**IOTSF Discussion Paper for ESB**


**Strengths**

IOTSF is doing some great things:

- The refresh of the Assurance Framework is a crucial piece of work aimed at keeping our key product relevant. We need to capitalise on this: threats to security always evolve and so does IOTSF.
- Chapters are slowly helping to build an international profile. Can we expedite this?
- Project Funding is coming in to help fund useful targeted projects.
- IOTSF has international brand recognition and here with UK Gov. But we should not be complacent: we need to keep our brand front of mind for the new Gov.
- We have a good core team in place. Both in the Secretariat and among key core members.


**Weaknesses**

Are we in danger of losing relevance?

- Membership is stable but not growing.  In particular we have struggled to secure big company members. Over time this may impact on our funding and on our continuing relevance.
- The digital landscape is changing. IoT is less of a buzz word than five years ago. Does that matter?
- How do we maintain our leading position with leading technology themes such as AI or post quantum cryptography?

**Opportunities**

- Digital security in general remains front page news. Even the US is beginning to look harder at how State and Federal Gov action can drive up security. This should provide opportunities for publicising IOTSF.  Do we need a strategy for US engagement?
- New 'Govs' in UK and EU: both interested in security. Can we help them? How do we position and engage with them?