Simulation & Design for Deployment

Phillip Hallam-Baker
Comodo Group
This is a deployment problem

• At least 20 people in this room can solve any of the technical challenges raised.

• The devil’s in the deployment.

• Which is why I use simulations
Low Fidelity Approach

• Excel Spreadsheets are enough
  – Results are insensitive to modeling assumptions

• Assume Rational Choice
  – No party invests effort without an immediate and direct benefit
  – Focus on getting to critical mass
    • Viral marketing means ‘Chicken and egg problem’
What kills deployment

• Deployment Deadlock
  – User value proposition depends on server deployment and vice versa
• Dependency on infrastructure
  – e.g. every browser I use has to adopt
  – e.g. must implement baroque framework
• Lock in attempts
  – e.g. Razor and blades model
• Unfamiliar/Nebulous Concepts
  – e.g. Identity
• Wrong Value Proposition
  – e.g. Identity
Proposal 1

• Account Manager in the Cloud (ACM)
  – User decides to store low value credentials
  – Sites don’t get a say
  – User can adopt and get value unilaterally
  – Backdoor for legacy browsers...

• Secure Authentication Mechanism
  – Site deploys extension
  – Strong Authentication to ACM
  – Only attempt after ACM user base is established
Proposal 2

• Authenticated Confirmation
  – Enterprises can deploy unilaterally