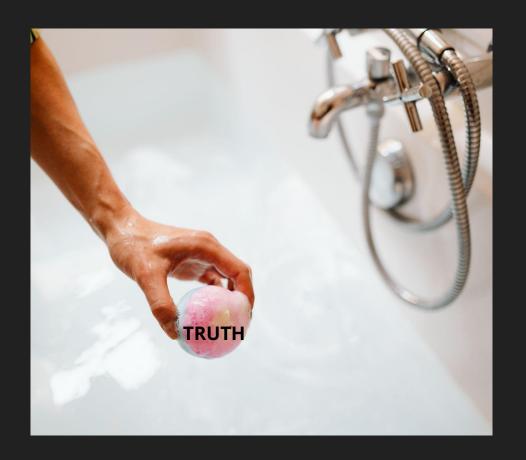


Time to drop a...



WHAT choice?!?





Whyyyyyy?!?









STEREO BREAKTHROUGH

Bone Fone

A new concept in sound technology may revolutionize the way we listen to stereo music.

The Bone Fone surrounds your entire body with a sound almost impossible to imagine.





S.N.A.F.U.

- 1999 Y2K bug avoidance
- 2000 Everyone in I.T. takes a nap
- 2001 Dot-com bubble bursts
- 2002 Amazon launches AWS
- 2003 WiFi deployed to >6,000 hotels
- 2004 Gmail debuts
 - Google indexes >8 million pages
- 2005 YouTube uses more bandwidth in 1 year than the entire internet did in 2000
- 2006 Y Combinator kicks off investment frenzy
 - Amazon launches ECC
- 2007 iPhone (an later Android)

- 2010 iPad debuts
 - 4.7 billion mobile phone subscriptions
- 2011 >600,000 iPhone/iPad apps
 - >400,000 Android apps.
 - >800 million FB users
 - Revolution in the middle east enabled by mobile phone use
- 2012 Tablet computers become the fasted adopted hardware in history.
- 2015 Windows 10
- 2020 Pandemic causes global WFH overnight
- 2021 SolarWinds hack
- comothing comothing

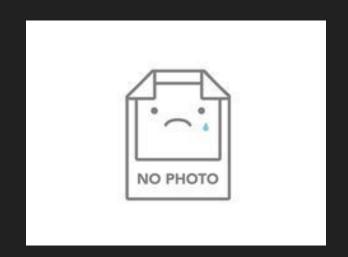


Looking back at a lifetime of poor technical choices

```
$speaker_name();
$date();
```

\$Speaker_Name();

```
For $i in count($About_you) {
print(f"$i");
}
For $x in count($socials) {
print(f"$x");
}
```



The Lede

There's no such thing as a poor technical choice

OK, maybe there are a couple

- Not having backups
- Thinking replicas, mirrors, RAID, or SAN are backups
- Unsecured S3 bucket
- Moving fast and breaking things... in PRODUCTION
- Using production AS your test environment
- Trying to do it all yourself.
- Using Oracle
- Starting a land war in Asia

Bad choice story #1

Bad choice story #2

Bad choice story #3

Poor Technical Choice Rubbernecking

- Two sev 1 events, 1 week apart
- Both from a config change in prod
- One person walked to the door
- One person given a stern talking to

Choose your own adventure disaster



Choose your own adventure disaster

- Doing Kubernetes
- NOT doing Kubernetes
- ChatGPT
- Blockchain
- Using <this> framework
- ...or language
- ...or platform
- AWS vs Azure vs GCP

- Oracle
- On prem vs colo vs cloud vs hybrid
- Monitoring with x solution
- ...vs y solution
- ...vs ALL the solutions
- ...vs building it yourself

"There's always a next thing" - Seth Godin

This thing, the thing we have now, is worth working with, because it offers so many opportunities compared with merely waiting for the next thing.

What's the REAL lesson?

There are no bad tech choices?

 The real treasure was the cables we collected along the way?

Or maybe it's something else...?



Misspent Youth

(childhood experiences)

There are no poor technical choices because:

- It's not about the tech.
- It was never about the tech.
- It will always be about you.



Thank you!