

# Reflections on Dr. John Waclawsky's lecture

## Titan against Titan: What Technology will Win?

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**Group Name: SHAs'**

**Group Members: Manjusha Nair M & Jisha R C**

We had heard a lot about the importance of following standards to put an official stamp over the products and services we develop. Compliance suites and Collaborations are the main focus of industry other than quality of products and services. Dr. Waclawsky's Lecture gave us an insight into some other perspective.

How can an organization become independent from the normal patterns?

What are the challenges they need to face in such a process?

He guided us from the Centralized world to decentralized distributed world of communication and Information Exchange. From his wide experiences in working with companies like Motorola and IBM, he presented his ideas by taking the case study of Titan Telecom Company.

Innovators always thrive for creation of 'something new'. What they want to avoid is the commonalities and similarities. By extending the purely technical OSI model to 3 more layers, he pointed out that technical competence or commonality only is not the real challenges a business organization should face. He gave an insight into the actual market strategies that also need to be considered.

The infrastructural layers of OSI models may overlap – 'The layers of Common benefit'. Understanding competition dynamics and control systems may become the main focus of the business, but they have little value for the end users. On the contrary, the technologies that are valued by the end users such as Skype or Bittorent may have little value for the restricted competition eco system. Restricted Competition environment focus on 'Control', whereas open competition environment such as Internet focus on 'Relationships'. How the equilibrium is maintained is the main challenge that need to be faced in the Distributed environments.

Due to the inherent problems of the distant communication, the students from our remote site – Amritapuri- were unfortunate to make an open face to face discussion with him. We also missed a major part of the lecture. Especially all the ACRONYMS were not familiar to us.

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