



So, is change good or bad for the individual and the company? It largely depends on whether your life and livelihood are the ones being changed – for the better or the worse. This extract below is from an article referencing Amazon by Morgan Housel, but it is entirely appropriate to Canary.

“...In the last 100 years, we’ve gone from horses to jets and mailing letters to Skype. But every sustainable business is accompanied by one of a handful of timeless strategies:

- **Lower prices.**
 - *No capex, low inhouse support costs, low-subscription rates*
- **Faster solutions to problems.**
 - *Sub-4 minutes set-up per device, deployment based on network sensitivities*
- **Greater control over your time.**
 - *No false-positives eating up security team time*
- **More choices.**
 - *Configure/re-configure multiple device personalities, multiple services*
- **Added comfort.**
 - *Simply manage and maintain from the Canary cloud console*
- **Entertainment/curiosity.**
 - *Switch personalities and services as and when suits the occasion of network reconfigurations or pen-testing*
- **Deeper human interactions.**
 - *Have the penetration teams try detecting the Canaries*
- **Greater transparency.**
 - *Know immediately your Canary has been “touched”*
- **Less collateral damage.**
 - *Seal-off the bad guys before they know and can respond*
- **Higher social status.**
 - *Demonstrate forward thinking in low-cost, effective defences to executives*
- **Increased confidence/trust.**
 - *Canary – what else?*

You can make big, long-term bets on these things, because there’s no chance people will stop caring about them in the future.

Morgan Housel - July 2017

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