

How Obama's Blueprint For Change Impacts IT



Lori MacVittie, 2009-16-01

While doing some research on a related topic I dug into the technical aspects of [Obama's Blueprint For Change](#). The plans around technology are fairly nebulous, with a few exceptions, such as those related specifically to broadband access:

“Deploy Next-Generation Broadband: Barack Obama believes we can get broadband to every community in America through a combination of reform of the Universal Service Fund, better use of the nation’s wireless spectrum, promotion of next-generation facilities, technologies and applications, and new tax and loan incentives.

On this front, a U.S. House committee [recommended yesterday that \\$6B of an \\$825B stimulus package be spent on broadband](#), specifically as a means to extend broadband access to the 5-10% percent of Americans who currently do not have this access.

The [U.S. Census Bureau's population clock](#), based on census data from 2000 and growth estimates, places the U.S. population at 305,625,174 this morning. That means 15,281,258 to 30,562,517 people do not have access to broadband that would allegedly have access if such a plan were implemented.

Assuming such a plan is implemented, and further assuming that the 15-30 million folks who suddenly have broadband access also have the means and the inclination to "get online", the implications for IT in general is staggering. No one is left unaffected, I assure you.

Obviously some of these millions of new users will be cruising [Wikipedia](#), and [YouTube](#), and joining [Twitter](#). They'll be shopping online and using their newfound powers of digital access for online banking. They'll be playing games and friending folks on [Facebook](#), reading blogs and finding the manual for that [learning cuckoo clock from VTech](#) that annoys everyone in the house so they can reset the time to be correct. Just shut up, already, Chirpy, before I take your batteries out.

They'll be *online* and generating traffic, no matter where they go or what they do.

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