

Simulation & Design for Deployment

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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

