



IM™ 2009

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Hofstra University

Long Island, NY, USA



IEEE

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of Engineering the Future



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Distinguished Experts Panel: Making Management Matters Matter

Distinguished Experts:

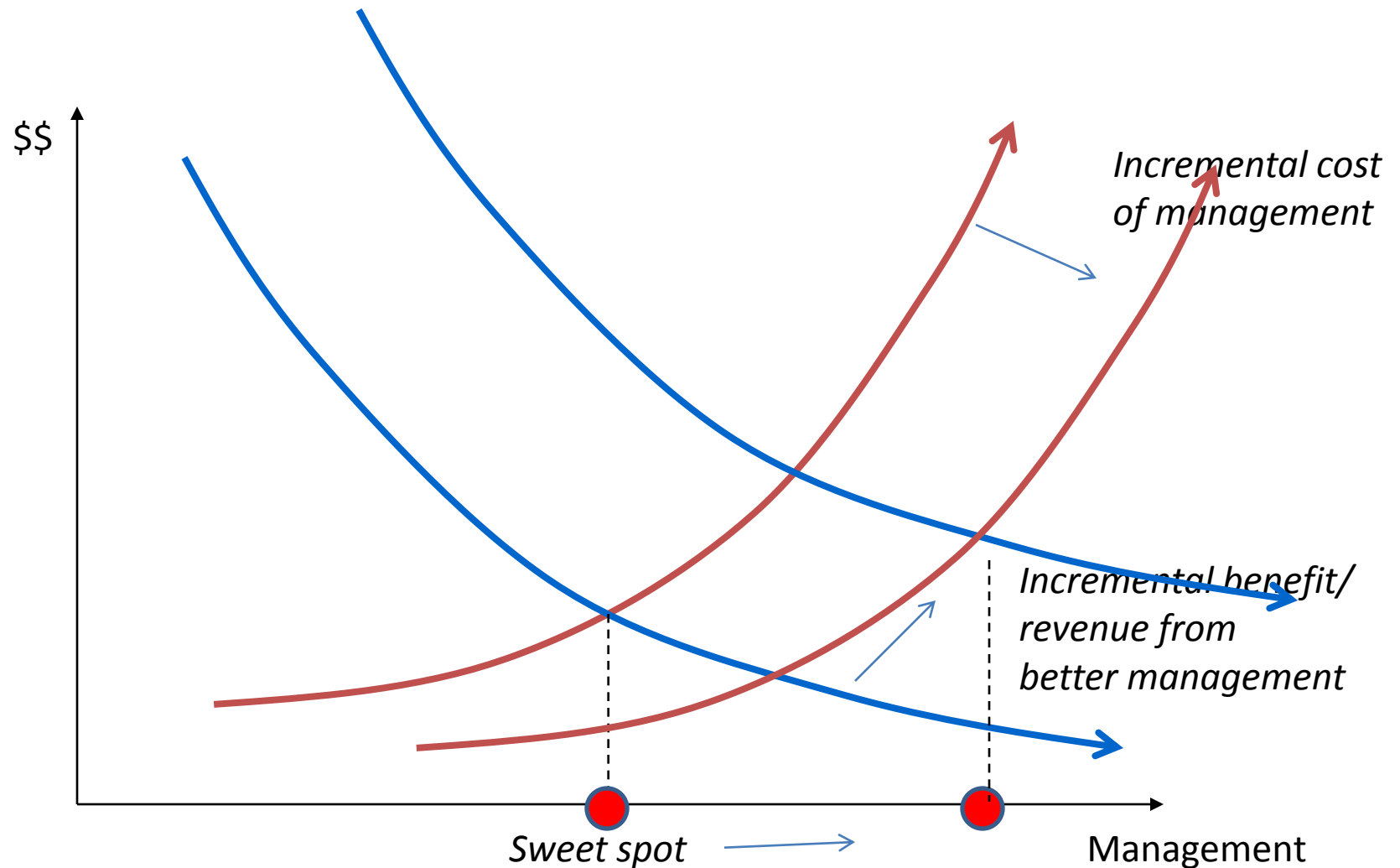
- **Larry Bernstein**
- **Alan Ganek**
- **Joseph Hellerstein**
- **George Pavlou**
- **John Strassner**

Moderator:

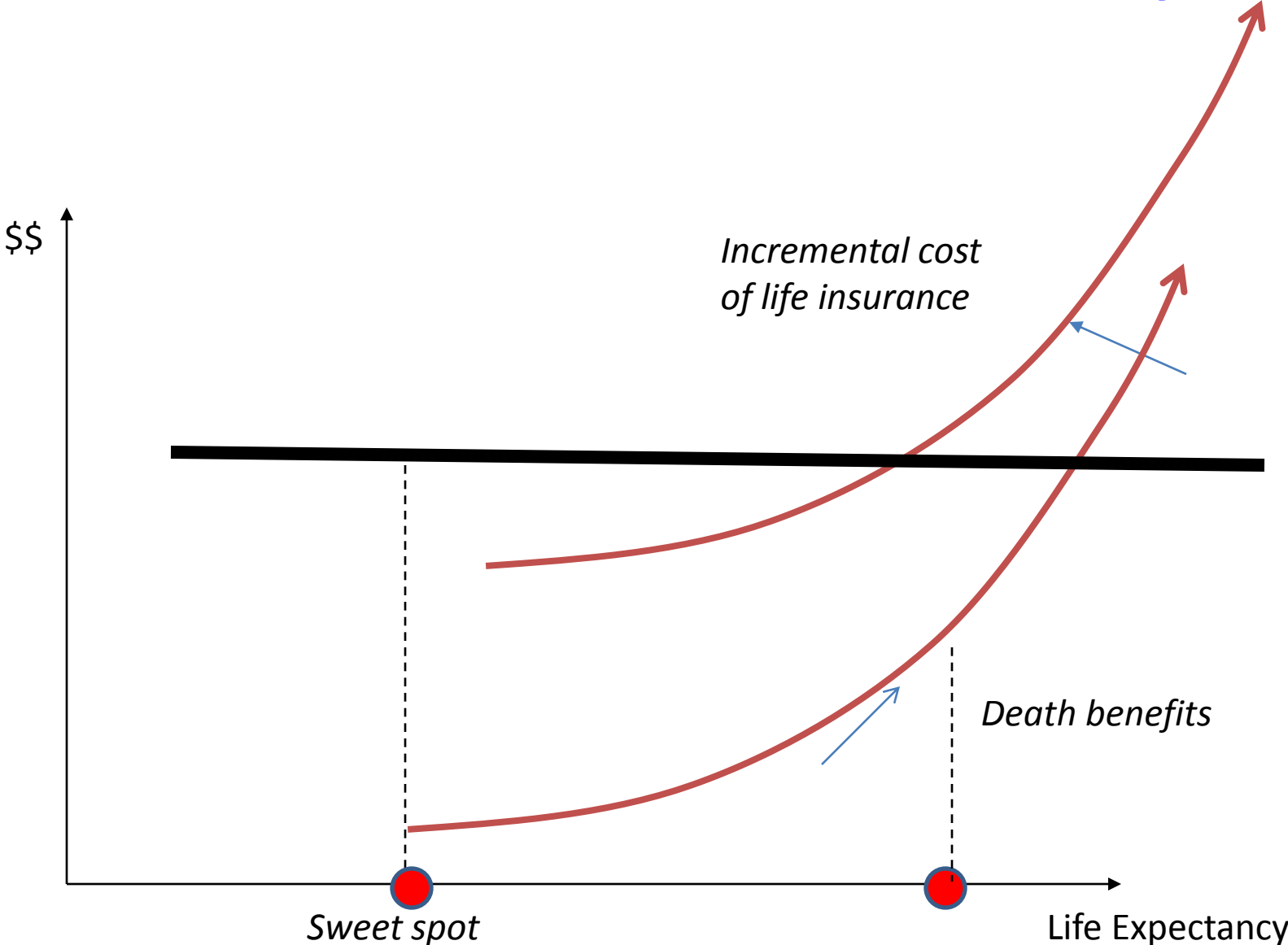
Alexander Clemm

June 4, 2009

Management cost/benefit analysis



Network Insurance cost/benefit analysis



Traditional views of why management matters

- Save cost (*"Scaleable, cost-effective"*)
 - Make services economically feasible
 - This is the easiest
- Increase value
 - Increase availability
 - Increase security
- Increase revenue
 - Faster service
 - Management (e.g. triple play, managed services)
 - Ability to provide service level guarantees commands higher price

**What about the cost of outages?
We still need Network and Systems
Actuaries**

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Why did we drop the ball on security and trust management?

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Why don't we dominate the CRM business?