

## All.Net Analyst Report and Newsletter

### Welcome to our Analyst Report and Newsletter

#### **Who's to blame?**

People have a tendency to blame others for protection, and any other kinds of, failures. But there is more than enough blame to go around for the many large-scale failures we have been seeing lately.

#### **The government - always**

We can and should blame the governments of the world for protection failures. This is at every level. They promote the ability to attack, weaken protection to allow and support easier attack, subvert systems to assure their attacks, suppress research into defenses, support those who create offensive capabilities with enormous amounts of money, and generally think that they are doing good for themselves and the rest of us, when they are not. They suffer from a long-term false belief that they know better than the people they govern, and their desires to restrict freedoms as the approach to solving problems is ever problematic. It is their nature, and we should expect nothing different.

#### **The vendors**

The people who make things for us and sell them to us want to protect ... themselves. If they tell you something is there to protect you, chances are it is not. There may, at times, be a case where protecting you protects them, but it is not very often. The goal of business is to make money for its owners, and while there are some benevolent owners out there, for the most part, they don't grow their companies to be the largest entities because they pay the price for the protections they provide. In the sequential nature of things, 10 businesses start out, 5 have better protection, and the other 5 make more money. One of the ones making more money fails because of bad protection, but the other 4 make enough to buy out one each of the ones with better protection, for their customers. The other one with better protection fails as most businesses do anyway. We now have four businesses with poor protection that dominate the market. It may be a bit more complicated than this, but not much.

#### **Ourselves**

Who's really to blame? It's all of us, the people who elect the people to govern us and but the lower cost lower quality products and services. Perfect is the enemy of "good enough" and perfection is not what I am talking about here. I am talking about people who don't care. If we did care, when a company had a protection failure or failed to disclose one or fix one before it caused serious harm, we would stop doing business with them, they would fail, and we would have the 4 companies left that had better protection, pay the short-term price, and have the long-term benefit of things that work better.

#### **Summary:**

It's all about risk and reward. People (we) value small short-term rewards over large long-term rewards. It is in our nature and will not likely change. We are in for a rough ride as the technology of harm becomes better, faster, and cheaper. How do we fight it? Decide to do better, teach our children to do better, and recognize and try to improve on our own failures.