

# 2017 ASQRS Annual Conference: Standards – Survival Techniques

## How to Protect Yourself from Your Computer... Industry

Marc-Anthony Arena  
President, Teknosophy, LLC



# Technology doesn't have to be frustrating!

How many of you feel like this...

<https://www.youtube.com/watch?v=xZLCoYrmZwk>

# About Marc-Anthony Arena

- Honors graduate of both McQuaid and RIT Business Management concentrations in Entrepreneurship, Spanish, and Russian
- President and Founder of Teknosophy, LLC, and Streamplicity  
Worked in the IT industry since 2000
- Host of "The Computer Exorcist Show" on WYSL Radio
- And author of...



# "How to Protect Yourself from Your Computer"

- Explores the current problems of today's computer industry and the misconceptions that cause them.
- Outlines simple solutions to rampant preventable issues.
- Warns of a Cloud-controlled future where helplessness is the norm.

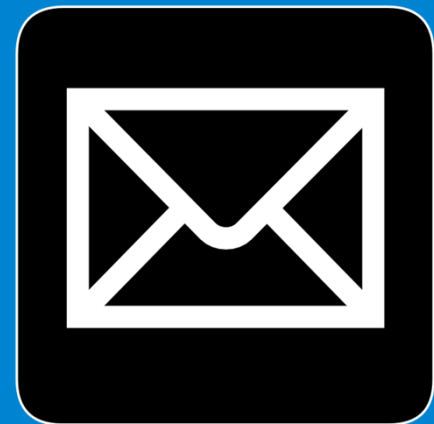
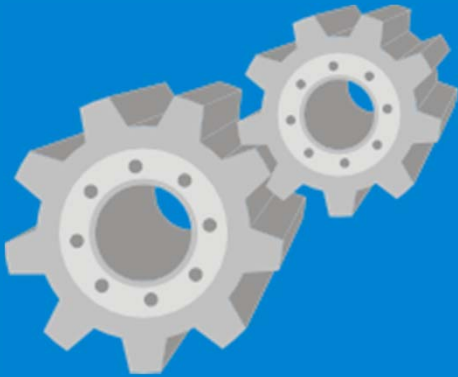




# The 4 New Threats

- Legal Corporate Spyware (Bloatware, toolbars, fake cleaners)
- Update Attacks (Continual improvement's evil twin: Destructive & Intrusive)
- Hostageware & Cryptolocker (hot knife through butter)
- Support Scams (“Nothing to fear but fear itself.”)

# How Email Works: POP vs IMAP



Proprietary Schemes & Monopolistic Ambitions

vs.

Industrial Standards & Competing on Merit

## WSJ Overheard:

"The Importance of GAAP", a new video produced by the Financial Accounting Foundation extols the virtues of Generally Accepted Accounting Principles. "Imagine a world of streets without signs", the video's narrator implores the audience. "Or scales without numbers. Or ballets without choreography. The result would be confusion, chaos or worse. Rules help the world run more smoothly."





# Proprietary & Monopolistic

“There can be only one.”

The ones that succeed create helplessness for all:

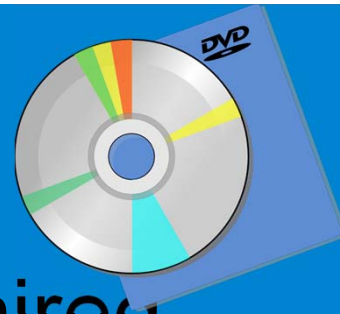
Apple iCloud: “Sorry Too Bad”

MS Windows: Why should they bother improving?

The ones that failed create misery and confusion:

Akimbo, Brother PowerNote, Sony Betamax, Sony LocationFreeTV, Sony eBook Reader, CLARION

# Standards & Merit



Brands should strive to be the best, admired willingly by people. When competing purely on merit, Sony products for example are known as the highest quality and most stable.

What would we do without standards? Gasoline, electricity, telephone, Aux jacks, WiFi, SD, USB, Bluetooth, QR codes (Toyota), NTSC, and some car parts!



The industry becomes not only predictable and consistent, but consumers also gain the freedom to move between brands.



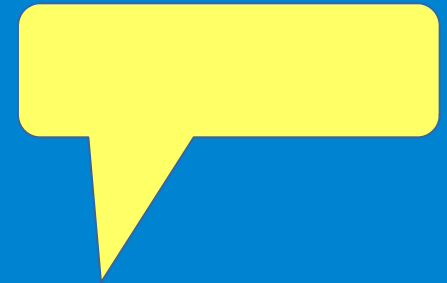
## Other topics

- Open Source
- Cloud Worship (Yahoo, Equifax)
- DRM (AOL Music, MSN Music, Yahoo Music)
  - Smart TVs
- IoT & Home Automation Craze of the 1980s
- Continual de-improvement and Anti-Features





Questions???



## Further Reading

- “How to Protect Yourself from Your Computer”  
by Marc-Antony Arena
  - “The Cathedral and the Bazaar”  
by Eric S. Raymond
  - “Keep Out” by Cory Doctorow Wired Magazine: (Baked-in control vs. open source)
  - *The Code* (2001), movie available on YouTube