I believe strongly that the principal themes should be re-ordered as they don't accurately reflect the importance and impact of solving each theme.

Additionally, by placing the "Automated, distributed attacks are a global problem." as theme #1, I believe an artificial barrier/natural stop is created and naturally allows people to blame the security issues on other countries and avoids accountability.

This is also un-cited and no estimates of device counts are in the document that show which percentage of infected clients make up the US vs outside US numbers. This is especially problematic when you consider that the US is by volume one of the largest purchaser of internet connected devices and while China and India may have more internet users, it is not outside the realm of possibilities that the US has more internet connected devices. Even if it isn't the majority, the fact still stands that we have millions of these devices coming online over the next few years.

I believe the order (by severity, impact and contribution to the theme) should look like something like this:

Effective tools exist, but are not widely used.
Market incentives are misaligned.
Products should be secured during all stages of the lifecycle.
This is an ecosystem-wide challenge.
Education and awareness is needed.
Automated, distributed attacks are a global problem.

Regards,

James Pleger
e: jpleger@gmail.com