

Session 17383

Myth, Magic and Mobility for Neo-Luddites

<https://en.wikipedia.org/wiki/Neo-Luddism>

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Abstract

Ever throw a party and nobody came?

It's the same feeling when you build technology that no one wants, even though it works perfectly. Disruptive technology causes changes perceived as scary and threatening.

We (ok, royal 'we') love technology, and often forget the considerable angst it causes for non-IT users. Based on my years in the field, this session looks at real examples of technology failures for all the wrong reasons, and the importance of human factors, not just use cases.

IT Modernization



My job - Make the project successful...

5 years on an international IBM SOA innovation team

Mostly on BPM customer projects

Caveat: problems are so much more fun to talk about

Worn many, many hats over the years

Aerospace engineer, developer, sysprog, architect, product manager, professional services, marketing, etc.

Innovative has special challenges

- Budget allocations/process, territories, job roles, departmental boundaries, NIH mentality, DIY hazards, egos

Game Changers

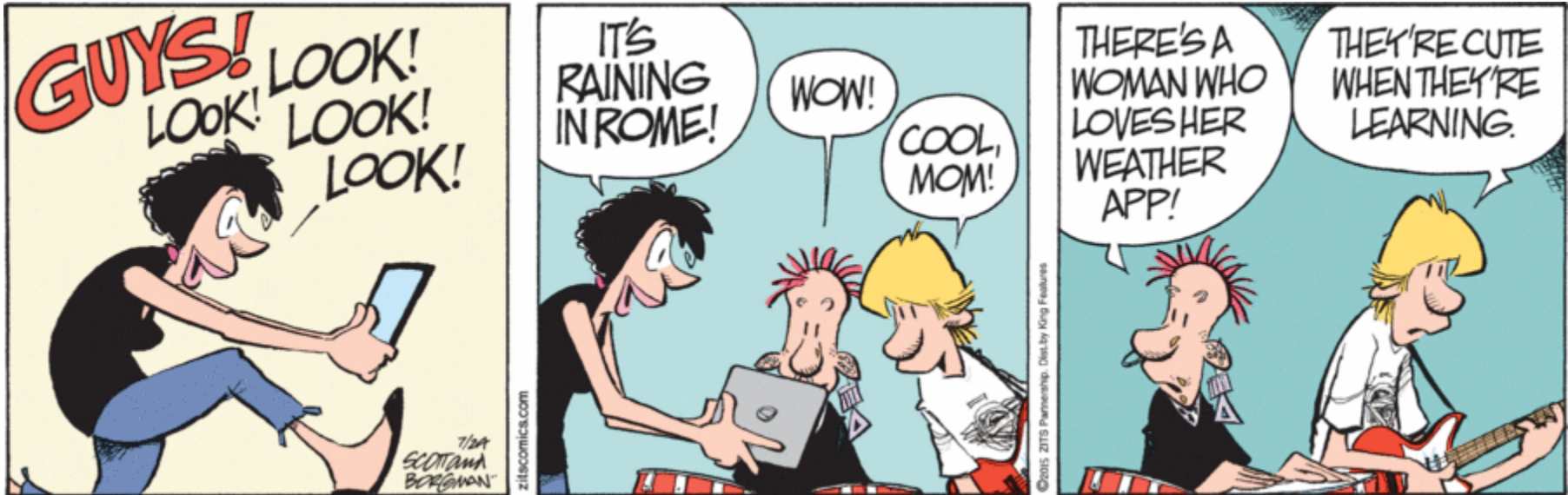
- BYOD / Mobility
- Internet of Things
- Big Data and Analytics
- Different perspective of innovation maturation



Not a discussion of concepts nor technology nor value propositions nor products nor ...



ID ten T Connector



Focus is Millenials, ignoring the technophobe

<http://zitscomics.com/comics/july-24-2015/>

Mobility's Tide has Turned

BYOD Prevention to Leverage

2013: Prohibit mobile device usage

2015: Engagement for internal and external

- Market forces are powerful
- Tooling and methodology is in place



Where's the Market

Apps are clearly leading the way to the money

- Hardware market is saturated, so here's the money
- Chaos is a life or death feature

Luddite says...

Why do I have to use an app? A web page isn't installed or maintained by me, and is the same.

Many apps have bad hygiene or are invasive

Itty bitty screen real estate with tiny keyboards

<http://www.businessinsider.com/the-future-of-the-mobile-industry-2014-11?op=1>

If You Build an App...



Will your target audience find it?

Functionality plus marketing = usage

<https://www.aei.org/publication/2015s-100-billion-question-drives-mobile-app-economy/>



Is Innovation Enough?

Virtual Reality is not just for games

- Anyone remember Max Headroom?

Luddite says...

Shopping apps? Really?

<http://mashable.com/2013/04/09/bloomingdales-me-ality/>



Google Glass was a failure



Why was such promising technology pulled from the market?

- Flunked privacy perceptions, especially in bars
- What did it solve? Specifically, for me?
 - Despite the clamor of heads-up displays

<http://www.forbes.com/sites/ianaltman/2015/04/28/why-google-glass-failed-and-why-apple-watch-could-too/>

http://money.cnn.com/2015/06/09/technology/google-glass-parkinsons/index.html?iid=ob_homepage_tech_pool&iid=obnetwork

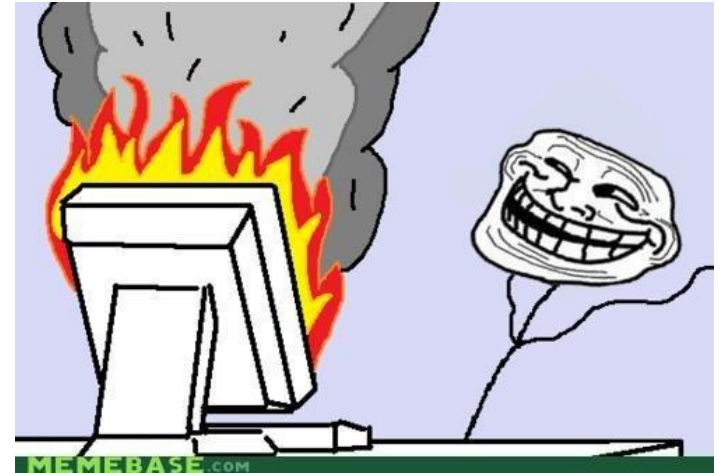
The Trouble with Trolls

Spam / trolls can completely derail your site

No website or app is immune

A single bad experience prevents reengagement

- Requires human monitoring



http://money.cnn.com/2015/07/19/technology/brianna-wu-reddit-harassment/index.html?iid=ob_homepage_tech_pool&iid=obnetwork

Bring your own Device / Technology BYOD

Having a single device is very appealing

- Good news: “unparalleled freedom to work from anywhere”
- Bad news: “unparalleled burden of working from anywhere”
- Mobile connections of multiple data sources to one app

68% of mobile app developers are unaware of impact on backend systems of record

Never underestimate the ability of your technical team to find a creative workaround in order to get a job done

http://techpageone.dell.com/technology/byod-adoption-rate-to-top-35-by-2016/#.UwoRD_IdXAT

Bring your own Device BYOD

Where is this headed?

- Mobile apps, not employees, are now the face of the company
- Move to personalized engagement / gamification
- Leverage Analytics to become a game changer via Insights
- Add value via insight instead of highly trained employees

Compliance, security issues

- \$5.5M average cost for a security breach
- Hack an app, get access to other apps
- Hidden costs related to support, expenses and reimbursement

That Security Thing

Passwords are soooooo 80s

- IT lives and breathes security, but convenience trumps privacy for users
- Users perceive the onus is on them

But is that really true?

Why isn't there security certification for apps?

<http://www.informationisbeautiful.net/visualizations/worlds-biggest-data-breaches-hacks/>

Security Paradigm favors Tech, not ID ten T users

Hackers are no longer just the 'lone wolf'

- You no longer know the user, untrusted
- Model is changing from 'keep them out' to 'prevent damage after they get in'
- Look into Homomorphic Encryption of DB Ops

Luddite says...

Nothing is safe online

<http://money.cnn.com/2015/05/26/pf/taxes/irs-website-data-hack/index.html>

Security Breaches are where?

Apps are leading the way

- Immature platform, constant updates, etc.
- Only 4% of Android are at current level
- Data is move 11 times for transactions
- Over 200 days to report a breach!

Luddite says...

- Passwords are not the problem, your security is!
- Fraud blindsides the non-tech audience

<http://money.cnn.com/2015/05/13/technology/hackers-starbucks-app/index.html>

Sacrifice Security for Convenience

Is Single Sign-on really a good idea?

- Facebook, Google, Windows, etc.

Luddite says...

- If hackers access your email, you're screwed
- *<http://lifehacker.com/5505400/how-id-hack-your-weak-passwords>*



Complex Passwords, um, NO

Hackers are way ahead of the industry

- Security questions answers are public info

Luddite says...

I can't remember all of them, so

- I write them down
- I follow a style
- I use easy words, names or phrases

http://www.salon.com/2013/09/02/no_password_is_safe_from_new_breed_of_cracking_software_partner/



2 step Verification = Steal my Phone

Unlock patterns easy to crack

Luddite says...

- I lost my phone, my kids need to use it, etc.
- Too slow to unlock my phone all the time



Passwords Vaults Immune?

Simple to complex, it's the perfect target

- If I was a hacker, I'd target them

Luddite says...

- It's too technical for me

<http://money.cnn.com/2015/06/15/technology/lastpass-password-hack/>



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Stalker Economy

Spying on users is a huge and growing business

- Online profiles of users via cookies, GPS, etc.
- Not just selling ad space anymore
- Google processes and sells 24 terabytes / day

Luddite says...

- Nobody is that interested in me

<http://www.cio.com/article/2460616/mobile-apps/user-beware-that-mobile-app-is-spying-on-you.html>

Internet of Things

- Initial IoT marketing was inane
- Biometrics and wearable devices make an impact
 - Reduce risk for drivers, handicapped, veterans, etc.
- Expect a barrage of data with a short expiration date

Big Data and Analytics Pitfalls

Pitfalls

- 70% of time is spent on identification, cleansing, and integrating data
- Fragmented, difficult to share data from various sources

Data quality

- Compare numerical bank transactions to social media hits
- Still looking to support the answer (or lie) you want to find
- Need analytics for the management, not just business data

Big Data hype cycle <https://www.gartner.com/doc/2814517>

<http://www.informationweek.com/big-data/software-platforms/big-data-meets-trough-of-disillusionment-gartner/d/d-id/898939>

<http://venturebeat.com/2013/08/06/when-the-cloud-hype-cycle-shuts-down-the-real-fun-begins/>

Data Quality is a Huge Issue

Faulty / misleading data replicates just as easy as good data

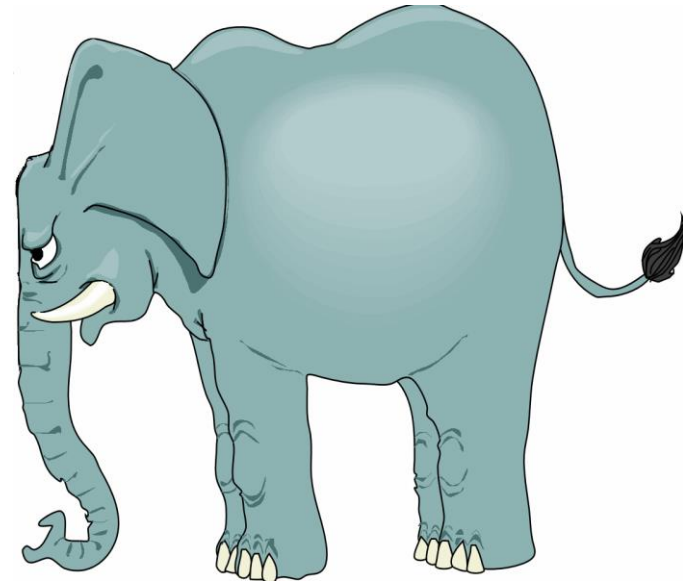
- Data doesn't have an expiration date
- No automatic conflict resolution
- Data Broker Acxiom
 - Up to 30% of a person's profile information may be wrong at any given time since it is based on information from a variety of sources, including public records and surveys that may be incorrect or out of date.



http://money.cnn.com/2013/09/05/pf/acxiom-consumer-data/index.html?source=cnn_bin

What's Wrong with this Picture?

- Elephant in the room
 - Security
 - Licensing
 - Design
 - Skills
 - Ownership



77% Executives believe cloud makes protecting privacy more difficult

Pundits: Gartner et al

Trends for both technologies and business concepts

- It's worth comparing year to year predictions

But I'm a technology person, why should I care? That stuff doesn't apply to me....

Gartner: Top 10 Strategic Technology Trends for 2014



One is Disruptive Technologies

- The Nexus of Forces — mobile, social, cloud and information
- Once again, “bid goodbye to IT conventional wisdom”

<http://www.gartner.com/technology/research/top-10-technology-trends/>

Gartner's Hype Cycle

Degree of hyperbole vs. productivity associated with emerging technologies

Idea evolves and matures

- Focuses on early implementation
- Not a cycle, since it never repeats

Generates intense discussion and speculation

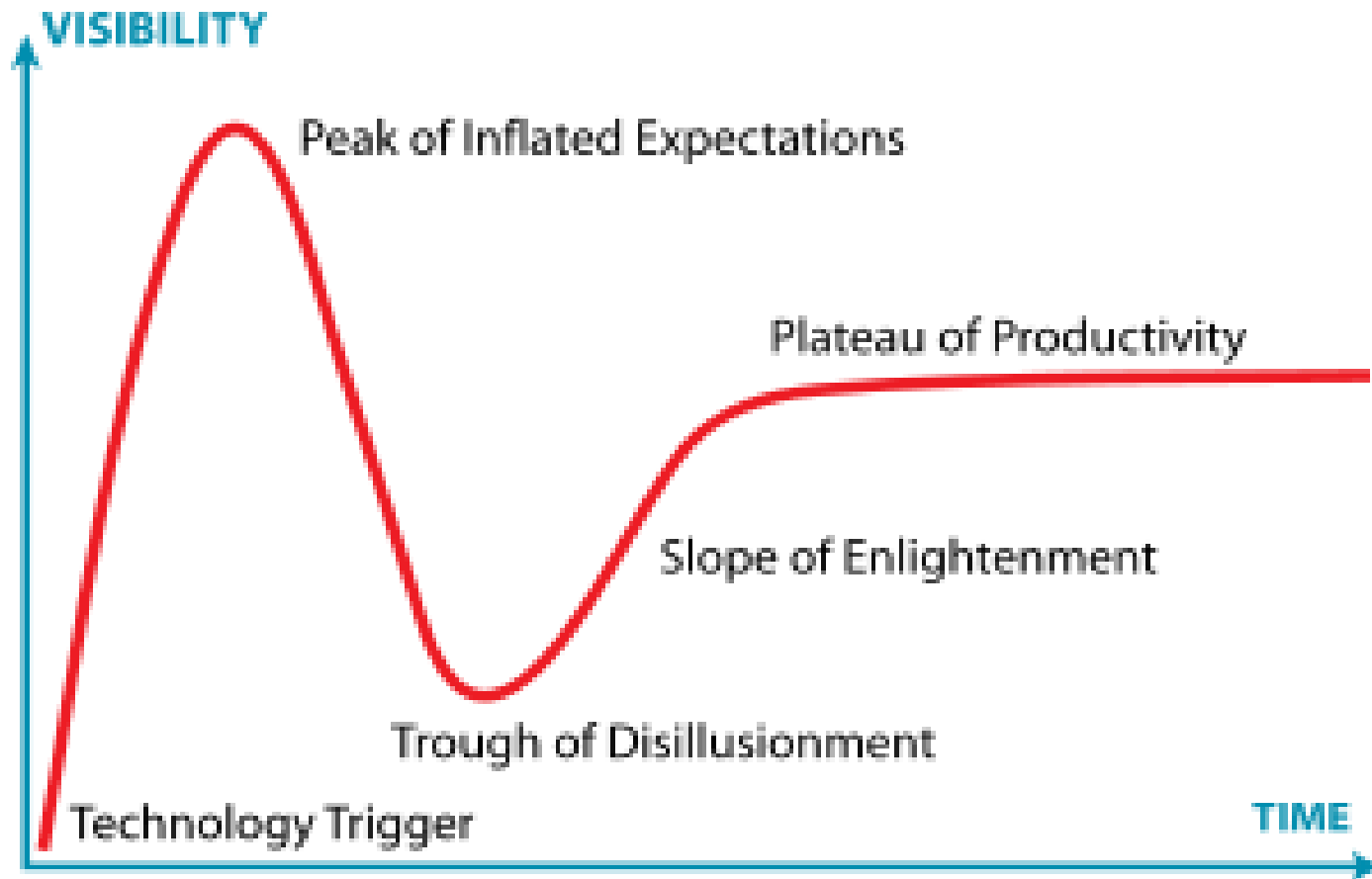
<http://www.mediabuzz.com.sg/asian-emarketing-latest-issue/210-asian-e-marketing/digital-marketing-trends-a-predictions-week-1/2504-gartner-hype-in-2015-around-the-internet-of-things-iot-and-wearables>

Gartner Hype Cycle

    #SHAREorg



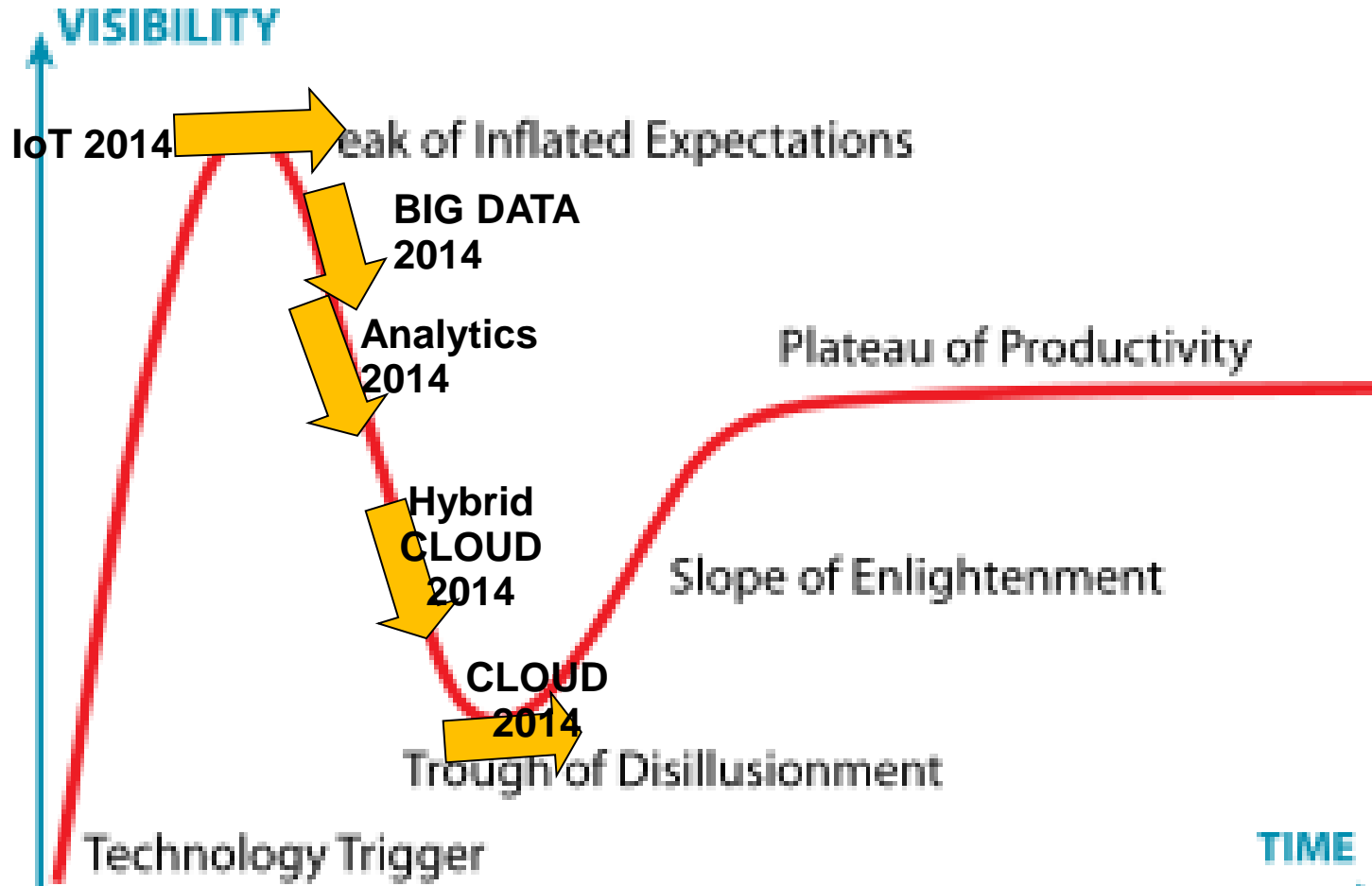
the hype cycle does not reflect the transformative power of a technology, but rather how the industry views that technology



http://en.wikipedia.org/wiki/Hype_cycle

<http://www.gartner.com/technology/research/methodologies/hype-cycle.jsp>

Gartner Hype Cycle 2014-15



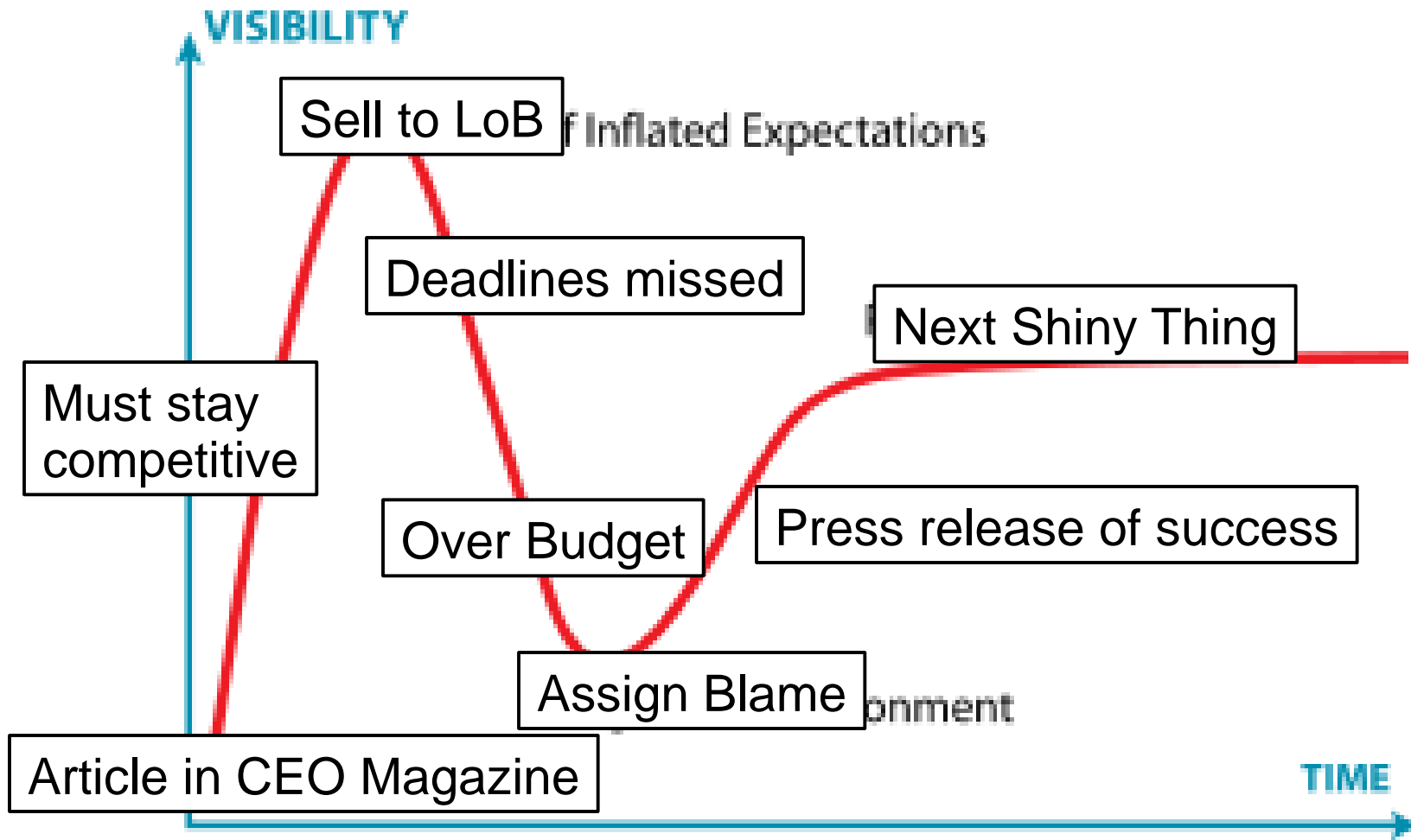
<http://www.gartner.com/technology/research/hype-cycles/>

<https://www.gartner.com/doc/2569522>

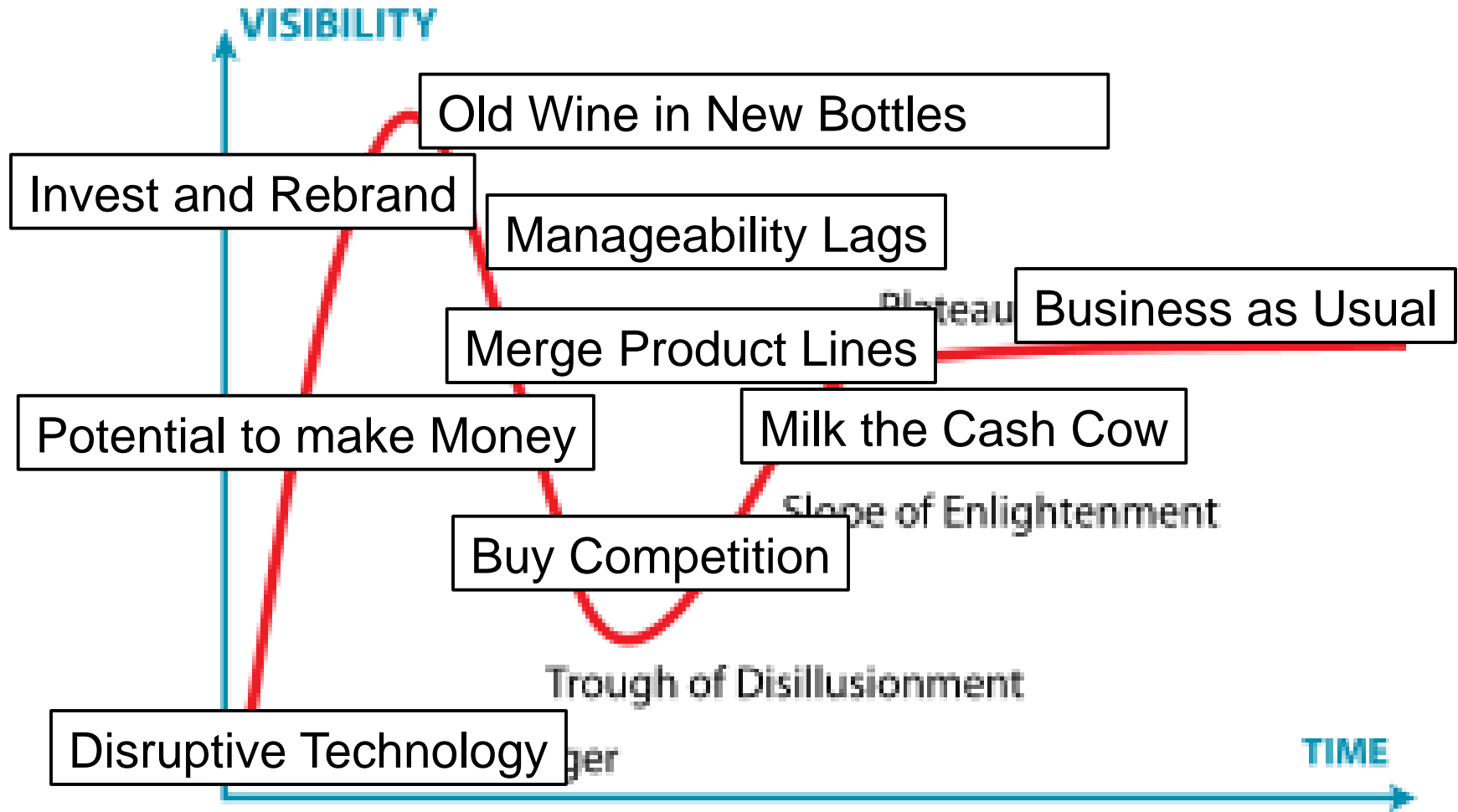
businesscloud9.com/content/axway-and-what-analysts-think/1085

<http://www.gartner.com/newsroom/id/2575515019564/>

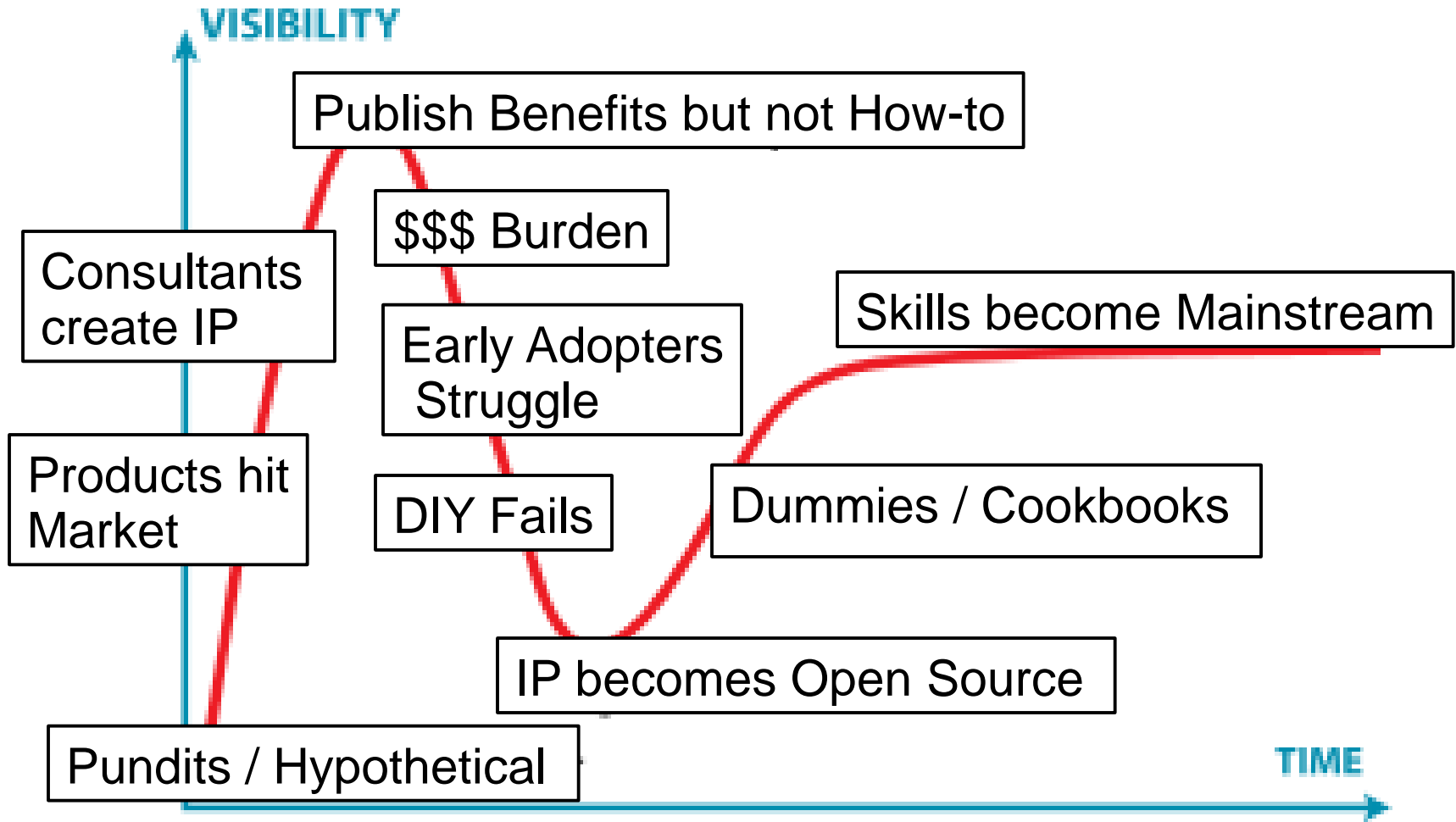
CEO View of Hype Cycle



Vendor's View Hype Cycle



Knowledge Hype Cycle



Innovate!

Thank You !