

Make An Extra Million In Network Engineering

by Ethan Banks

In the Packet Pushers audience Slack channel, [Jeremy Filliben](#) stated,

“In this field you can literally make an extra million dollars (or more) in your career by knowing what you are worth and negotiating appropriately.”

I nodded my head in strong agreement to this, as I’ve seen both sides: as a hiring manager, and as someone trying to get a job.

Let’s Break Down The Assertion

1. You can make an extra million dollars or more in your career. For sake of discussion, let’s assume a tech

career that lasts 25 years. That's an extra \$40K per year, which is real money by just about anyone's accounting. Don't leave money on the table.

2. You need to know what you're worth. I've hired several people over the years. My perspective on what you are worth is formed from a combination of factors.

In the world of networking, skills are important, but only as a qualifier. Beyond skills, you need to have a reasonable personality, a strong listening ability, problem solving capability, and communication skills. You also need to be presentable. In other words, I'll pay more to hire a person that can interact effectively with the world around them.

Therefore, evaluate your technical skills as your base currency. Beyond that, there's money to be found in your humanness. Not all folks who gravitate toward network engineering are necessarily "good at people." If you are, or can fake it well enough, that's an asset.

3. You must negotiate your compensation package. In almost all companies, the only time you have power to negotiate your compensation package is when you are hired. I've hired for small and flexible as well as large and structured organizations. The construction of an offer letter goes something like this for all of them:

a. I've got a salary range I can work with.

b. Usually, the benefits package is what it is.

c. If a candidate I want hire requires a number outside my range, I seek approval to make a higher offer.

d. Sometimes the answer is "no". Sometimes the answer is a better offer, but still lower than requested. Sometimes the priority is to fill the position quickly, so the request is approved.

They Can't Tell You No If You Don't Ask

Ask up front for what you believe you're worth. Be bold. Negotiation is expected. If you don't counter-offer, you're being naive. Once you agree to the offer, you'll rarely see

anything beyond a cost of living adjustment afterwards. Why? Your compensation package, including salary, is an expense to be managed by the company.

If you ask for more money after you've been hired because you feel you're contributing significantly more, that fact is somewhat irrelevant from a company perspective. You are an expense in a spreadsheet. Companies like stable expenses.

Large Companies Are Bureaucracies

The larger the company and the more employees to manage, the more likely it is that a hiring manager won't have much room to negotiate with you. Very large companies assign positions with official titles, job descriptions, and ranges of pay. The pay range will very likely be tied to a geographical region.

"I'm sorry, but you're from southern Virginia applying for a LAN Support Specialist II position. The pay range for that is \$43,256 - \$59,664. We just can't offer you \$80K, even though your friend working in our Manhattan office doing the same job makes \$110K." They aren't just saying no to see if you'll take the job anyway. Bureaucracy controls the

situation. There really isn't anything else on the table for you to grab.

You're The Only One On Your Side

While it's not personal, the reality is that companies aren't there to do you any favors. They are there to make their { stockholders | owners } money. Your compensation package is an expense. Most companies will do what they can to keep the cost of employing you as low as possible.

Therefore, you have to stand up for yourself, armed with realistic knowledge about what you're worth. Then, you need the boldness to negotiate for that value.

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Is Your Security Really Secure?

Most IT pros don't think of a network monitoring tool like PRTG as an integral part of a security strategy. You may have the latest security software and a rock-solid firewall, but none of that matters if you don't have the right network monitoring strategy in place. By implementing a level of

'meta-security' you can protect your security with an early warning system.

To learn about how PRTG can be an integral part of your security strategy, read our eBook [“Is Your Security Really Secure?”](#) Also, [listen to Paessler’s podcast](#) with security expert Troy Mursch, where we discuss how PRTG Network Monitor can mitigate cyber-attacks on your network.

How To Find Quality Network Engineers

by Greg Ferro

I recently saw this cry for help in some social media channel or another:

I’m a network engineer/lead for a very large company with several openings for more. The problem I’m having is we’ve pretty much exhausted LinkedIn finds .

If you're struggling to find people to work for you, that's a sign you're doing something wrong. The single biggest

mistake you can make is expecting people to come to you instead of you going to find them.

- Stop looking in the wrong places, i.e. LinkedIn, recruiters, etc., if they aren't working for you
- Sponsor a local tech event. Mention you're looking for people
- Speak at a local tech event. Mention you're looking for people
- Write blog posts about what you're doing. Mention that you're looking for people.

Are You A Good Salary Owner?

Aside from your hiring efforts, you have to consider whether people would even *want* to work for you. What do you offer that attracts people? (I'll skip the obvious questions around money, benefits package, and location).

If you are a boring company with boring technology and boring careers, then be honest with yourselves and look for boring people. Even if you hire a rock star, he or she isn't going to stay for long.

Consider that cloud companies spend large sums of money to attend small to medium conferences, speak on

stage, and be friendly to people. They open source their projects. A significant reason for this is to attract job applicants. This reduces the cost of finding people in some cases, and actively attracts people to apply to work for them.

Many IT managers fail to consider that their company, their business and their process is not attractive enough to drag people away from their current roles. If you're looking for good staff, think about making yourself attractive to the people you want to employ.

Packet Pushers On YouTube

What could be better than listening to the Packet Pushers? How about looking at them? Now you can, with our brand new [YouTube channel](#).

We (OK, mostly Greg) are producing short videos about networking, technology, the business of IT, and other topics. The format is generally commentary and opinion, along with a few more in-depth pieces, plus Greg's popular "Two-Beer Networking" series.

Why YouTube? In the short term, we're curious to see if there's an appetite and audience for video. You never know where you might find a new audience or future Packet Pushers members, so it makes sense to cover as many media bases as we can. In the long term, a visual medium gives us different ways to deliver information and analysis, and may be better suited to certain kinds of content.

For now we're in the experimental phase. If you're interested, [check out the library of material](#) that's already there. You can also subscribe to be alerted when new videos arrive.

The screenshot shows a YouTube channel page with a navigation bar at the top containing links for HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT, along with a search icon. Below the navigation bar, the page is titled "Uploads" and includes a "PLAY ALL" button and a "SORT BY" dropdown menu. The main content area displays a grid of eight video thumbnails, each with a title, view count, and upload date. The videos are:

- Two Beer - Whats Wrong With Network Diagrams ?** (7:32) - 70 views • 2 hours ago
- Off to the Kubernetes - Networking in a Post VM...** (4:11) - 373 views • 6 days ago
- Why Knowing About Industry / Market Makes You Smarter** (2:31) - 344 views • 1 week ago
- You Don't Want Wireless in A Coffee Shop** (2:15) - 380 views • 2 weeks ago
- Why Enterprise IT Customers Are Stupid** (8:38) - 1.1K views • 3 weeks ago
- More or Less Headcount To Own Whitebox ?** (4:24) - 530 views • 3 weeks ago
- Enterprise IT is Luxury Market, Stop Whining About...** (7:24) - 565 views • 4 weeks ago
- Why Routers and Switches Don't Matter Now** (2:26) - 942 views • 1 month ago

Product News

**We get briefed on new products.
Sometimes we write them up.**

Savvius Upgrades Spotlight Network Performance Monitoring Appliance

Savvius has announced the latest version of its **Spotlight** network monitoring appliance. The appliance analyzes packet headers in real time and organizes relevant packet data into ongoing “conversations” that represent application use.

The upshot is that network operators and administrators that run traffic through the appliance can see network and application performance in near-real time.

[LINK](#)

Quick Take On Arista's 'Cognitive Cloud Networking For The Campus' Announcement

As I've been predicting, Arista is entering the campus space to look for more growth in the enterprise. The marketing push starts with high-capacity core switches combined with SDN.

As always, Arista has its own names for common things: spline = spine, cognitive cloud vision = intent-based networking.

[LINK](#)

Big Switch Adds Packet Capture, Analytics To Its Network Packet Broker

Big Switch Networks has added a packet capture and analytics capabilities to its [Big Monitoring Fabric](#).

Big Monitoring Fabric is a network packet broker application available with Big Switch's SDN controller and

white box/brite box switches running Big Switch's SwitchLight network OS.

[LINK](#)

Internets Of Interest

Links to articles and blogs you might find interesting.

Google Duplex: An AI System for Accomplishing Real-World Tasks Over the Phone - Google AI Blog

We may be through the looking glass here. Google has developed an interactive voice response system that recognizes natural speech and can accomplish simple tasks (book a salon appointment, make a restaurant reservation) while conversing with humans.

In this blog, Google shares examples of its system talking to unsuspecting hairdressers and restaurant hosts. Listen to the audio clips--they are both mind-blowing and frightening.

Some critics say Google is being deceptive by using human-sounding voices and speech patterns. I agree; we're entering a whole new world of human-computer interaction and the moral and ethical boundaries are not well-defined.

[LINK](#)

Recent Podcasts

The last 5 podcasts published on Packet Pushers:

- [Datanauts 133: Perfecting The Job Hunt](#)
- [Network Break 183: VMware Embraces Cloud Networking; Cisco Acquires Accompany](#)
- [Show 388: The Future Of Networking With Kyle Mestery](#)
- [BiB 41: VMware NSX SD-WAN By VeloCloud](#)
- [PQ 148: How To Monitor Cryptojacking With Paessler PRTG \(Sponsored\)](#)

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