

AARON ARDIRI

CEO & FOUNDER
RIOT SECURE AB

AT THE
FRONTLINES OF
DIGITAL
TRANSFORMATION



COVER **STORY**



The Internet of Things (IoT) is a technological breakthrough providing devices, vehicles, appliances, and other physical objects embedded with sensors, software, and network connectivity. This connectivity has elevated the efficient use of resources, enhanced data analysis, and improved the decision-making process. This amalgamation leads to benefits ranging from cost savings to enhanced safety, making IoT essential in modern business strategies. It provides data-driven insights for quick decision-making, improves customer experience substantially, and is a real-time asset to organizations. Leaders in this sector closely monitor the ongoing trends that help them in the overall coordination of the organization that contributes to customer delight in every manner. Visionary leaders ensure safety blended with accurate analysis and increased automation to fasten the processes involved. A similar leader in today's issue is **Aaron Ardiri, CEO** at **RIoT Secure**.

Revolutionizing IoT Security

Headquartered in Stockholm to redefine IoT security, RIoT Secure is focused on providing a comprehensive platform that secures IoT devices across their entire lifecycle, from secure onboarding, through operations and upgrades until their eventual decommissioning. The fresh perspective accommodates patented technologies such as a communication protocol that reduces data transmission by over 90% compared to traditional methods and a unique hardware sandbox model to ensure robust security. With a dedicated focus on security by design, scalability, sustainability, and innovation, RIoT Secure has gained recognition as a leader in the IoT security domain.

The organization is devoted to providing solutions that address real-world challenges faced by IoT developers and businesses. From optimizing resource-constrained environments to enabling edge compute capabilities, RIoT Secure delivers a platform that not only enhance security but also empower innovation. The organization has partnered with prestigious clients including SAS Ground Service Handling, and has been recognized by organizations like IoT Breakthrough Awards and TechCrunch Disrupt for their contributions to the industry.



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Bouquet of Services

RIoT Secure is a pioneer in providing a lifestyle management platform and IoT security. The flagship offerings include secure device onboarding, real-time performance monitoring, over-the-air firmware updates, and safe device decommissioning. It also imparts tools for developers to integrate robust security into IoT devices, ensuring compatibility across diverse ecosystems.

The highlight of the organization is the patented communication protocol, which drastically reduces data transmission requirements, and the hardware sandbox model, which isolates critical security functions from primary device operations. These innovations not only enhance security but also optimize device performance and reduce operational costs for the clients.

Grand Entry

A crucial moment that catalyzed RIoT Secure's growth was its participation in the prestigious Horizon 2020 EU program alongside EIT Digital, a 3 Million EUR project just before the COVID pandemic set in. This collaboration was significant to gain recognition in high-stakes European innovation networks, that set the stage for profound developmental leaps. During this program, Comau and SAS Ground Service Handling served as pilot customers for the said technology, providing the organization with precious insights and validation of the solutions in a real-world setting. This experience was crucial, as it led directly to the first commercial relationship with SAS Ground Service Handling. The solution has been successfully deployed for over three years at Stockholm Arlanda Airport.

A second highlight was being recognized by IoT Breakthrough Awards with back to back awards of “Emerging Company of the Year – Enterprise” as the “IoT Startup of the Year,” which

extensively hyped the reach in the industry. Opportunities like participating in high-profile events like TechCrunch Disrupt has also opened fresh avenues. This can be said as a huge transitional phase from a development-focused startup to an industry-recognized leader in IoT security.

Scaling Security Credibility

Like many startups, the company initially faced challenges in carving out a niche within a highly competitive IoT security market, all while managing constrained resources. Operating in a vast and rapidly evolving field, the team encountered significant hurdles in convincing stakeholders of the critical need for robust, lifecycle-focused security solutions. Balancing the technical development of their platform with ensuring market relevance added another layer of complexity.

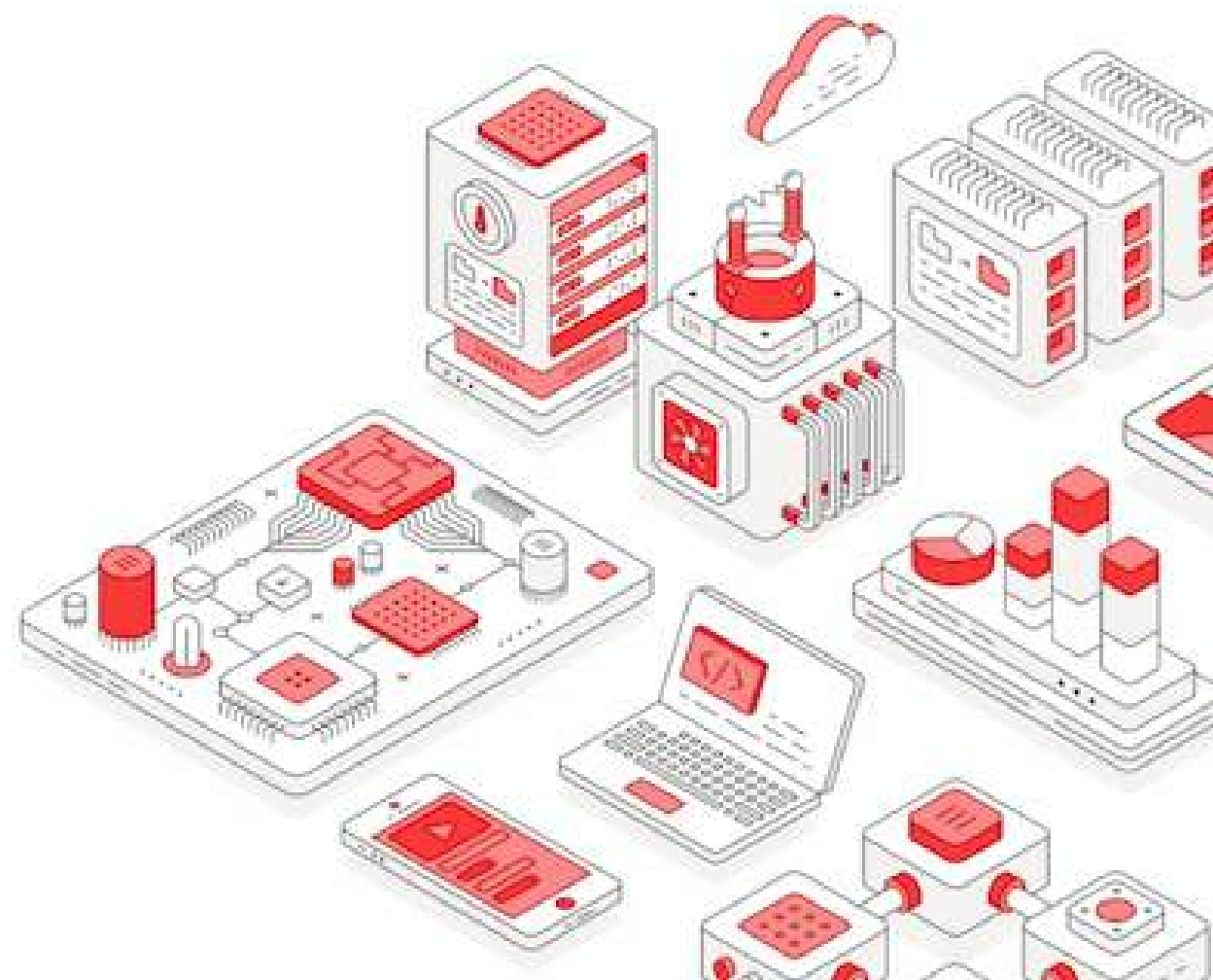
Credibility, too, was a challenge for the bootstrapped venture, competing against established industry players. However, a breakthrough came with a commercial deployment for SAS Ground Service Handling. This initiative not only validated their technology but also serves as a compelling use case to attract both potential clients and investors.

Flexibility in Work

RIoT Secure embraces innovation and continuous learning with open arms. The organization encourages to explore fresh perspectives and initiates regular brainstorming sessions combined with participation in industry events to be informed about the latest trends and technologies. Staying ahead of the curve is the culture of innovation that brings the organization triumph. Its patented communication protocol and hardware sandbox were born out of a collaborative effort to address specific customer pain points. Groundbreaking solutions are the aim when innovation is to be exercised at RIoT Secure.



Secure Device Lifecycle Management for IoT





**PIONEERING LEADER IN IOT
TECHNOLOGY, SECURITY, AND
EMBEDDED SYSTEMS AS CEO OF
RIOT SECURE AB IN 2025**



The ***Business Tycoon Magazine Workflow 2025 Edition*** proudly features the **Pioneering Leader in IoT Technology, Security, and Embedded Systems** in its prestigious **CEO of RiOT Secure AB 2025 Awards**. This edition celebrates the remarkable achievements of visionary leaders, including,

**AARON ARDIRI, CEO & FOUNDER
OF RIOT SECURE AB**

who has made groundbreaking contributions to the industry.

Secure Innovation

RIoT Secure's platform revolutionizes operations for clients by managing the complexities of secure communications and device lifecycle management, allowing businesses to focus on their core abilities and expertise. By offloading critical security and operational challenges, the platform drastically reduces development costs while enhancing user experience with devices that seamlessly operate and remain updated with the latest firmware.

The technology is built for efficiency and reliability, offering fail-safe over-the-air (OTA) updates to minimize downtime and disruption. Beyond functionality, it empowers clients to reduce technical overhead, accelerate time-to-market for innovations, and embed security as a fundamental element of their IoT ecosystems. With RIoT Secure, clients ensure optimal, secure, and consistent device performance, delivering on their commitments in an increasingly connected world.

Redefining Security

RIoT Secure has redefined IoT security by embedding protection across the entire device lifecycle, ensuring continuous adaptability in an ever-evolving threat landscape. Its platform simplifies large-scale deployments through centralized device management, transforming how IoT ecosystems are maintained and secured.

With an innovative communication protocol and hardware sandbox technology, RIoT Secure sets new benchmarks for resource efficiency and security. By reducing operational costs associated with data transmission and isolating critical functions, the platform enables scalable, secure IoT solutions without sacrificing performance or usability.

Open Perspectives

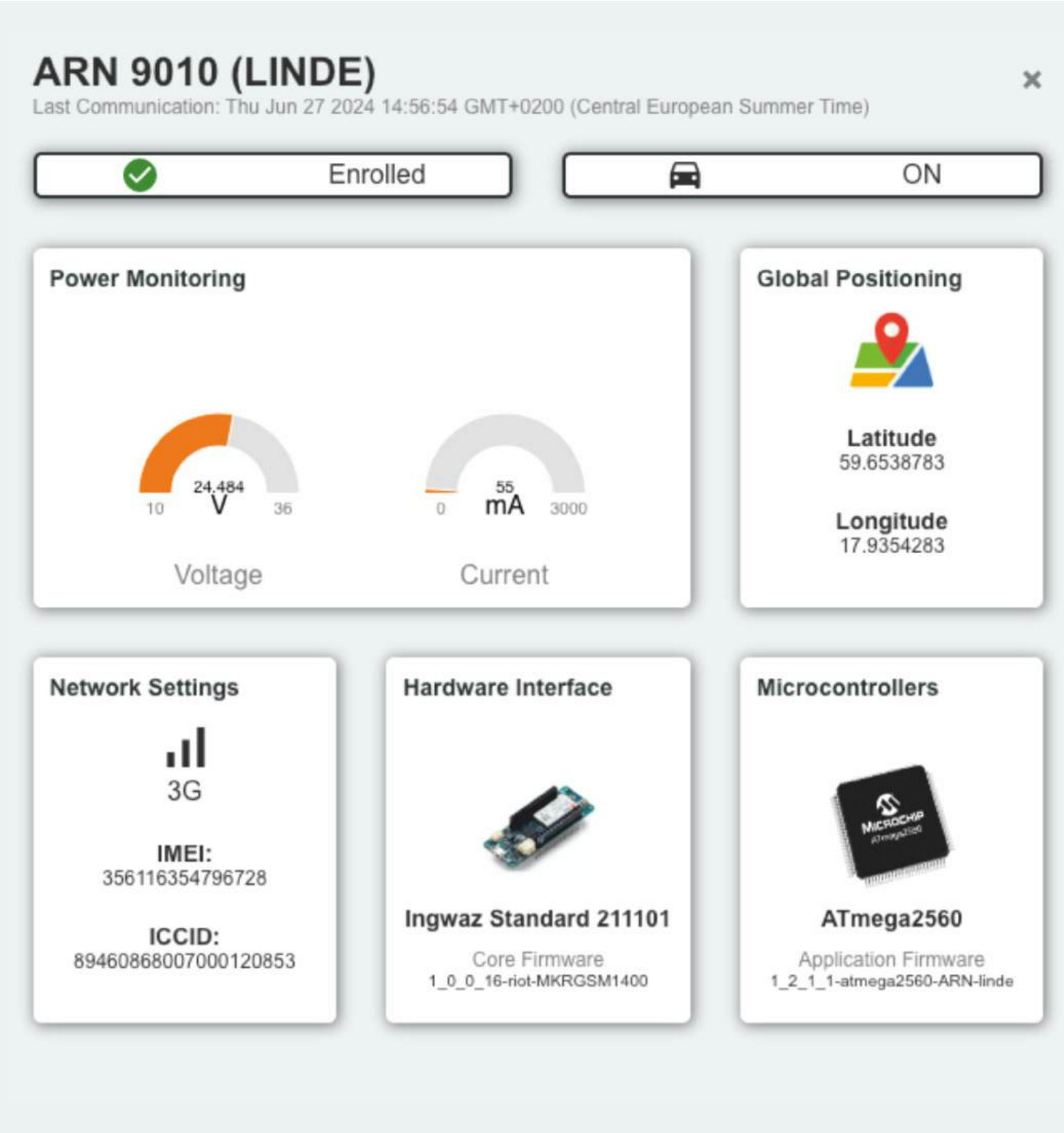
One of the most significant challenges business leaders face today is navigating the rapid pace of technological change while ensuring their organizations remain relevant and competitive. The IoT and cybersecurity landscape, in particular, continue to evolve at an unprecedented speed, demanding that executives stay informed and agile in their decision-making.

To address these challenges, organizations must cultivate a culture of continuous learning and innovation. Encouraging cross-functional collaboration, investing in employee development, and maintaining an open mindset toward emerging technologies are critical strategies. Additionally, clear communication and a strong emphasis on long-term goals enable leadership teams to align their workforce and drive sustained success.

Innovative Security

Staying innovative and competitive in the fast-paced IoT security market demands a proactive approach to technology development and customer engagement. At RIoT Secure, the company fosters close relationships with clients to gain a deep understanding of their evolving needs and challenges. This ongoing feedback loop directly informs product development, ensuring that the solutions provided effectively address real-world problems.

In addition, RIoT Secure places a strong emphasis on research and development, particularly in the areas of emerging technologies such as AI and machine learning, to stay ahead of increasingly sophisticated cyber threats. By cultivating strategic partnerships with academia and industry leaders, the company ensures it remains at the cutting edge of technological advancements and regulatory shifts, enabling it to rapidly adapt its offerings to meet new market demands and seize emerging opportunities.



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Creativity and Adaptations

Aaron Ardiri states that the prolonged success stems from the relentless focus on innovation and the ability to adapt to market needs. To make sure the provided solutions are effective, customer feedback and constant refining of the platform are established. The patented technologies like the communication protocol and hardware sandbox set the organization apart.

In-depth research about developer needs, their challenges and providing tailor-made solutions is a major success-contributor. The agile approach has allowed the organization to remain flexible and responsive, ensuring that we can seize new opportunities as they arise.

Inclusive Culture

Diversity, Equity, and Inclusion (DEI) are a crucial part of the organization. A diverse team brings a wealth of perspectives and experiences, leading to better decision-making and innovation. While vacancies persist, equal opportunity to everyone is given and the organization makes employees feel valued by inclusivity.

Initiatives like career development programs, and mentorship programs are exercised to support the growth of all team members. Open dialogue and communication prevail to foster a sense of community and belonging. These values have helped to build a strong, cohesive team that is not only capable of tackling complex challenges but also committed to creating positive change in the industry.

Recent Triumph

A recent success at RIoT Secure involved the launch of a specialized GNSS-based solution designed to address the unique challenges of high-latitude regions, such as Stockholm Arlanda Airport. This project tackled positional



inaccuracies common in northern areas, making precise tracking of vehicles and airport baggage handling zones extremely difficult. The team developed advanced algorithms to accurately detect vehicle entries and exits, improving both operational efficiency and security compliance.

The success of the project was enhanced through collaboration with external partners, integrating cutting-edge machine learning and AI technologies at the edge. This approach not only boosted accuracy and reliability but also demonstrated RIoT Secure's ability to innovate and adapt in complex environments. The initiative not only met the stringent demands of airport operations but also set a new benchmark for the company's product offerings, reflecting its commitment to continuous improvement and customer-driven innovation.

