

## Report

### *EOTO Group*

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## Standards vs. Competition

- Innovation is purely based on the idea of presenting something different from what is available. This indeed contradicts with the idea of standardization.
- Competition arises from differentiation
- Extends the OSI model with additional 3 layers which is more towards the users' end; revenue and profit, politics, and technology religion – the reason for which people adopt technology.
- Explained hierarchy of needs which finally focuses upon self actualization.
- The area for true competition and innovation lies in the applications, products and services offered to users (top layers), not in the infrastructure (lower layers). This follows from the fact that the nature of communication requires both ends to have a standard way of transmitting information, and this where having standards and protocols is actually beneficiary even for application layers to reach wider audience.
  - On one end of the spectrum, lie the TELCO/Cable companies trying to force standards on every level, including services and applications, to maintain control over the application behavior, as well as the end-users. Systems are centralized, through servers.
  - On the other end, lie the internet and other open competition environments, making use of the standards in the communication layers to provide a more competitive environment in the application layers, where innovations and differentiation are the key aspects of application development. Systems are distributed, controlled by end-user devices.
- Historical facts and analysis of the market shows that it is always the case that products and services from the open competition environments and the internet makes it through to the restricted competition environment, but not the other way around.
- Examples of systems on each end. (IMS/SIP, LTE vs P2P/Mash-ups, WiMax)

## Titan against Titan: What technology will win?

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*Dr. John Waclawsky*

### Critique

- Though most of the arguments made were convincing, there are still some success stories from the centralized systems that provided value for the end-user; SMS for instance. We would argue that the use of IMs doesn't (and actually didn't) substitute the need for SMS. May be it's the technicalities that not all the phones are internet enabled or have IMs on them, but nevertheless, SMS is still an example of a centralized standard system that is very popular and provides value for the end-user.
- The talk gave a good argument for decentralized environments, with the end-user being the most important entity. However, it was somehow a one-sided argument offering only one point of view. It would have been helpful, if both the technologies were elaborated a little more in comparison and contrast, before the arguments for distributed systems were introduced.