

PSYCHOLOGY OF IPV6

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INOG::v15

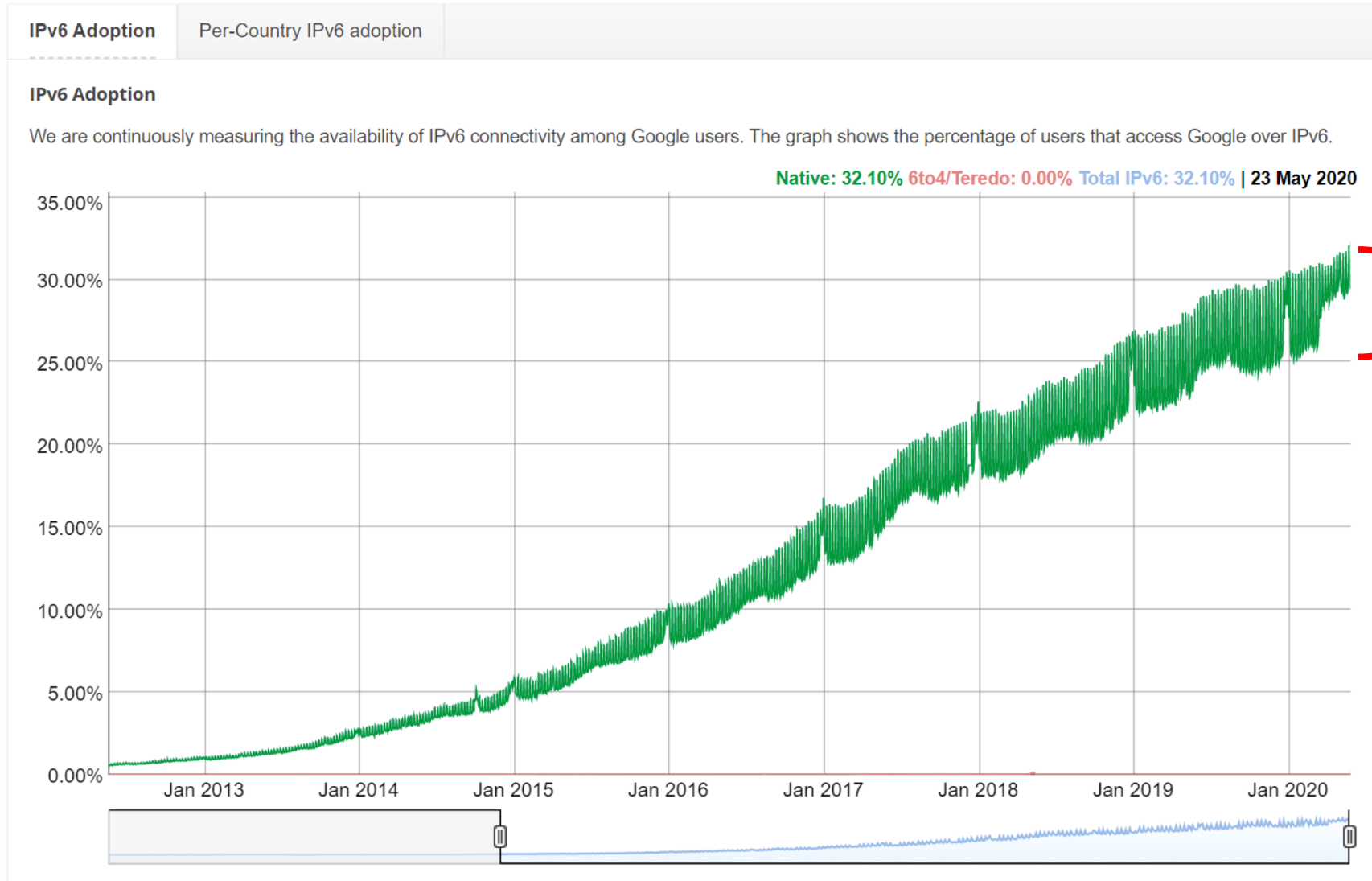
29 May 2020





**IPV6 DEPLOYMENT IS ABOUT
TECHNOLOGY, ISN'T IT?**

The fact-check: Global IPv6 Adoption



Source:
[Google IPv6 Statistics](#)

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IPV6 PERSONALITIES

DISCLAIMER: Based on my personal observations.

IPv6 Haters & Trolls

- Positive messaging not acceptable
- They always find something broken
- “Excuse factory”
- Limited understanding

+ Keep us motivated



Source: [reddit](#)

I'll get you next time, Inspector Gadget!!

SORRY I DIDN'T HEAR YOU

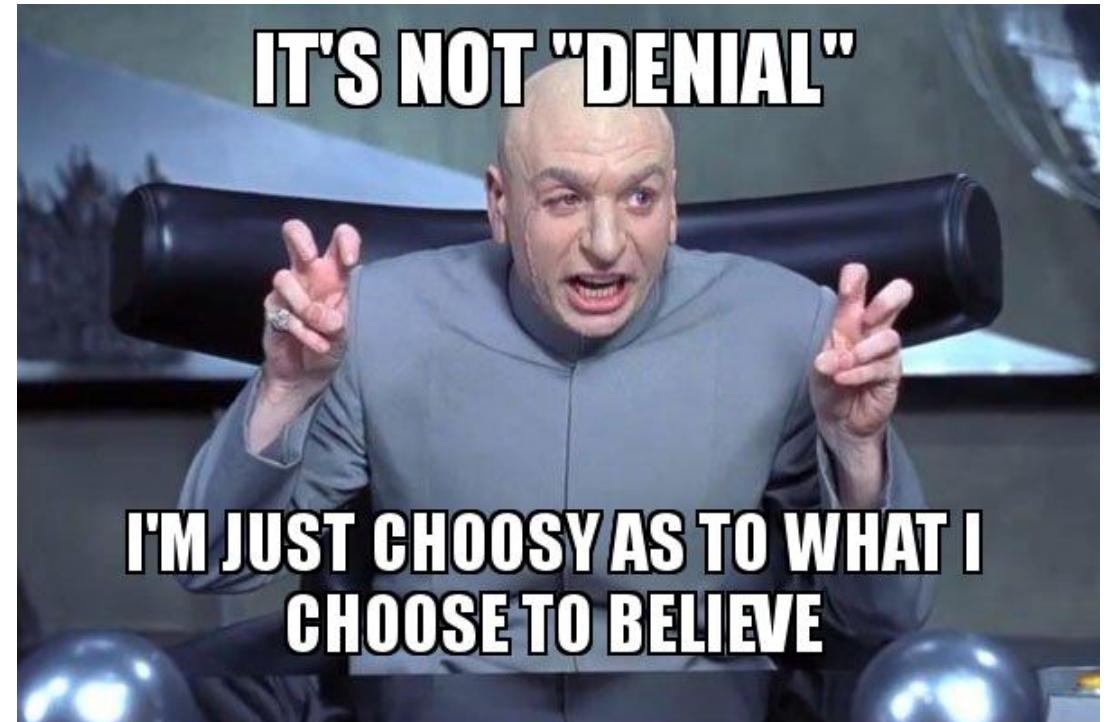
**I WAS TOO BUSY BLOCKING OUT THE
HATERS**

memegenerator.net

Source: [Memegenerator.net](https://www.memegenerator.net)

IPv6 Deniers

- Living pre-2011
 - Missed both World IPv6 events
 - [Google stats](#) what?
 - Missed Apple AppStore IPv6-only Announcement in 2015
 - Fail to notice mobile data is IPv6-only
 - Can be convinced when presented with data and facts
- + Can be convinced when presented with data and facts
- + Help us sharpen our story



Source: [Make a Meme.org](https://www.makeameme.org/)

IPv6 Pretenders

- “Of course IPv6 is important, but don’t ask me to do any work”
- Passive resistance is hard work
- Never reject openly but also don’t take any action to help
- Management decision
- Lack introspection

+ Help us create roadmaps!



IPv6 Debaters

- Perfection vs. Reality
- Perfection vs. Iteration
- Focus them on a specific area with limited scope
- Suggest to join IETF mailing lists 😊

+ Maybe the best pilot users
+ Provide detailed feedback



Source: [Sayingimages.com](https://www.savingimages.com)

IPv6 Enthusiasts

- Your allies!
- Not necessarily network engineers
- Know that IPv6 is important
- Take opportunities
- Provide valuable feedback
- Convince the unconvinced

+ Make us enjoy our work!



Source: [Make a Meme.org](https://www.makeameme.org/)

IPv6 Heroes

- Worked on IPv6 since the first RFC
- Organised World IPv6 Day & World IPv6 Launch
- Devoted to educate
- Harass vendors
- Convince management
- Always ask “What about IPv6?”
- Move us all forward
- Battled years of resistance
- Got us to 32% global adoption

IPv6 Heroes



Source: [Batman on Film](#)

People of focus, commitment
and sheer f***ing will!

IPv6 “Jack of All Trades”

- Breath vs. depth
- Communication is key
- “Encourage” vendors
- Somebody should do it...
anybody could do it!!
- Now it's **your** turn!



Source Guitarmachine.com

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WHY IPV6?


Remind me, why should I care?

- RIRs runout is real (RIPE in November 2019) – NO MORE IPv4! 😐... 😊
- Financial reasons – IPv4 price is growing

Block Size*	/24	/23	/22	/21	/20	/19	/18	/17	/16
Price/IP (USD)	30.00	26.00	22.00	20.00	20.00	20.00	20.00	20.00	21.00

Source: [IPv4 Market Group](#)

\$14.50/IP in August 2017

- 1x IPv4 /16 = **\$1,376,256** (minimum) 
- The Internet is changing, and you CAN'T STOP it
 - IPv4 over IPv6-only Internet infrastructure (EE, Three UK, T-Mobile US, Charter Communications, Free, Reliance JIO and others)
 - Deploying IPv6 maintains good user experience on IPv4aaS Internet

Summary

- IPv6 is as human as anything, we work with people
 - Remember the six types, make allies
- Successful deployment requires BOTH engineering and political (management) angles
 - Bottom up approach rarely succeeds in something that does not have an obvious business justification (unless you actually have one)
- There was not a better time to start then NOW
 - Dual stack is (almost) “business as usual” in both infrastructure and client OS today
 - The prize has shifted to IPv6-only
- [RIPE NCC Educa::IPv6-only](#) on 8 June 2020

Thank you & deploy IPv6! 😊