Another week of being a Human in IT Infrastructure. Are you still alive to talk about it?

IN THIS WEEK'S ISSUE: Want A Better Salary? Go Someplace Else; The Myth Of The Perfect Job. Please remember to enable the images; the magazine looks a lot better that way!

PACKETPUSHERS
Human Infrastructure Magazine
A Newsletter About a Life in Networking

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(aka The Project Plan)

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The "jobs" issue.

Thought For The Week:
Work is the curse of the drinking classes - Oscar Wilde

1. Why Doing A Good Job Won't Get You A Better Salary
by Greg Ferro

In most big companies, salaries are not significantly determined by your ability or results. You can influence a small part of your compensation, but most often it's determined by factors outside your control. For example:

1. Does the board believes that technology is valuable and investing in IT?
2. A sales push for a new product means extra sales staff get hired, reducing the budgets of other business units in the company.
3. An activist shareholder wants to pull cash out of the company. Budgets are cut to deliver this request.
4. The CEO is looking for a new job and wants to report a profit surge before contacting the head hunters, so salaries and budgets get slashed.

Your "value" to company doesn't determine how much you get paid. You get paid whatever the current market rate is for your job and skills the business needs.

Ignore the twaddle that "people are our most important resource" because clearly that's untrue. Look around you. Do you really feel important?

Doing a good job may boost your salary by 5 or even 10%. It *might* win you approval and slightly better chance of retention. It *might* get you a promotion. But it might not.

The lesson? Working hard at your day job doesn't do much to improve your pay. You need to get new skills and learn new things so that you get a job that pays better than the one you have now.

2. The Myth Of The Perfect Job

by Phil Gervasi

I'm about a year into studying for the CCIE, and in my day job I want to work with everything I'm learning. Actually more--I want to work on every cool network project and have an unlimited budget to buy and implement the biggest, baddest, fanciest network gear the industry has to offer. I've wanted this since the day I started working on a helpdesk.

I know I'm not alone. There's an abundance of network engineers who are constantly looking for the next challenge, the next cool project, the next big thing.

And therein lies the problem: There is no perfect job.

How often does an organization rip and replace its entire global WAN? How often do organizations perform major data center redesigns? Even working for national VARs doesn't satisfy this networking addiction because engineers are generally beholden to whatever projects the sales team is selling that quarter.

Therefore, every job I've had (and likely every job you've had) falls short of this network engineer nirvana. Every job will be lacking in some way. Maybe there's too much paperwork. Maybe you have some great projects but miserable co-workers. Maybe you have the perfect gig with super cool projects, awesome co-workers, an amazing manager, but you have to travel too much.
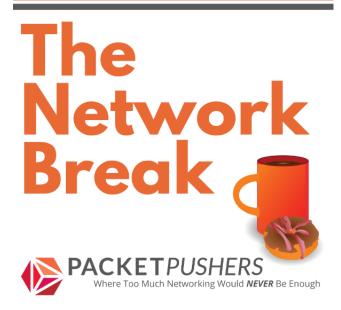
If there are no perfect jobs, how can we cope with imperfect ones? My goal is to thrive where I am. If I can make a meaningful contribution to a project, team, or organization, I know I'll be more content than if I mope through the day depressed and envious of all the cool engineers I follow on Twitter.

Seeking contentment where you are doesn't mean you shouldn't keep an eye out for other opportunities. A bigger salary or new environment can benefit your life. But if you're switching jobs just to chase your networking bliss, you're going to be disappointed.

Rather than obsess about what other network engineers are working on, rather than pine for some other job role, rather than allow discontent to take away your ability to contribute, **thrive where you are**. When circumstances require a change, go for it. But until then, be the best [*insert your title here*] you can be.

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Network Break is a weekly podcast that delivers news & analysis on the networking industry in a fun, fast-paced style. Subscribe here!

Internets Of Interest

A collection of pre-loved links that might interest you. "Pre-loved" because I liked them enough to put into this newsletter. It's not *true* love.

By Drew Conry-Murray

Thanks IoT vendors: your slack attitude will get regulators moving

An article by Richard Chirgwin in *The Register* anticipates that the recent DDoS attack against Dyn, which used compromised IoT devices in its botnet, is going to stir regulators to get in on the act. And network operators may feel the

regulatory threat as well.

> *"...there's plenty of culpability to go around. Two things are clear, however: the freewheeling idiots of the Internet of Things business need the fear of regulation put into them – and so do network owners and operators."*

I'm not confident in this industry's ability to police itself. Then again, I'm not confident that regulators will be very effective either. The combination of competing interests and diffuse responsibility makes for a very gnarly problem.

IBM's Apple deployment stats should be a lesson to enterprise companies everywhere

OK, this article does come from 9To5Mac so it's not an impartial source, but it's interesting to see Apple's continued penetration into the enterprise. The company's mobile devices opened a back door to corporate environments, but IBM is now actively bringing Macs in through the front door, and putting them on employees' desks. One reason is lower support costs.

> *"While 27% of Windows tickets end up requiring IT staff to physically fix something at the user's desk, that was true for only 5% of Mac tickets. PC users drive twice the number of support calls as Mac users."*

That said, it should be noted that some Mac benefits that this article cites, such as built-in disk encryption, have been available on Windows since version 8.1. However, if Microsoft feels pressure from Apple on the desktop, that's good for all of us.

George Orwell never dreamed of advertising as invasive as Yahoo's proposal

[This piece from Ars Technica](#) should come with a trigger warning for dystopian nightmares. It looks at a patent filed by Yahoo to collect a variety of data (vehicle make and model, mobile app location data, cell tower data, even images), and then serve up digital billboard ads based on an aggregate of an advertiser's desired demographic.

> "...these "sensor systems," as Yahoo calls them, analyze their surroundings to determine a common theme to serve up ads, in what Yahoo describes as "grouplization."

Aside from being horribly intrusive, this whole scheme strikes me as wildly unnecessary. If you're advertising on billboards along, say, freeways in Silicon Valley, you've probably already got a pretty good idea of the demographic cohort available to you. Fingers crossed this never makes it out of the patent office.

Proudly Brewed. Self-Driven

The transportation startup Otto, which makes self-driving vehicles (and was recently acquired by Uber) [announced that a self-driving truck delivered over 50,000 cans of beer](#) from Fort Collins to Colorado Springs. The company partnered with Anheuser-Busch on the delivery. A professional driver was present in the truck, but the vehicle operated autonomously on 120 miles of Interstate 25.

> "Today, we are announcing that Otto and Budweiser have accomplished a major milestone with the completion of the world's first shipment by a self-driving truck."

Transporting mediocre brewskis between two cities doesn't quite scream "Skynet," but it is a significant milestone on the road toward a highly automated society--and all the disruption that will entail. But at least we'll have beer.

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Recent Articles

The last five articles published on Packet Pushers

PacketPushers.net - The Last Five

[Datanauts 057: Thinking At The C-Level](#)

[Network Break 109: Facebook's Wedge; Dell EMC's Coming-Out Party](#)

[Show 311: Five Engineers And A Microphone](#)

Watch This!

Where we collect some videos that make us reflect, think about our inner lives, or just entertain us.

This short film, which was financed by a Kickstarter project, pits a solitary man against sinister angels. According to the YouTube notes it's a proof of concept for a larger narrative.

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Quick Survey: Can We Talk?

What is your primary business communication tool?

A. Collaboration/chat (i.e. Slack, Microsoft Yammer, etc.)
B. Email
C. SMS/text message
D. Phone calls
E. Other

Did We Miss Something?

Got an link or an article to share? Email it to humaninfrastructure@packetpushers.net

The End Bit

Human Infrastructure is bi-weekly newsletter with view, perspectives, and opinions. It is edited and published by Greg Ferro and Drew Conry-Murray from PacketPushers.net. If you'd like to contribute, email Drew at drew.conrymurray@packetpushers.net.

We don't give away your email address or personal details because that would suck.