



Packet *Pushers*

Lockin and Reality in the Enterprise

What is Lockin

Switch prices are dropping



What is Lockin ?

- **We want to make technology choices freely and openly**
- **Lockin happens when you choices are restricted for any reasons.**



Why Lockin ?

- **Sometimes those reasons are technical - standards, limitations, available resources/ costs**
 - so-called innovation, new features, new functionality,
- **Vendor create lockin as a real product choice**
 - calculated to capture revenue and unearned profits.
 - lowers costs by retaining customers
- **Customers should understand this and make smart choices**



Every Choice Locks You In.... Somehow

- You have 2 kids, you buy a car that fits 4 people and
- Car is also good for fetching groceries & school run
- but not useful for hauling big loads
- You have to make a choice that fits, say, 80% of your needs.
- You have to have a car. The car you buy is the best choice you can make.



Why Lockin Hurts

Switch prices are dropping



Vendor Advantage

- **Vendors love lockin.**
- **Guarantees returning customers for upgrades, maintenance and recurring revenue.**
- **Vendors use language like loyalty, partnership and shared values.**
- **Dark pattern psychology for decision reinforcement to make you feel good about your bad decision**



Complexity as Lockin

- **Complexity is a sales tool.**
- **Complexity creates lockin opportunities.**
- **Customer are too quick to believe vendors when they say that complex**
- **Complexity was historically needed, today, its cheaper to avoid making simple product**



HCLs & Lockin

- **HCL = Hardware Compatibility Lists**
 - for x86 hardware that no one else has problems with e.g. Linux
- **Nutanix/VMware and HCL.**
- **Limiting the hardware platform is a way of controlling the customers**
- **Strategically control competitors.**
 - use market position to bring hardware makers under their control
 - attempt to get benefits from hardware companies



Effects of Lockin

- **Customers must do what their told. Not allowed to think creatively and follow the vendor directive. Thats control.**
- **Vendors want to control which other vendors are in the mix but don't want to partner with vendors that compete or add value to their product.**
- **Preventing the customer from true choices.**
 - and capturing unearned profits



Mitigating Lockin

Its up to you



Acceptance

- **Accept lockin is inevitable.**
- **As described in the car metaphor, lockin is inevitable outcome of any choice.**



Tips

- **Buy replaceable.**
 - reduce the impact of replacing the choice you made by choosing modular or building microservices
- **Buy cheap,**
 - its easy to replace
- **Buy small.**
 - Spend a little before committing to a bigger purchase. Be willing to throw away the small purchase



Avoid Long Term Commitments

- **Avoid long commitments.**
- **'Partnerships',**
- **Sole supplier discounts**
- **10 year supply agreements may look attractive but they prevent choice and innovation**



Buy Smart

- **Buy smart.**
- **End users should have the best staff to make smart buying decisions.**
- **You don't trust a car dealer to sell you a car, you don't trust an IT vendor on the same basis.**



The End

Thanks

