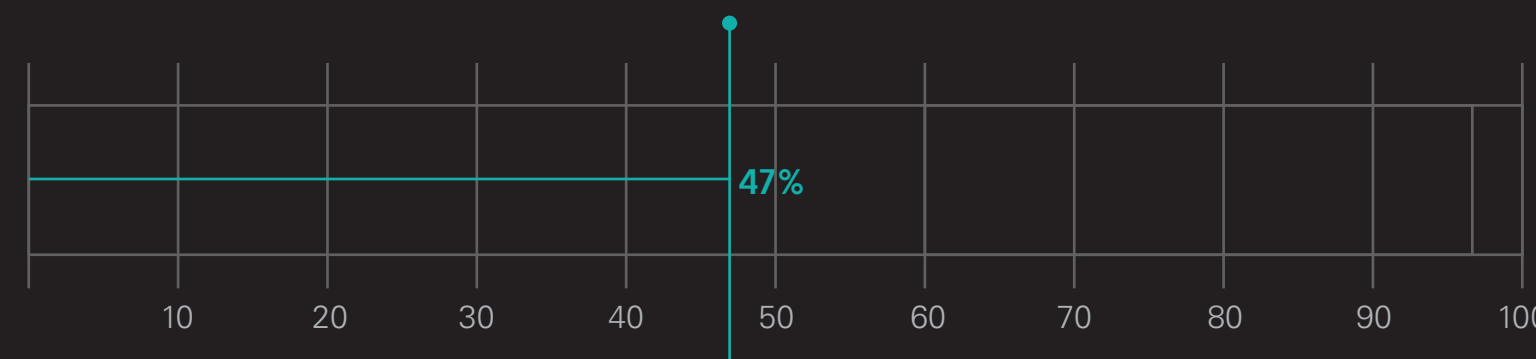
## Threats we face

The rise in digital connectivity means added risk.

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1110**294 million** people impacted by data breaches in 2020<sup>6</sup> 1010  
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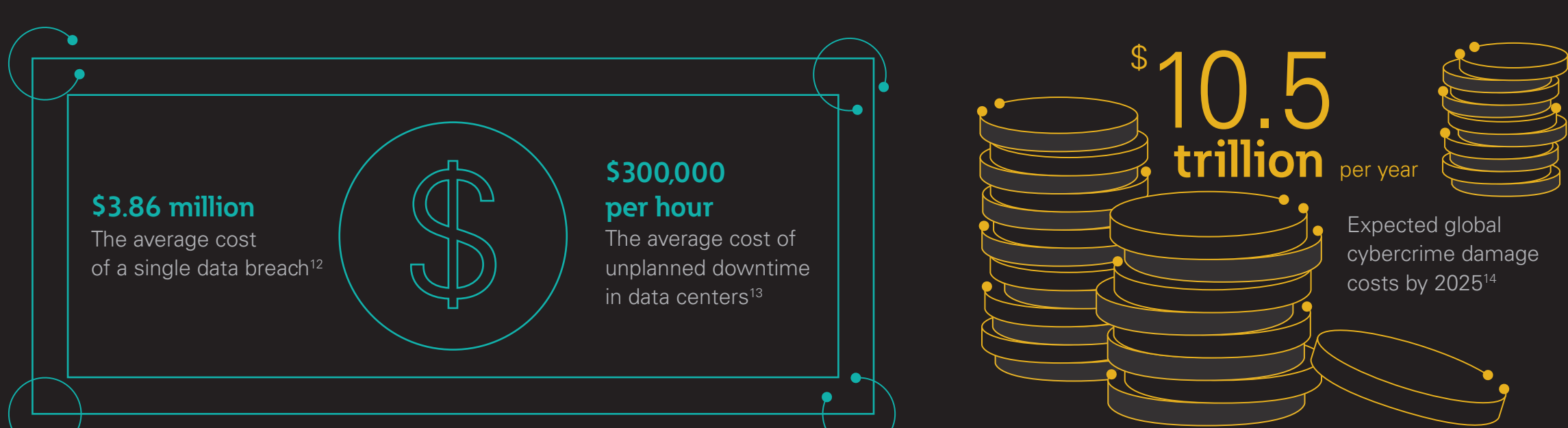


**47%** of ransomware attacks on manufacturing organizations in 2021 were caused by vulnerabilities that had not yet been, or could not be patched<sup>11</sup>



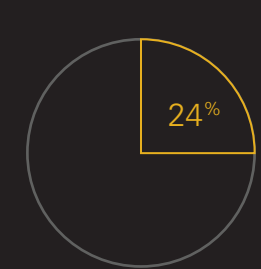
## Dollars and downtime

Cybercrime costs companies billions in lost revenue and system maintenance.

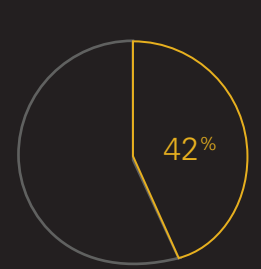


## Eaton helps ensure cyber safety

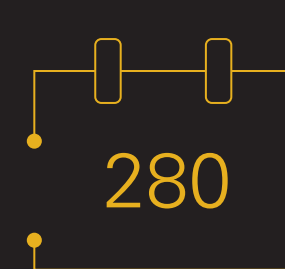
Our "secure-by-design" philosophy assures that Eaton products meet rigorous cybersecurity standards across the entire product development lifecycle—from inception to deployment to maintenance strategies.



**Secure Development Lifecycle (SDL)**  
Only 24% of all IoT devices utilize encryption when transmitting data.<sup>15</sup> We aim to stay ahead of cybercriminals and manage cybersecurity risks through a framework that involves threat modeling, requirements analysis, implementation, verification, secure deployment, ongoing monitoring and addressing new vulnerabilities.



**In-house lab certification**  
About 42 percent of today's companies have experienced an IoT security breach in the past two years.<sup>16</sup> That's why we test our connected devices at our UL-certified labs. Under UL's Data Acceptance Program, we test our intelligent and embedded logic products against established, measurable cybersecurity criteria, so our customers can rest assured that our products comply with industry cybersecurity standards.



**Cybersecurity best practices**  
It takes an average of 280 days to detect a data breach.<sup>17</sup> Our cybersecurity framework measures, classifies and minimizes risk via customized vulnerability analyses, penetration testing, malware detection, static and binary code analysis and protocol fuzzing, so you can reduce or minimize cybersecurity risk.

# We make what matters work.\*

\*As the world gets more connected and more digital, the demand for power – and cybersecurity – grows. We're committed to providing power management technologies and services that are safe, reliable, efficient and sustainable. Because that's what really matters. And we're here to make sure it works. To learn more, visit Eaton.com/WhatMatters.



<sup>1</sup>Finances Online. Number of Internet Users in 2022/2023: Statistics, Current Trends and Predictions. Retrieved from: <https://financesonline.com/number-of-internet-users/>

<sup>2</sup>Morgan, Steve (2019, July 18). Humans On The Internet Will Triple From 2015 to 2022 and Hit 6 Billion. Retrieved from: <https://cybersecurityventures.com/how-many-internet-users-will-the-world-have-in-2022-and-in-2030/>

<sup>3</sup>Markets and Markets. Industrial IoT Market by Device & Technology, Connectivity Type, Software, Vertical (Manufacturing, Energy, Oil & Gas, Healthcare, Retail, Transportation, Metals & Mining, Agriculture), and Geography - Global Forecast to 2026. Retrieved from <https://www.marketsandmarkets.com/Market-Reports/industrial-iiot-market-12373272.html>

<sup>4</sup>Hogio, Jeffrey (2021, January 6). Future of Industry Ecosystems: Shared Data and Insights. Retrieved from: <https://blogs.ids.com/2021/01/06/future-of-industry-ecosystems-shared-data-and-insights/>

<sup>5</sup>Morris, Chris (2022, February 11). After a Decline in 2020, Data Breaches Soar in 2021. Retrieved from: <https://www.nesdag.com/articles/after-a-decline-in-2020-data-breaches-soar-in-2021>

<sup>6</sup>Identity Theft Resource Center (2022, January 2). Identity Theft Resource Center's 2021 Annual Data Breach Report Sets New Record for Number of Compromises. Retrieved from: <https://www.idtheftcenter.org/post/identity-theft-resource-center-2021-annual-data-breach-report-sets-new-record-for-number-of-compromises>

<sup>7</sup>Zscaler (2021, July 15). Zscaler Study Confirms IoT Devices A Major Source of Security Compromise, Reinforces Need for Zero Trust Security. Retrieved from: <https://www.zscaler.com/press/zscaler-study-confirms-iiot-devices-major-source-security-compromise-reinforces-need-zero>

<sup>8</sup>SonicWall, Inc. 2022 SonicWall Cyber Threat Report. Retrieved from: <https://www.sonicwall.com/2022-cyber-threat-report/>

<sup>9</sup>Trustwave (2018, January 28). New Trustwave Report Shows Disparity Between IoT Adoption and Cybersecurity Readiness. Retrieved from: <https://www.trustwave.com/Company/Newsroom/News/New-Trustwave-Report-Shows-Disparity-Between-IoT-Adoption-and-Cybersecurity-Readiness/>

<sup>10</sup>IBM (2022, February 23). IBM Report: Manufacturing Fell Brunt of Cyberattacks in 2021 as Supply Chain Woes Grew. Retrieved from: <https://newsroom.ibm.com/2022-02-23-IBM-Report-Manufacturing-Fell-Brunt-of-Cyberattacks-in-2021-as-Supply-Chain-Woes-Grew>

<sup>11</sup>Ponemon Institute (July 2020). Cost of a Data Breach Report 2020. Retrieved from: <https://www.capita.com/sites/g/files/tqvt251f/files/2019-04/Security-concerns-escalate-as-iiot-expands.pdf>

<sup>12</sup>Lerner, Andrew (2014, July 16). The Cost of Downtime. Retrieved from: <https://blogs.gartner.com/andrew-lerner/2014/07/16/the-cost-of-downtime/>

<sup>13</sup>Morgan, Steve (2020, November 13). Cybercrime To Cost the World \$10.5 Trillion Annually By 2025. Retrieved from: <https://cybersecurityventures.com/cybercrime-damage-costs-10-trillion-by-2025/>

<sup>14</sup>Hernandez, Alexa (2021, August 6). Cyber Attacks on IoT Devices Are Growing at Alarming Rates [Encryption Digest 64]. Retrieved from: <https://www.venafi.com/blog/cyber-attacks-iiot-devices-are-growing-alarming-rates-encryption-digest-64/#:~:text=As%20of%202021%20only%204,hom%20and%20car%20automation%20devices.>

<sup>15</sup>UL (2019). Security concerns escalate as IoT expands. Market Insights on the state of IoT security - Research Study. Retrieved from: <https://www.ul.com/sites/g/files/tqvt251f/files/2019-04/security-concerns-escalate-as-iiot-expands.pdf>

<sup>16</sup>Ponemon Institute (July 2020). Cost of a Data Breach Report 2020. Retrieved from: <https://www.capita.com/sites/g/files/tqvt251f/files/2019-04/Security-concerns-escalate-as-iiot-expands.pdf>