

# The Forgotten Edge

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# Formula for Online Success...

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- Convert traffic into sales or eyeballs

# Formula for Online Success...

- Get a good address
- Build a killer site with great content
- Advertise to get traffic
- Make the site sticky
- Convert traffic into sales or eyeballs
- Rinse and repeat...

The location metaphor  
has led us to  
**focus** attention on servers

**But there's**  
**another edge**  
**in this world of ends**

# The forgotten edge...



**the client**







Web | Images | Video | Local | Shopping | more

Search:

Web Search

Yahoo! Home

My Yahoo!

Mar 6, 2009

Page Options

Answers

Autos

Finance

Flickr

Games

Groups

HotJobs

Maps

Mobile Web

Movies | TV

Music

OMG

Personals

Real Estate

Shine

Shopping

Sports

Travel

Yellow Pages

More Yahoo! Services

Small Business

Featured

Entertainment

Sports

Video



### Many miss 'Idol' surprise

The last-minute shocker of an added finalist isn't seen by many as the show runs too long. » **Simon, Paula act up**

- Blog: Some sappy, creepy moments
- Tatiana freaks out...yet again



Many viewers miss the big 'Idol' surprise



Seven part-time jobs with good pay



Goalie's 'humiliating blunder' proves costly



Prepare yourself for the rough economy ahead

» More: **Featured** | Buzz

News

World

Local

Finance

As of 10:36 a.m. MST

- U.S. unemployment rate bolts to 8.1 pct., 651,000 jobs slashed
- Obama says he won't accept a future of job losses for the U.S.
- Madoff plea may be in works | How to spot a Ponzi con artist?
- IndyMac shows the gov't can succeed at taking over banks
- For sale: The house that Vick built | Inside the mansion
- 2008 USA Memory Champion prepares to defend his title
- Britain's clown shortage: New visa rules hit Circus performers

» More: **News** | Popular | Odd News

Markets: **Dow: -0.5%** **Nasdaq: -1.2%** Sponsored by: **Scottrade**

Real-Time Quotes:  **Go**

Hi, Phillip

Sign Out



Mail



Messenger



Puzzles



Weather  
36°F



Events  
Lindon



Horoscopes

**Average Auto Insurance Cost: \$69/Mo.**  
Think You Pay Too Much? Find Out!

Click Your State

- Alabama
- Alaska
- Arizona
- Arkansas
- California

LowerMyBills.com **Calculate New Payment**

Ad Feedback

Be a Better Deal Finder

Find great deals on Yahoo! Shopping



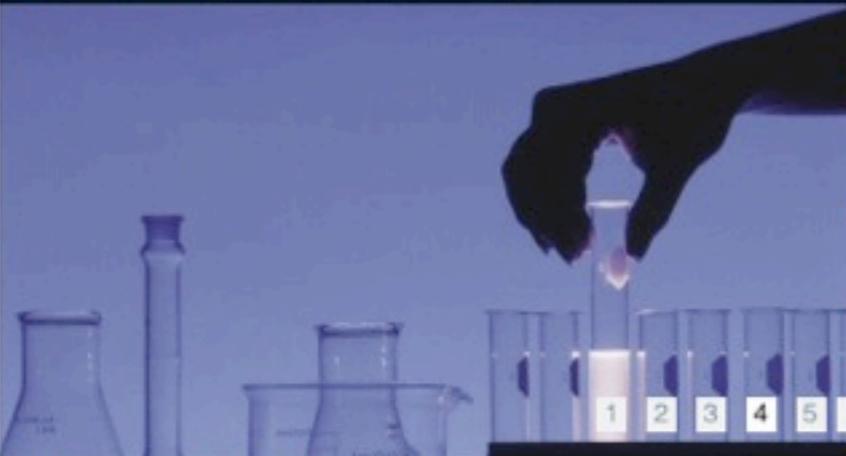
# Yahoo! is a "portal"



**Geelen Counterflow®**  
COOL AND DRY!



## ▼ LATEST NEWS



### The future of US regulations

Two industry experts comment on the dir... [read more](#)

#### More News

- » Petfood maker set to begin payouts
- » Nestle/Purina vs. Wysong over patent
- » New petfood industry blogs—join the discussion!
- » Petfood recalls actually boosted sales
- » BAX now certified for environmental testing
- » Non-Chinese nutrients now available



## ▼ INDUSTRY CALENDAR

### ▼ DISCUSSION BOARDS

#### Recent Topics:

- » Ardengrangestore
- » Combating online misinformation about petfood
- » The future of US regulations

[View General Forum](#)

### ▼ FEATURED WHITE PAPERS

- » Characterizing Moisture Relations in

[View More Whitepapers](#)

### ▼ FEATURED WEBINARS

#### Isotherms for the Petfood Formulator

Moisture sorption isotherms (aka product fingerprints) characterize the relatio

#### Health and Wellness in the Global

Petfood Market

## ▼ NEW PRODUCTS



### FOR CONSUMERS

#### Organic jerky for dogs

Organic jerky for dogs  
Darford Brand's True jerky  
for dogs is 95% USDA certifi

[View More Consumer Products](#)

## ▼ BLOG | [View More >](#)

### Probiotics, minerals and supplements, oh my!

If you're looking for the latest information on pet health and wellness, nutrition and ingredients...



“Portal for the Global Pet Food Industry”

**How can we extend the  
location metaphor to better  
match what we do?**

The metaphor of  
**purpose**  
extends the metaphor of  
**location**

**Example:**  
**find a book to read**

# Nobody goes to the library anymore



# Amazon and Your Local Library

Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more

Amazon.com: Online Shopping ... Minuteman Library Network

Link to this page Add to aStore Your Earnings Summary What's New Discussion Boards Settings

amazon associates

amazon.com Prime

Hello, Phillip J. Windley. We have recommendations for you. (Not Phillip?)

Phillip's Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Account | Help

Search All Departments GO Cart Your Lists

AmazonConnect™ Post a message

Amazon Daily BLOG 22 posts since yesterday Posts for Phillip

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LOOK INSIDE! City of Dreams: A Novel... The tapestry of early American society is hung out for a fresh viewing... Read more \$16.00 \$10.88

See more in your Wish List

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Get the Miter Saw of Your Dreams

Hitachi C10FSH 10-Inch Miter Saw 58% off

DEWALT DW718 12-Inch Miter Saw 53% off

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Shop all miter saws

Power Drill Face-off Which is selling more? Updated hourly

Done 1 Error YSlow 3.159s kynetx- S3Fox

# Amazon and Your Local Library

**focusing on purpose**  
**requires a client perspective**







**An intelligent, adaptable browser  
helps you **achieve your purpose...**  
not just go to a Web site**

# Smarter Browsing Examples

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Media  
Toolbars

# Smarter Browsing Examples



Media  
Toolbars



Web context  
for your inbox

# Smarter Browsing Examples



Media  
Toolbars



Web context  
for your inbox



Search  
Context



# Intention

**Intention**

**Location**

**Go and Get**

**Intention**

**Location**

**Go and Get**

**Purpose**

**Do and Know**

# **A brief (and mostly wrong) history of Web identity**

**1993:**  
**There wasn't any**

**1995:  
We got cookies  
and said  
“good enough”**



**The end.**

When **location** is  
the metaphor,  
**cookies**  
are good enough

**Cookies reinforce silos**  
**because of security and**  
**privacy concerns**

**These problems caused some people to look beyond server based solutions...**



AzigoLite



Locals Care ABQ

Sites:

Enabled:

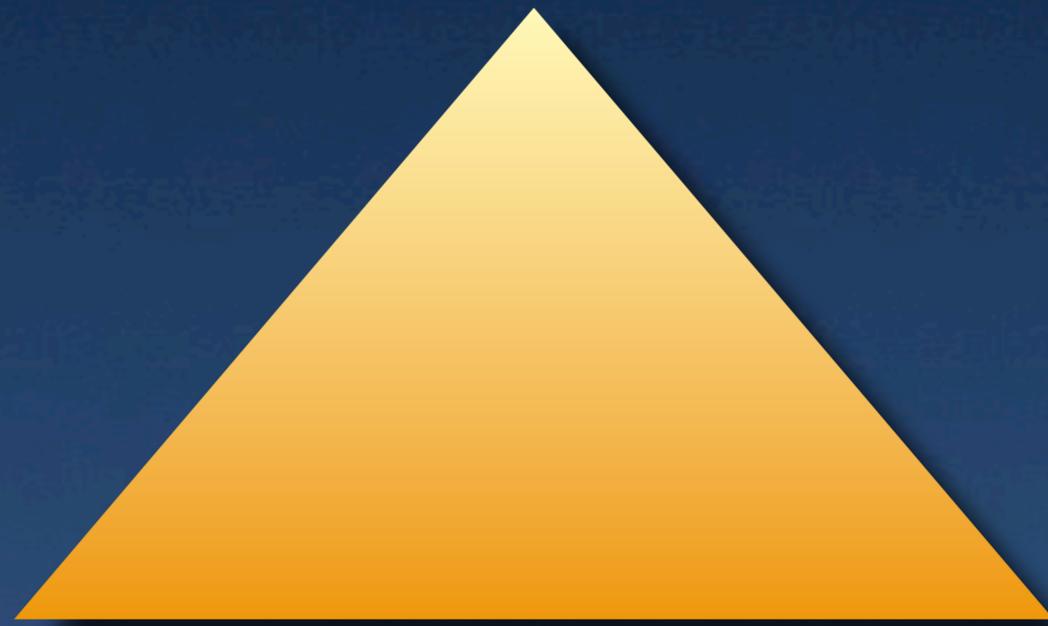
**Strong, cross-site identity  
enables purpose-based  
browsing**

	<b>Intention</b>	
<b>Location</b>	<b>Go and Get</b>	
<b>Purpose</b>	<b>Do and Know</b>	

	Intention	Identity
Location	Go and Get	Cookies
Purpose	Do and Know	Selectors

# Traditional Customer Communications

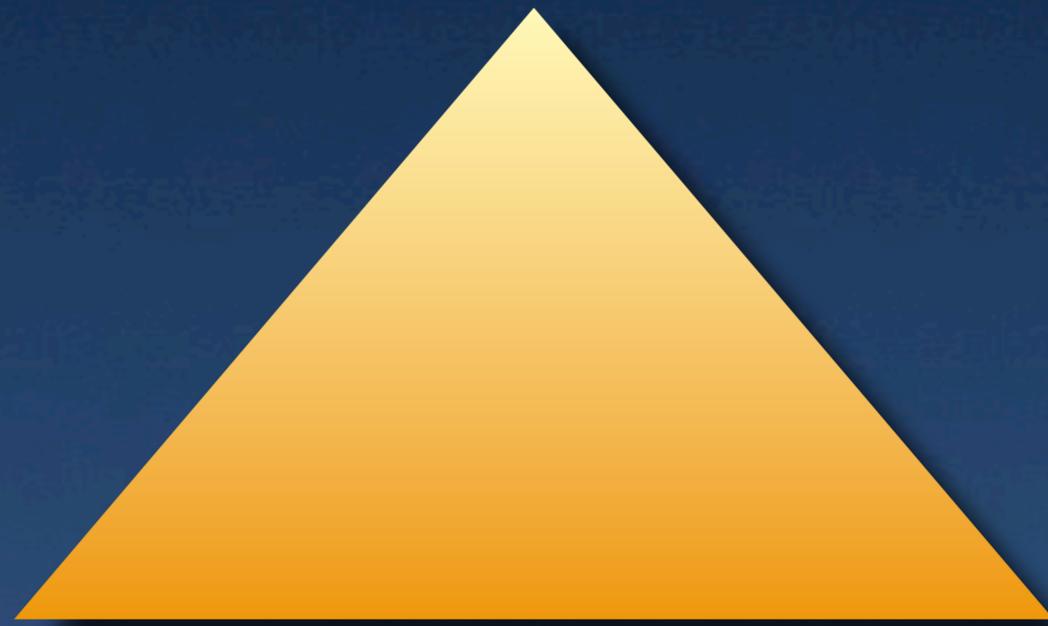
Organization



“Consumers”

# Traditional Customer Communications

Organization

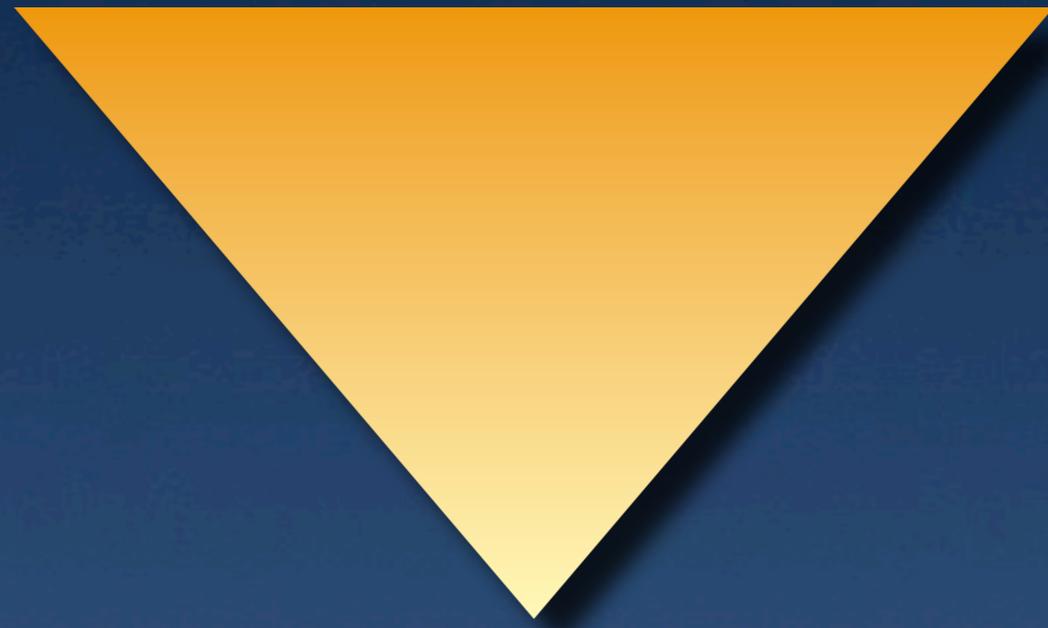


“Consumers”

Lack of Identity  
layer forces  
demographic  
model

# Personal Communications Model

Individual



Organizations

**Only the individual can tell us  
their intention or purpose**

	Intention	Identity	
Location	Go and Get	Cookies	
Purpose	Do and Know	Selectors	

	Intention	Identity	Information
Location	Go and Get	Cookies	Organization
Purpose	Do and Know	Selectors	Individual

# Rules for a **purpose-based** Web:

**1. purpose > location**

## **2. choice > control**

# 3. context > content

# 4. relationships > transactions

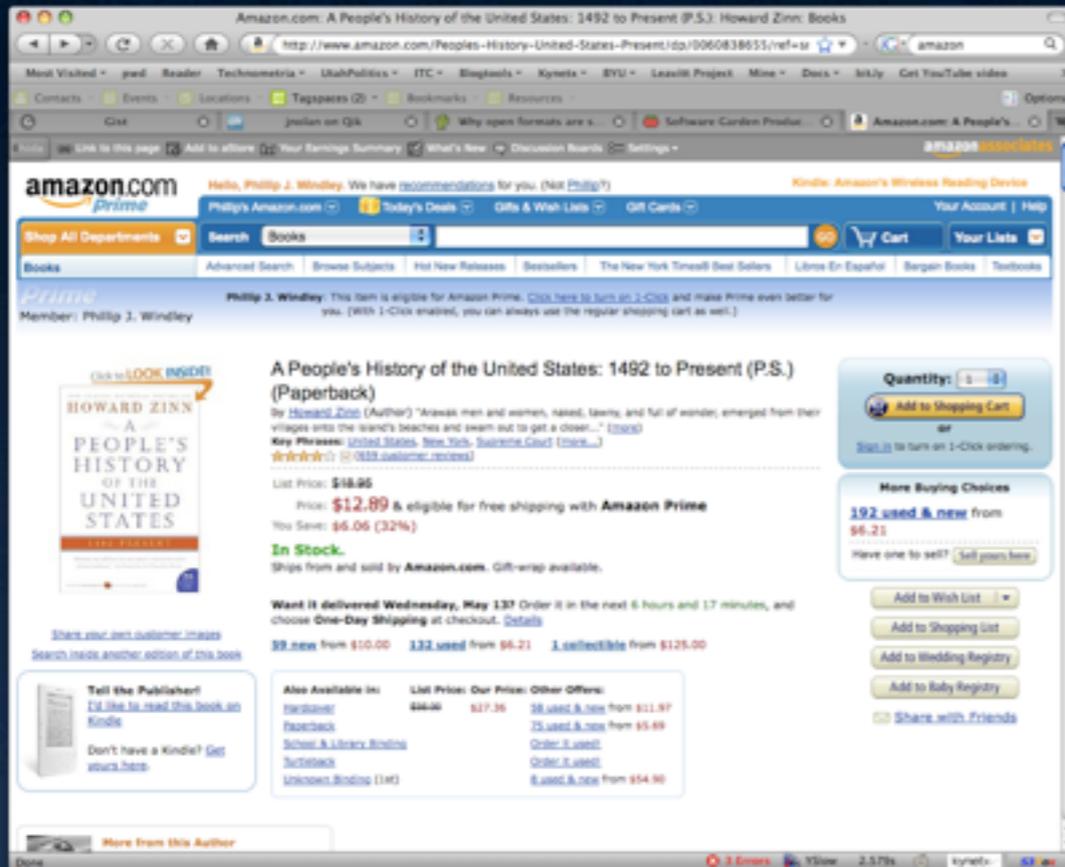
**5. loyalty > "time on site"**

# 6. individuals > demographic

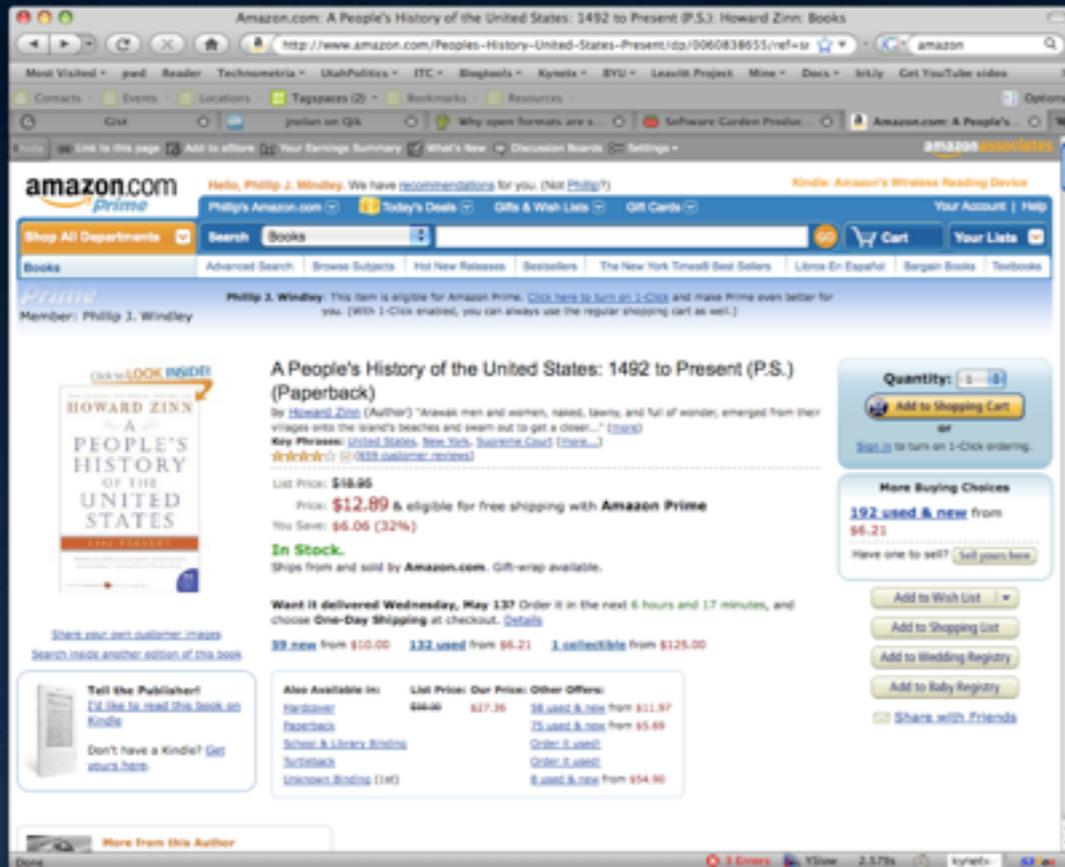
**Kynetx makes  
purpose-based networks  
possible**



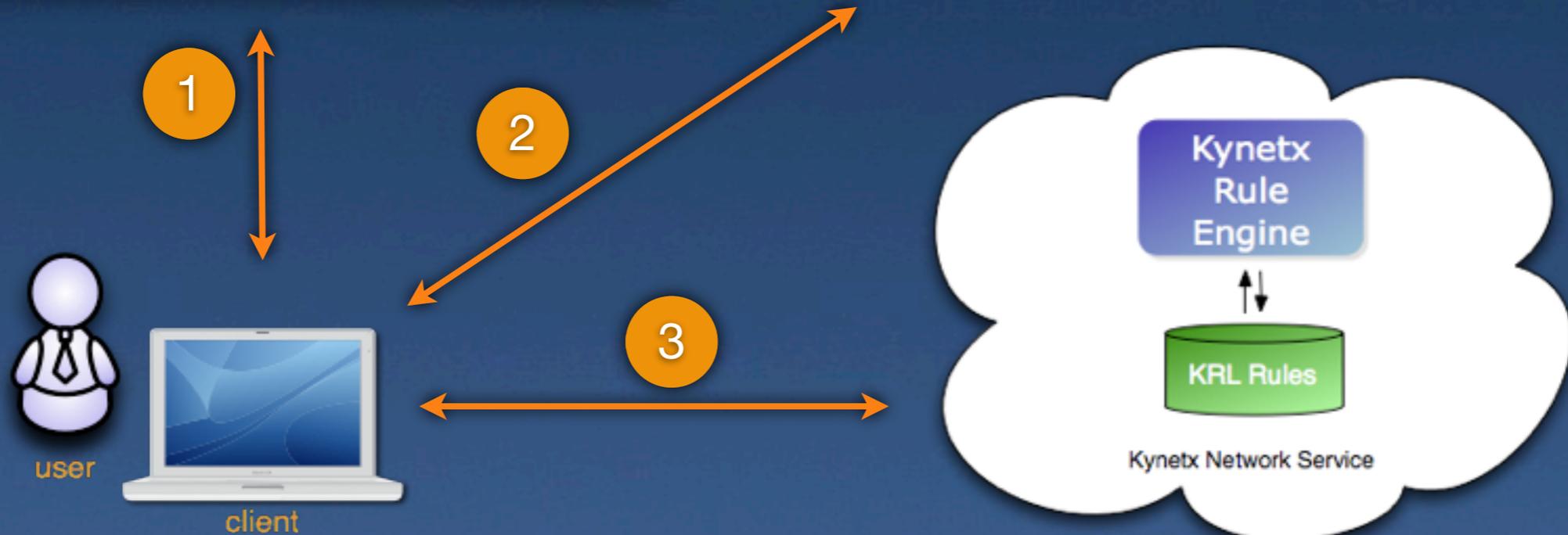
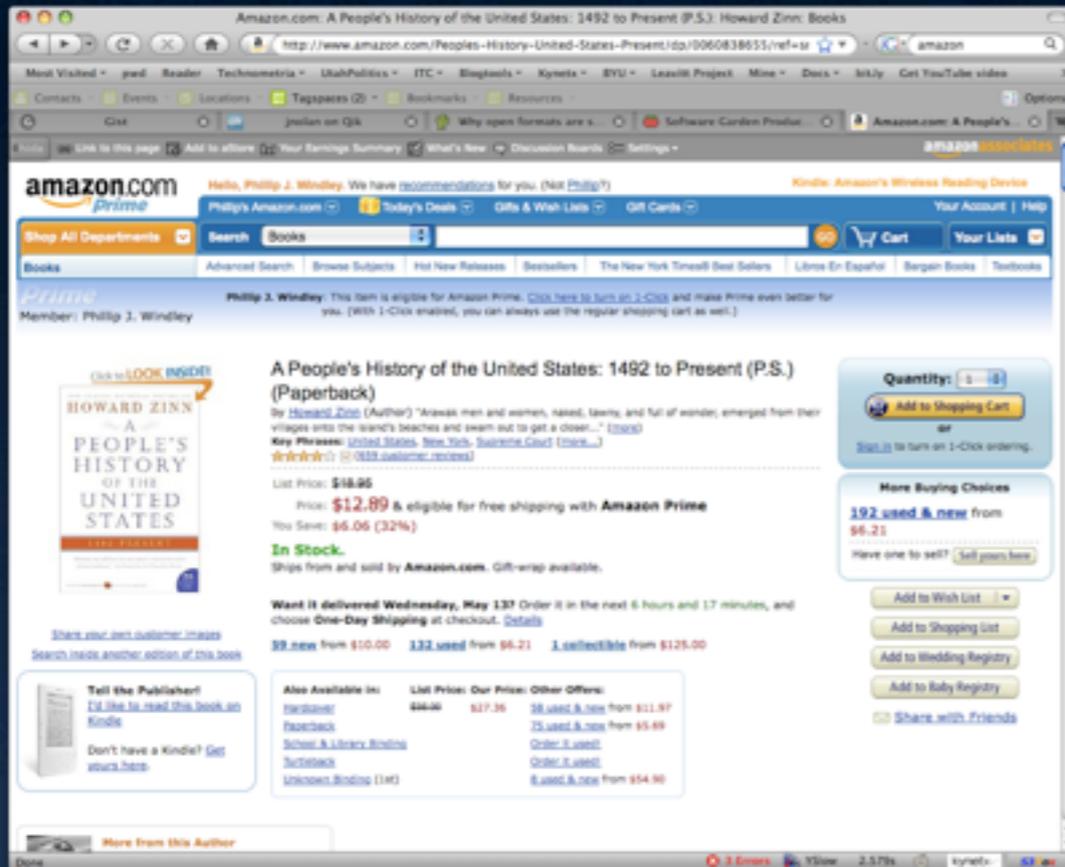
# How Kynetx Works



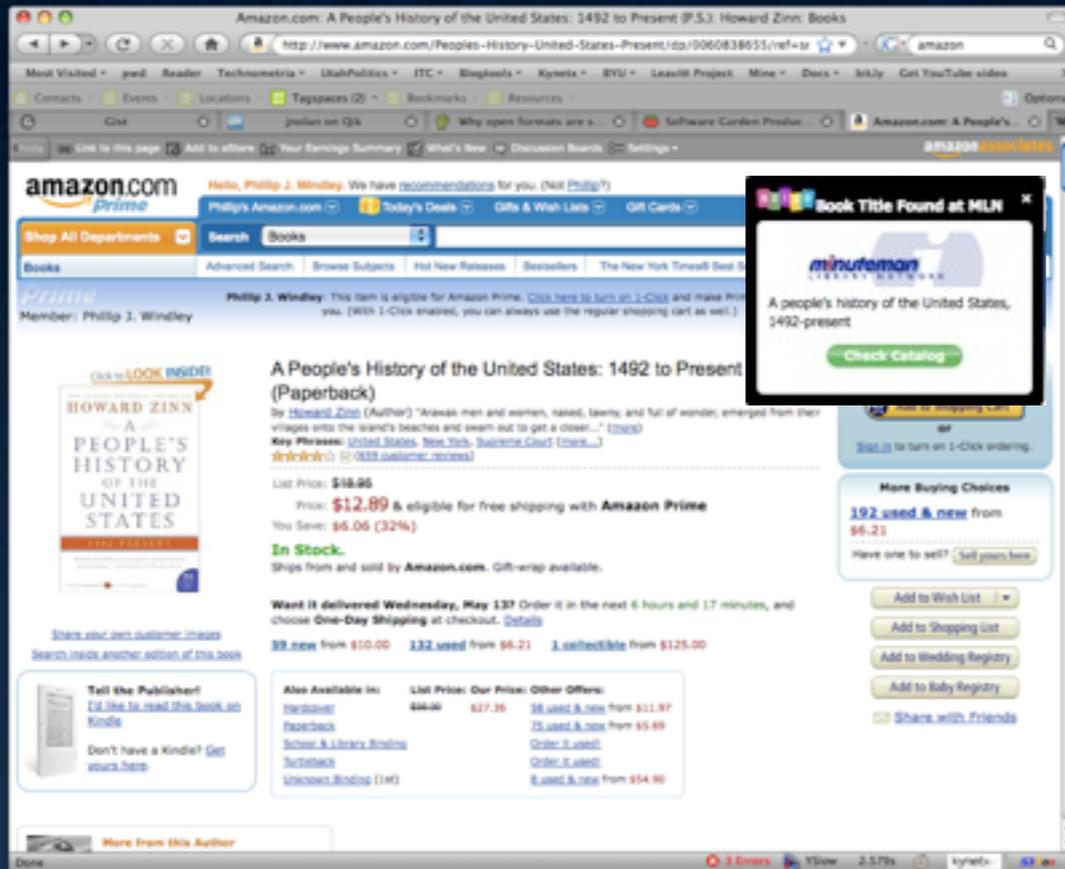
# How Kynetx Works



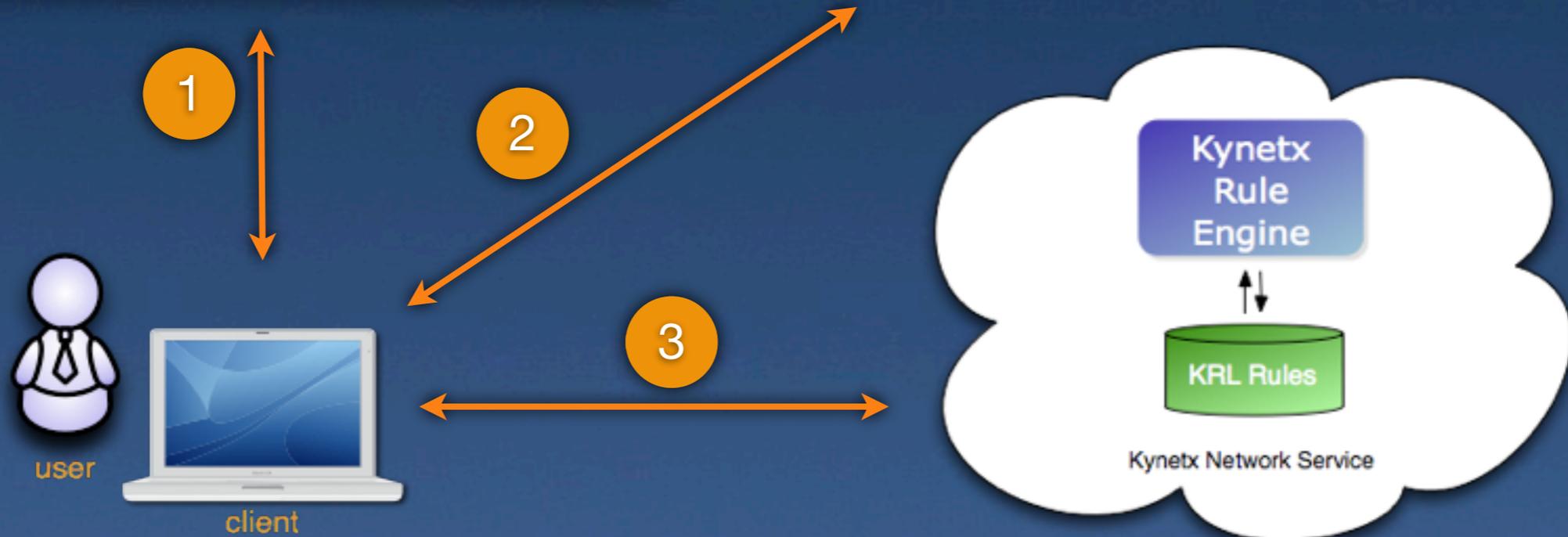
# How Kynetx Works



# How Kynetx Works



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# How Kynetx Works



# The Forgotten Edge

Context Automation  
Wed, 2:05pm

Context Automation  
White Paper

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[@windley](http://www.windley.com)



Nov 18-19, 2009,  
Provo UT



Internet Identity Workshop  
Nov 3-5  
Mountain View, CA

