Securing your place in hearts and homes
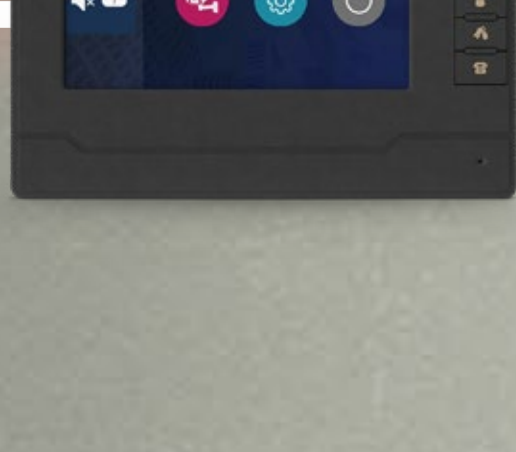
How the BSI Kitemark can help build customer trust and unlock your market for your connected devices.

bsi

BSI Kitemark™

The symbol of trust

As demand for smart devices and connected homes continues to increase, consumers are searching for assurances that the technology they choose will keep them safe and secure.

Your customers can find that reassurance with the BSI Kitemark™, the symbol of trust and confidence in the safety and security of smart devices.

BSI Kitemark certification confirms that a product or service's claim has been independently and repeatedly tested by experts, meaning that you can have trust and confidence in products and services that are Kitemark certified.

By gaining Kitemark certification, manufacturers and brands can show customers, fellow smart device makers and the world your commitment to the utmost reliability, sustainability and craftsmanship. In competitive marketplaces, it's your key to standing out.

Shut out by skepticism?

There's a justified skepticism among consumers around smart devices, and it's one that manufacturers need to understand.

88% of consumers don't fully trust connected devices[1]

41% of smart homes are estimated to have at least one device vulnerable to cyberattacks that could endanger the entire home[2]

With these concerns top of buyers' minds, and such a large amount of competition, anything you can do to ensure confidence in the safety and security of your product is vital.

A market reaching new heights

The smart device market is growing at an incredible rate, with more and more customers around the world inviting them into their homes.

74.6 m smart homes expected in the US by 2026[3]

$11.1 trillion of worldwide economic value expected by 2025 from the Internet of Things[4]

And as more investment brings intensifying competition, it's going to be harder and harder to stand out. Any edge your business can gain is crucial.
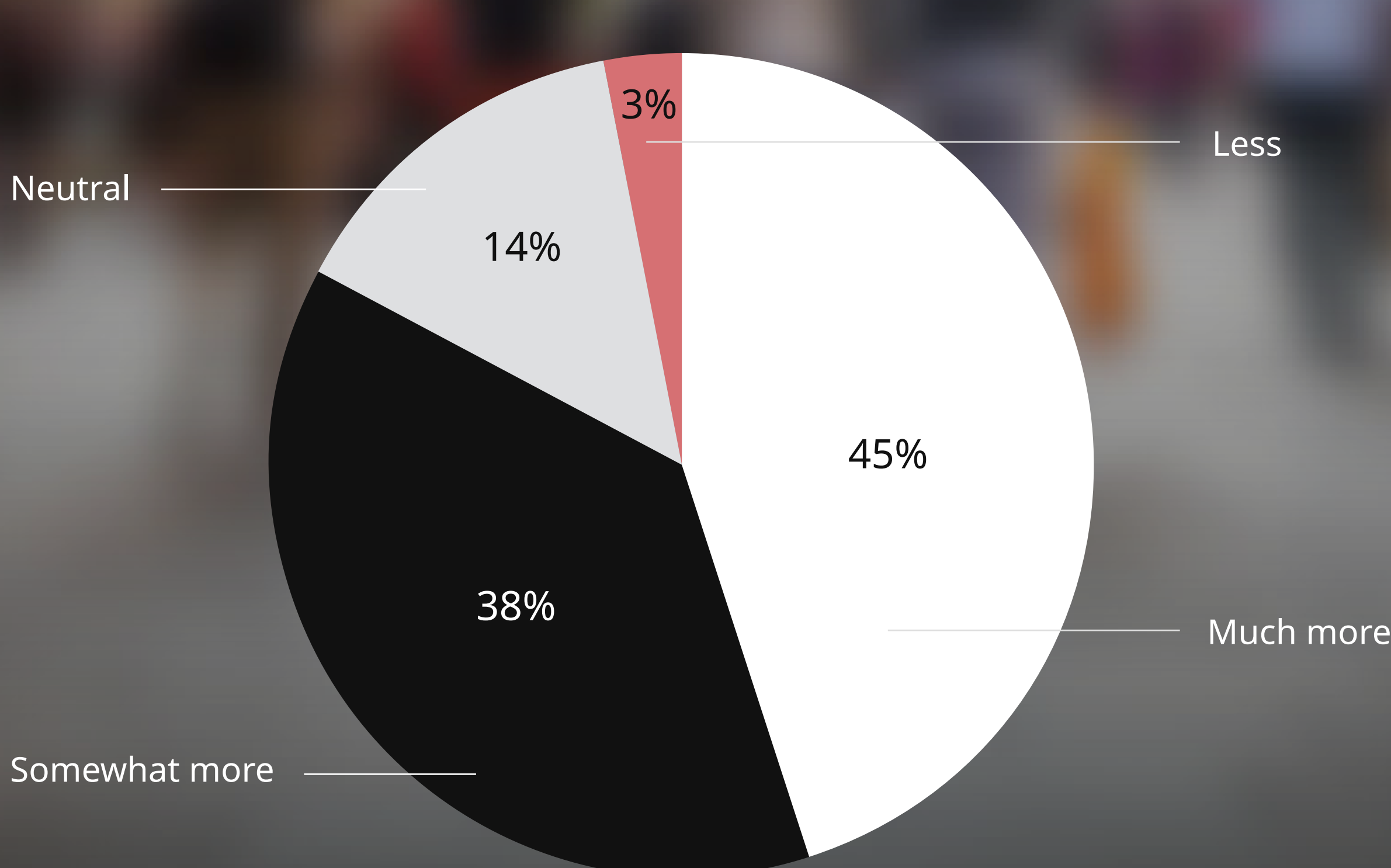
Shining in the shop window

So how does our Kitemark help your product stand out among consumers and partner organizations? It's all about recognition.

83% of US consumers are more likely to choose a home-connected device with a verified mark[5]

Consumers on choosing home-connected devices with a verification mark versus a competing product without a mark

Neutral — 14%
Less — 3%
Much more — 45%
Somewhat more — 38%

It's clear the appetite is there for certification and a mark of verification.

So why choose BSI?

The BSI Kitemark helps smart-device makers to win the hearts and homes of consumers by displaying an independent verifiable promise that their product will keep customers smart homes safe and secure.

Our solutions and services **help manufacturers to improve their products'** performance. We support the United Nations Sustainable Development Goals, as we work towards our purpose: to inspire trust for a more resilient world.

For us, **keeping smart homes secure and consumers' personal information private** plays a huge part in that world. BSI has created a strong, dynamic IoT Community to shape new opportunities, create best practice, increase confidence and trust, and accelerate the market.

If you're looking to get the most out of your smart device, and really secure trust in the hearts and homes of customers worldwide, why not get in touch? Visit bsigroup.com/en-US/our-services/product-certification/kitemark/

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[1]https://www.bsigroup.com/globalassets/localfiles/en-ae/iot/krn-iot-factsheet-web.pdf
[2]https://comfyliving.net/smart-home-statistics/
[3]https://berginsight.com/the-number-of-smart-homes-in-eu-rope-and-north-america-reached-105-million-in-2021
[4]https://www.mckinsey.com/mgi/over-view/in-the-news/by-2025-internet-of-things-applications-could-have-11-trillion-impact
[5]BSI research, BSI Ring: Making the most of your Kitemark achievement