

The IoT Visibility Gap



Why Operational Visibility Matters for Modern IoT Operations

IoT is now **business critical**



ALL-TIME HIGH ADOPTION



ACROSS ENTERPRISES AND OEMS



INTEGRAL PART OF OPERATIONS

Risk awareness is rising across



SECURITY



REGULATORY EXPOSURE



COMMERCIAL DEPENDENCIES

When visibility fails, **operational issues surface**

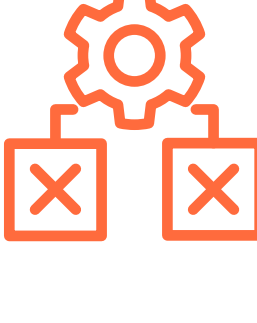
CASE STUDY

Jaguar Land Rover

An incident forced a shutdown of IT and OT systems, bringing production to a halt:



£50M+
LOST PER WEEK



MANUFACTURING OPERATIONS
STOPPED

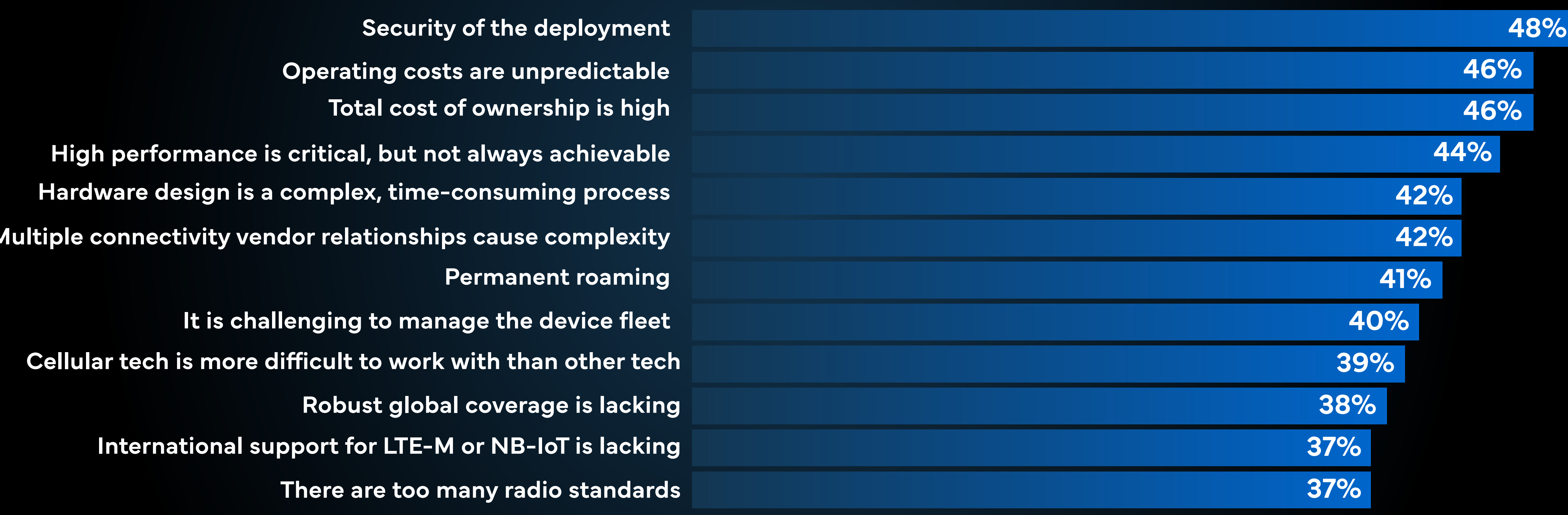


SUPPLY CHAIN
DISRUPTED

Connected systems increase efficiency but, without constant monitoring, also **increase operational risk**. An increase in perceived risk can **hamper growth** in scaling up cellular IoT connectivity deployments.

Top challenges in scaling up cellular IoT connectivity deployment:

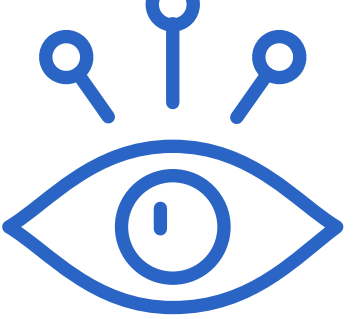
What do you perceive to be the top 5 challenges where scaling up cellular IoT connectivity deployments is concerned?



Enterprise & OEM IoT Connectivity survey, H2 2024. Survey by Kaleido Intelligence

Lack of **network visibility**

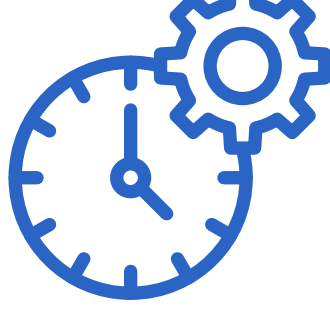
Many cellular IoT solutions do not provide **sufficient visibility** into network activity



LIMITED INSIGHT INTO DEVICE BEHAVIOR



NO CONTINUOUS MONITORING OF CONNECTIVITY USAGE



DELAYED DETECTION OF MISUSE

Operational dependency without operational visibility means detection happens after the damage is done.

Real-world attack examples

EV CHARGERS
Recruited botnets for distributed attacks

CRITICAL

NETWORK THREAT

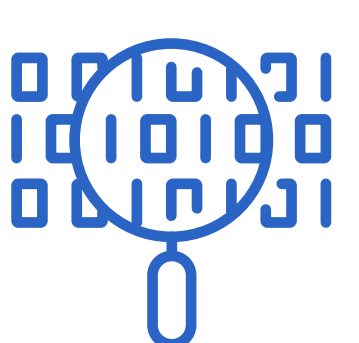
POS SIM CARDS
Used for non-business traffic (streaming entertainment content)

HIGH RISK

COST IMPACT

A visibility gap is a **trust gap**

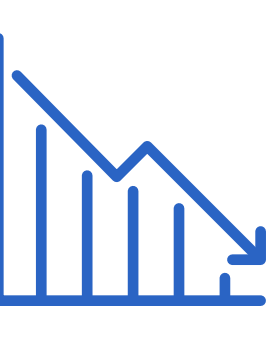
Without **visibility into device behaviour** on cellular networks:



ORGANISATIONS LACK A HOLISTIC VIEW



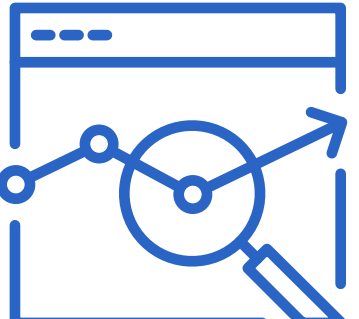
TRUST IN CELLULAR IOT DECLINES



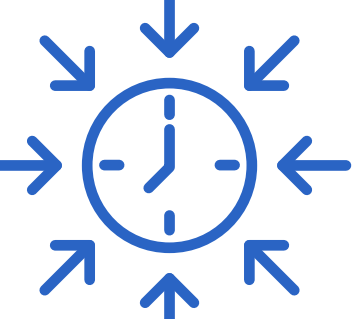
ADOPTION SLOWS IN REGULATED INDUSTRIES

The lack of operational visibility **erodes** confidence to operate and scale
Bridging this gap requires continuous, network-level visibility into device behaviour to enable more efficient, reliable operations.

Aeris IoT Watchtower™ turns unseen operational risks into **actionable intelligence**



CONTINUOUS MONITORING



REAL-TIME ALERTS



FULL PROTECTION

Contact your local sales representative to learn more.

Based on **Cellular IoT Security: Why Visibility is the Missing Link**

READ THE FULL REPORT

Kaleido Intelligence

Mobilesquared
business-ready.com