

The Importance Of IoT Security With Jeanette Wilson

Introduction

[0:18] Jessica Ly: Hi, this is Jessica Ly, and I'm at the IoT conference with Jeanette Wilson from Microchip.

How are you today?

[0:26] Jeanette Wilson: I'm great. How are you doing?

[0:27] Jessica: Thanks for taking the time to speak with us.

We'd like to get your thoughts on Microchip's offering to the IoT developer community and your take on the conference so far.

[0:39] Jeanette: Okay, so a couple of things.

Section 1: Microchip's IoT Offering and Cloud Connectivity

[0:42] Jeanette: Microchip is a semiconductor company.

We're headquartered in Chandler, Arizona, and we do everything from microcontrollers to connectivity—wireless and wired—and a range of

analog solutions, from op amps to sensors, as well as security.

This week at the show, we announced a solution based on our products that helps clients connect to the Microsoft Azure cloud.

[1:08] Jessica: Very good.

Section 2: Making IoT Security Easier and More Accessible

[1:09] Jessica: I know security is a big challenge for IoT developers. What's been new in the IoT space that you've learned so far?

[1:17] Jeanette: Well, as I mentioned, security is a very big deal.

I think our customers are starting to understand that security isn't just about the fear factor anymore. It's also about protecting their brand and their image, as well as helping protect their customers.

One of the solutions we announced this week is based on our CEC1702 product, which is a microcontroller with integrated hardware cryptography. We connect to the Microsoft Azure cloud with DICE—



Device Identifier Composition Engine—support.

What we've learned from our customers is that we need to make these connections as easy and risk-free as possible and help them start developing as quickly as possible.

[1:59] Jessica: I think your brand name speaks for itself.

As a marketing manager, what would you say are some of the marketing challenges you face in driving adoption?

[2:10] Jeanette: I think the biggest challenge we face in the security world right now is truly education.

People understand that they need security, but they're not sure how to go about it or what level of security they need. That's why Microchip is a great company to work with. We have flexible solutions and varying levels of security.

We can really walk our clients and customers through that process and help them along the way.

[2:35] Jessica: Wonderful.

Section 3: Encouraging More Women to Build Careers in Technology

[2:36] Jessica: I know there have been very few women at the event. What can

we do to invite more women into the IoT space?

[2:50] Jeanette: I don't know that it's just the IoT space. I think it's technology in general.

A lot of that starts very early on. It starts in grade school and junior high, where we need to encourage more women and show them that being interested in math and science is socially acceptable.

I don't think they realize how fun it can actually be. It's a little geeky, but it's really fun to get into these technologies and see the wonderful things you can do.

Working at Microchip, I get to see what our customers are doing. Our solutions range from fun consumer applications to serious industrial applications and everything in between.

It's just a lot of fun to be in this business.

[3:27] Jessica: Wonderful.

[3:28] Jessica: Well, I appreciate you sharing your thoughts and taking the time to speak with us.

We'd love to see you at the event next year, and I wish you the best of luck with all your goals here.

[3:39] Jeanette: Well, thank you so much. We appreciate it.

[END]