

# SOLID MESSAGE HOUSE

A future where people have complete **control** over their data and are **free to choose** and **change** the **software and services** they use

## Freedom

Today users are not free to move from one software or service provider to another because access to their data is limited and moving it is impractical.

## Control

Today web based software and services store user's data in centralised storage that users have little, if any, control or visibility of. Making it more liable to exploitation and loss.

## Choice

Today users have little, if any, ability to choose other software and services because their data and social network is locked into existing services and alternative providers feel unable to compete with the dominant players.

## Change

Today users cannot easily, if at all, move from one software and service provider to another because the data and social networks that are held within these services are not interoperable.

## Software and services

Today there are limited choices in Software and Services because alternative providers feel users will be locked into their existing providers and find it very difficult to choose to use a new service.

Sir Tim Berners-Lee, POD, Social Linked Data, Design Patterns, Solid Specification, Linked Data, Data Browser, SDK.

# SOLID MESSAGE HOUSE

A future where people have complete **control** over their data and are **free to choose** and **change** the **software and services** they use

## Freedom

Solid users are **free** to switch software and services providers because their data is separated from their software and services. Today, users can't easily do this because their data is stored centrally and in proprietary formats.

## Control

Solid users can **control** who accesses their data because there is a permissioning feature. Today, software and service providers ultimately control users data because they store it centrally in their databases.

## Choice

Solid users have more **choice** because its technical standards make it easier to build software that can use it. Today choice is limited because it is impractical to provide alternatives.

## Change

Solid users can **change** their software and service providers because their data conforms to a recognised standard so other software can process it. Today, change is often only possible with some expertise.

## Software and services

Solid encourages a bigger market for software and services because users can more easily switch to those that suit their needs better. Today, user choice is limited to the dominant providers with data exploitation business models.

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