

# The Revolution at the Edge of the Network Abstract - Presented by Dr. John Waclawsky

Contributed by Joel Allen Luellwitz  
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Dr. John Waclawsky

Dr. John Waclawsky joined Motorola in August of 2005 as the Chief Architect of Global Software Group (GSG). He is responsible for leading the GSG team in concert with the Motorola Business Units, Labs and the CTO organization in constructing a unified software architecture for Seamless Mobility useful across Motorola's business units for coordinated product and solution development. The architecture will help guide the development of reference components that strategically leverages Motorola software assets and promotes their large-scale re-use.

John has an extensive telecommunications background with broad skills and practical experience with most LAN and WAN architectures as well as project management and systems management disciplines. Dr. Waclawsky is consistently innovative and holds thirty-seven US patents with over a dozen pending, was awarded IBM's top \$150,000 suggestion award and has published more than thirty external technology papers and industry articles.

Prior to Motorola, Dr. Waclawsky served as a technical leader for the Mobile Wireless Group at Cisco Systems, where he was responsible for the definition of mobile wireless and broadband architectures and the identification of solution requirements and eco-system partners that supported the convergence of wireless networks and the Internet. Before joining Cisco, Dr. Waclawsky spent more than 20 years at IBM. His numerous IBM contributions included pioneering work that lead to the development of a number of profitable services, including a Network Traffic Analysis expert system, still in commercial use today. He has in-depth experience specifying networking and software architectures and served as a founder and member of the IBM Consulting Board for the networking, application, database and the systems management consulting practices.

Talk

The technology world is expanding from its focus on technology-specific businesses such as PCs, cell phones, set top boxes, providing Telecom services, etc. to the business of facilitating Human Interaction. The human perspective is clear when we look from the edge of the network in, not from the inside of the network out. The outside, or edge, perspective reveals the way people use their technology while the inside perspective is a restricted view of what a network anticipates or how it allows attached devices to behave.

Today the view at the network edge reveals a communications world in the midst of a multi-decade transformation from Plain Old Telephony Service (POTS) to a multi-dimensional gadget-filled future surrounding each individual, beginning with ubiquitous network(s) access via Personal Area NetworkS (PANS) using Pretty Amazing New Stuff (PANS\*\*2) at the edge of the network. The devices we carry around with us are causing fundamental human patterns of behavior to change. Edge devices are increasingly facilitating our obtaining all the information we need for our daily activities, no matter what professions, as well as being able to have all our social interactions become automatic and routine. The journey from POTS to PANS\*\*2, driven by Moore, Gilder and Metcalf's laws, is also about the evolutionary communication industry melding (or colliding) with revolutionary Internet thinking.

Individuals are reaching out to the world in a number of different ways via the technology they routinely carry. Cell phones, iPods, PDA's etc. are beginning to offer significant physical connectivity and flexibility that will form the basis of numerous overlapping logical interactions for communications, education, e-commerce, social networking, etc. For the industry, the critical question is what must it do to keep its edge customers happy? The answer is and always has been about "end user value."

This talk was given on Friday, April 4th, 2008.

Media

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John Waclawsky