

▼ Intro

▼ I killed IAM

- So I killed IAM.
- I was angry, didn't love my then employer, and I might have said some things in haste.
- In an attempt to repent, I talked about representing privacy in the larger hyper-connected world and in those connected links is a glimpse of where we need to go.

▼ This isn't a sales pitch

- Yes I join these guys (salesforce logo)
- Yes, our stock symbol is CRM
- Yes, the R is for relationship
- But that's a happy coincidence

▼ What have we done

▼ Stored people as rows in database

- treating people like just nodes just rows in a database is, essentially, sociopathic behavior.
- it ignores the reality that you, your organization, and the other person, group, or organization are connected
- every row an island

▼ Nodes in LDAP tree

- Forces artificial hierarchy
- hierarchies and our love for them is the strange love child of Confucius and the military industry complex
- But it doesn't help us delight our customers
- It doesn't make management take much easier
- every node an island

▼ Roles

- How many people actually do what their job titles says?
- How many people actually have job titles?

- And whose customers come with job titles?
- ▼ We tried to treat the outside world, our customers, like the inside world, of employees.
 - And we've done poorly with both
 - ▼ Treat your customers like your employees is rarely a winning strategy
 - We'd have to buy Successories for our customers... ouch
- ▼ What should we do?
 - ▼ Acknowledge that relationships exist
 - ▼ CRM vs VRM
 - ▼ CRM = one org to many people
 - make graphic for this
 - ▼ VRM = one person many orgs
 - make graphic for this
 - The important thing is the connection between the people and orgs
 - It's not "CRM vs VRM" - It's "CRM and VRM"
 - Those connections are relationships
 - ▼ Acknowledging relationships re-humanizes our digital relationship with one another
 - ▼ I believe that this is one reason why online forums descend into antisocial behavior
 - it's because those systems don't make you feel like you have a relationship with the other party
 - there's not person there, just a tweet
 - ▼ Use relationships to manage our interactions
 - You can't get delighted customers by just treating them a rows in a database
 - You can manage data from all of your customer's "things" without fully recognizing there's a customer there with whom you have a relationship
- ▼ How should we do this?
 - I don't fully know

- I'm looking for help
- Here's what i know about relationships
- ▼ Laws
 - ▼ Acknowledgable
 - ▼ I've got to know I'm in a relationship
 - happy birthday partner who doesn't know who i am
 - All parties have to know
 - ▼ Otherwise there is an asymmetry of power
 - ▼ And that tends to tilt towards the heavy object
 - e.g. the organization and not the individual
 - ▼ Law of Gross Tonnage (for Relationships)
 - ▼ Add up the weight of everyone in each group
 - The heavier one wins
 - (Find picture of sailboard and freighter)
 - ▼ Actionable
 - Relationships should do something
 - Looking at them tells each party what they can do
 - ▼ Constrainable
 - Consent
 - DRM
 - ▼ Contextual
 - Sometime there's a switch that turns on and off relationships
 - ▼ Immutable
 - Somethings are in relationships forever
 - ▼ Provable
 - How do I know that two parties are in a relationship?
 - single party

- multe-party
- ▼ 3rd party
 - but could this be abused
 - allowing an attacker to create a super-graph?
- ▼ Revocable
 - And some relationships end
 - or have have to end
 - so what happens to the data now that there relationship is gone?
 - oh yeah data goes on long after the thrill of the relationship is gone
- ▼ Scalable
 - # of actors
 - # of relationships
 - # of attributes
- ▼ administration
 - focus on list
 - ▼ drop-list from hell
 - ▼ “Please select device to manage”
 - Have a huge drop list that scrolls off of two screens
- ▼ Transferable
 - proxies
 - familial relationships
 - fleets
- ▼ If we were to do this, how would things be better?
 - relationships add back the fidelity and color that we have drained from the digital identity world
- ▼ we’d behave more like the real world
 - but with the efficiencies of the digital world

- we'd be able to use familiar language to describe how and what people and things can do
- ▼ How can we do this? - The ask
- Join Kantara working group
 - Lend a hand
 - Bring a use case