Disruptive Technolgy

"What is Disruptive Technology?"

- Clayton M. Christensen coined term in 1995 article

- He wrote a paper called *Disruptive Technologies: Catching the Wave*

- It is a technology which gains market share by *change* not *sustaining*

- It is not a new concept, has been happening for a while

- One thing is true, those who do not adapt to them will suffer

"Ye olde Disruptive Technologies"

• Muskets vs. crossbows

• Telephones vs. telegraph

• Cars vs. horses

• Semiconductors vs. vacum tubes

• Personal computers vs. mainframes

• The one truism is that those people who adapt prosper

"Modern Day"

- Wireless vs. wired

- iPod vs. walkman

- Cellphone vs. PDA/walkman/PC/etc

- Web 2.0 vs. HTML

- DDos vs. DOS

- Botnets vs. viruses

- Custom attacks vs. "layer" attacks

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"Crystal ball: Disruptive Technologies"

- Quantum computing

- Organic LED

- Utility computing

- Grid computing

- VOIP

- Covergence

- Virtualization

- Open Source

"What? Me worry?"

• New technologies = new risks + new attack vectors

• New technologies = new knowledge

• New technologies = different demands

• Simply put, if you are not up to date then your worth is limited

• So..
  • do not ignore it..
  • do not fight it..
  • adapt to it!

Thank you for your attention