



Sector Analysis P2P (Peer to Peer)

Executive Summary

1. Introduction

1.1 Sector Definition

1.2 Strategic Value

2. Industry Players

2.1 Leading Companies/ Enablers

2.2 Factors that are driving change

2.3 Major Issues & Implications

3. Industry Associations

3.1 Associations/ Organizations

3.2 International Conferences and Annual Meetings

4. Industry Outlook

5. Appendices

Complimentary copies of this full (16 page) report are available on a select basis to those interested in being part of creating next-generation software companies. For your copy, please call Michael Davis at **817.319.6135** or email Michael.Davis@brencom.com



Executive Summary of the P2P Sector (Software Industry)

P2P Technology, like software, derives its potential from the underlying business areas it serves and it holds the potential to absolutely revolutionize the very nature of computing. What makes P2P so interesting is its threat to undermine today's Internet and Enterprise Client/Server networks. A true revolution is brewing where centralized (client/server) computing is facing off with decentralized (peer to peer) computing. The prize is control. Will power reside in the hands of the few or will power to the people reside. Currently P2P is in its fourth generation (although file sharing is only a small portion on P2P, it clearly shows P2P's potential).

The Strategic value of P2P is mainly derived by its power to directly connect people to one another. One major area of P2P strategic value is knowledge management. When knowledge workers are interconnected their productivity multiplies by leaps and bounds through interconnectedness as they channel their focus and energy. In a client/server environment, resources are centralized which creates barriers to sharing knowledge.

In a peer to peer environment, individuals are able to share data, applications, and any other resources necessary to extract knowledge from information. Think of it this way; in school more is often learned from team based projects, than from lectures. There are numerous benefits and some drawbacks to P2P. A significant advantage to P2P is that it leverages previously unused resources found on the 1 billion + devices connected to the "edges" of the Internet.

There are considerable forces supporting and opposing P2P technology in general. P2P as a technology is forcing a showdown in the fight for control. The reasons for control are very important in that centralization causes 1) Bottlenecks, 2) Single points of failure, 3) Underutilized computing resources, 4) Increased Security Risk, and 5) Loss of Privacy. Decentralized computing offers immense power to connect computers with one another, thereby bypassing the middleman.

The big problem facing corporations today is not the lack of business-critical information, but the lack of access and delivery of information to the people who need it. Future possibilities for P2P technology are clearly open ended, limited only by the human imagination. In the end it's all about sharing – a shared future. File sharing will evolve to social sharing, a context in which the exchange of data will comprise numerous connections (contacts, bookmarks, jobs data, etc). It'll be impossible for any one central authority to control the data exchange, in an atmosphere made of billions of exchanges every minute, everywhere and of any type.