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## The Vendor Keynote Playbook

**By Drew Conry-Murray**

*Hey marketing team, do you have a huge technical conference coming up? Do you need to fill hours and hours of keynotes? Do you have to salt the CEO's teleprompter with sounds that mimic human speech?*

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[Begin Sample]

Hello everyone, it sure is great to be with all of you here in lovely \_\_\_\_\_.

1. Las Vegas
2. San Francisco
3. Orlando
4. San Diego
5. Europe

*With a Human Touch module, a humorous remark will automatically be inserted to match to your keynote's precise location:*

1. Las Vegas - {gambling joke}
2. San Francisco - {avocado toast joke}
3. Orlando - {Disney World joke}
4. San Diego - {beach/surfing joke}
5. Europe - {tapas joke}

I'm so pleased to see you all here today. You, the customer, are the reason we do what we do. You're the first thing we think about in the morning, and the last thing we think about at night. We're passionate about serving you and meeting your needs as you undertake your journey toward \_\_\_\_\_.

1. Digital transformation
2. Automation
3. Security
4. The cloud

But it's a long journey on a long road. There are barriers. You know them better than anybody. Your business leaders and your customers demand more from you. More

\_\_\_\_\_.

1. Agility
2. Flexibility
3. Scale

At the same time, you have to address \_\_\_\_\_ .

1. Complexity
2. Cost
3. Compliance

4. All of the above

You know, technology is supposed to make our lives and our jobs easier. And yet, every day, we hear from you about the challenges brought on by \_\_\_\_\_.

1. IoT
2. 5G
3. Wi-Fi 6
4. The edge
5. Multihybrid/public cloud
6. All of the above

To help address those challenges, we'll spend the next four days diving into our solutions. We've been working hard over the past twelve months to bring you the latest in

- 
1. Intent-based networking
  2. Machine learning and AI
  3. SD-WAN
  4. Security
  5. All of the above

Now, before I let you go wander around collecting tchotchkes in exchange for a badge scan, here's a few other words I need to say. These words don't necessarily apply to our products or technology, but I need to say them just in case.

1. Containers
2. Kubernetes
3. Serverless
4. DevOps

Thanks and have a great week!

# Tech Blogs: How To

## A Leap Into Learning Kubernetes - Virtualized Geek

<http://www.virtualizedgeek.com/2019/06/a-leap-into-learning-kubernetes/>

Keith Townsend plans on spending some time deploying Kubernetes and OpenFaaS. This is the first in a series of blogs about his experience. How's it going so far? Given that Kubernetes is designed for developers, Keith is having some trouble tying it back to his own experiences in IT, but he's not giving up. I'm looking forward to more entries on this. - Drew

## Topolograph

<https://topolograph.com>

“My name is Vadim and I'm a network engineer, I wrote a tiny project which can show backup paths along the shortest path from source to destination and make some predictions what will be if a link or node fails (and if backup link of the backup link goes down too =). The project makes all prediction based on OSPF LSDB output, scrapped from a single device ( thanks OSPF =).”

I thought that it could be helpful for network engineers - Greg

## Switch Buffer Sizes and Fermi Estimates - IP Space

<https://blog.ipSPACE.net/2019/06/switch-buffer-sizes-and-fermi-estimates.html>

Ivan walks through an exercise for figuring out whether an ASIC has sufficiently sized buffers. He uses the TridentII+ chipset as an example, but his exercise can be applied to other silicon. Of course, this is just an estimate based on a set of assumptions, but he concludes that "...the shallow-buffer switches are more than good enough for intra-data-center traffic."

You're certainly welcome to check his math; myself, I'm going to trust his conclusions. - Drew

## **A10 Networks ACOS Root Privilege Escalation - Moving Packets**

<http://movingpackets.net/2019/06/13/a10-networks-a...>

In addition to being a network engineer, blogger, and Network Field Day delegate, John Herbert apparently can also put a "vulnerability researcher" feather in his cap. This post provides details on a privilege escalation bug he uncovered in the software of an A10 ADC. His post reviews the bug and discusses the mitigations that A10 has put in place. - Drew

## **BGP Labeled-Unicast, On Juniper Routers (For JNCIE-SP Students) - Network Fun Times**

<https://www.networkfuntimes.com/bgp-labeled-unicas...>

This is part three of a three-part blog series Chris Parker is doing on on MPLS VPNs. Part 3 is meaty, clocking in at around 7,000 words. I'll Chris explain:

“Why was it so big? Because there’s one concept in particular that deserves a lot of attention: BGP Labeled-Unicast. Actually, it can be explained in just a few paragraphs, but if you’re interested in JNCIE-SP certification then you don’t just want a couple of paragraphs: you want a deep-dive. As such, I decided to use my 420-69 IQ, and make a post all on its own about BGP-LU, so you can “prime” yourself for the upcoming guide to Option C.

This post isn’t a complete guide to BGP-LU, but this post does do something that I believe is entirely unique on the internet: it explains not only the default behaviour in Junos of BGP-LU, but also why a certain configuration won’t work – and how to fix it.” - Drew

## **Automation Workflow Patterns - IP Engineer**

<http://ipengineer.net/2019/06/automation-workflow-...>

David Gee writes “Workflows vary from seriously simple to notoriously complex and as humans, we might not even consciously observe the subtleties of what a workflow comprises of. Workflows are the source of control semantics and comprise of many elements, some obvious some not so. This post is a primer to help you think about the kind of workflows you encounter drawn from my

experiences. This post offers a view with conviction backed by experience.” - Drew

## Tech Tip: Hurricane Electric Network Tools

Today's Tech Tip comes from [Patrick Swackhammer](#) who recommends the [Network Tools app](#) from Hurricane Electric. Available for iOS and Android devices, Patrick says the app has "some amazing yet fundamental capabilities that are useful to have when you only have your phone to test with."

The tool's fourteen capabilities include DNS lookups, Ping, Traceroute, iperf, port scans, and more.

Thanks for the tip Patrick! If you've got a tool, script, or recommendation to share in this newsletter, send it to [drew@packetpushers.net](mailto:drew@packetpushers.net) and let me know if you want public acknowledgement of your generous nature.

## Tech Blogs: Opinion

### The CCIE Times Are A Changing - Networking Nerd

<https://networkingnerd.net/2019/06/10/the-ccie-times-are-a-changing/>

Cisco is making changes to the certification and re-certification of CCIEs. Tom Hollingsworth walks through the details for both first-timers and those looking to re-



certify. One takeaway is that the grace period for re-certification is being officially extended to three years. Previously, there was a two-year window for re-certification, with a one-year “grace period” if you didn’t get around to it. Now that grace period is being officially rolled in to an extra year of certification. But if you don’t re-certify within three years, there is no more grace period. That’s it. So keep an eye on your calendar. - Drew

## **How Ledger Hacked an HSM - Cryptosense**

<https://cryptosense.com/blog/how-ledger-hacked-an-...>

French security researchers performed vulnerability testing on a brand of HSM equipment and discovered numerous failures on basic security. The attacks assume that you have access to the HSM device either physically or by web so in real life these attacks have limited impact. Most HSMs are physically secure and heavily restricted access because we assume that HSMs are unsafe. Now I’m wondering if this lets HSM vendors get away with poor quality on securing these products.

I’ve had the misfortune to work with Hardware Security Modules multiple times and hope never to work on them again. - Greg

## **Meraki In The Middle – Smart Security Cameras - Moving Packets**

<http://movingpackets.net/2019/06/12/meraki-in-the-middle-smart-security-cameras/>

John Herbert, who was finding bugs in network gear in the previous section, is back with another post. This one is about security cameras. He's doing some research for his home owners' association and has a set of requirements he's scoping for. This post dives into his discoveries about security cameras from Meraki. - Drew

## **Franklin Foer on Devoted Attention - Cal Newport**

<http://www.calnewport.com/blog/2019/06/05/franklin-foer-on-devoted-attention/>

OK, this post touches on poetry and philosophy, but before you scroll down to the next tidbit, you might want to spend a few minutes reading and thinking about attention and its value. Be thoughtful about what you give your attention to, and be wary of the devices and algorithms that seek to capture that attention for someone else's ends. - Drew

## **The Lulz**

Greg tries to say something nice on Twitter, and a smart alec comes along with a counter-example.



**Phil Gervasi** @network\_phil

3h

Someone's stuck in a data center in the middle of the night during an outage because someone extended layer 2 a long time ago. -networkphil

**Greg Ferro aka 'Etherealmind'** @eth...

Someone's sitting in the shade today because someone planted a tree a long time ago. - Warren Buffett

## IT News

### Intel Finally Serious About Switching with Barefoot Networks Buy - The Next Platform

<https://www.nextplatform.com/2019/06/11/the-games-a-foot-intel-finally-gets-serious-about-ethernet-switching/>

Intel is buying Barefoot Networks, which makes the programmable Tofino ASIC. Tofino chips can be found in whiteboxes as well as switches from Cisco and Arista, but this article by Timothy Prickett Morgan posits that Intel will use Barefoot to pursue the HPC market. Should Broadcom be worried? Hard to say. The market for programmable ASICs is small; you need strong technical chops and very specific use cases to want to customize

packet processing in a switch. In addition, a tiny organization like Barefoot could easily get lost inside a company primarily focused on shipping CPUs. On the other hand, Barefoot no longer has to scrounge for funding, and Intel can open many doors. Also keep in mind that Nvidia recently purchased Mellanox in part for its ASIC business, so it seems there's renewed competitive energy in the market for network silicon. - Drew

## **If you haven't patched Vim or NeoVim text editors, you really, really should - Ars Technica**

<https://arstechnica.com/information-technology/201...>

Dan Goodin writes "A recently patched vulnerability in text editors preinstalled in a variety of Linux distributions allows hackers to take control of computers when users open a malicious text file. The latest version of Apple's macOS is continuing to use a vulnerable version, although attacks only work when users have changed a default setting that enables a feature called modelines." - Drew

## **China chip industry insiders voice caution on catch-up efforts - Reuters**

<https://www.reuters.com/article/us-huawei-tech-usa...>

As the United States and China clash over trade and tech, the Chinese government has proclaimed a new effort to develop homegrown capabilities in critical areas such as semiconductors. But it won't be easy. Reuters reports "The prospectuses of Chinese chip companies preparing to list

on a new tech-focused stock exchange are blunt, characterizing the domestic industry as “relatively backward”, lacking in talent and requiring “a long time to catch up”.” - Drew

## **How to Sink a \$3 Billion Dollar Submarine: Forgetting to Close a Hatch - National Interest**

<https://nationalinterest.org/blog/buzz/how-sink-3-...>

Old Joke: Q. How do you sink a submarine? A. I don't know, how do you sink a submarine? Punchline: Just knock on the hatch and wait for them to open.

Can you imagine the lack of quality control that fails to monitor an open hatch on a nuclear submarine? - Greg

## **Industry Takes & New Products**

### **Large European routing leak sends traffic through China Telecom - APNIC Blog**

<https://blog.apnic.net/2019/06/07/large-european-r...>

The APNIC blog reports that on June 6th of this year “...Swiss data centre co-location company Safe Host (AS21217) leaked over 70,000 routes to China Telecom (AS4134) in Frankfurt, Germany, some for over two hours. China Telecom then announced these routes onto the global Internet redirecting large amounts of Internet

traffic destined for some of the largest European mobile networks through China Telecom's network. Some of the most impacted European networks included Swisscom (AS3303) of Switzerland, KPN (AS1136) of the Netherlands, and Bouygues Telecom (AS5410) and Numericable-SFR (AS21502) of France." - Drew

## **Does 70% of the World's Internet Traffic Flow Through Virginia? - Telegeography**

<https://blog.telegeography.com/does-70-of-the-worlds-internet-traffic-flow-through-virginia>

Saved you a click: No, it doesn't. While northern Virginia is home to many data centers (access to cheap power) there is no way that this could be true today, although it might have been in the late 80's. Major publications should be fact checking but probably aren't. - Greg

## **A clear recipe for building your own network operating system - Metaswitch**

<https://www.metaswitch.com/blog/a-clear-recipe-for...>

Metaswitch sells its network operating system to a number of companies with a focus on telco/mobile networks. This marketing fluff attempts to make the case that commercial is better than open source using the same old tired arguments from a decade ago. Really, they should have moved past this by now. - Greg

## **Cato Strengthens Commitment to Canadian Market with Expansion of**

## Global Managed SD-WAN Service - Cato Networks

<https://www.catonetworks.com/news/cato-strengthens-commitment-to-canadian-market-with-expansion-of-global-managed-sd-wan-service/>

SD-WAN and security vendor Cato Networks is extending its Canadian footprint by building Points of Presence in Calgary and Toronto. These PoPs join existing facilities in Montreal and Vancouver. Cato has built a private network backbone that provides SD-WAN and security services, and relies on local PoPs as ingress and egress points to its network, so the more PoPs it has, the closer it can get to customers. - Drew

### The End Bit

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**Human Infrastructure is 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](mailto:drew.conrymurray@packetpushers.net).**

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