



Hola and welcome once again to MyQ the – let's face it – slightly superficial bit of the mag that lets one reader don the ill-fitting iQ journo's mac and tiffer and ask a question everyone else is too scared (or possibly too sensible) to bother with. It's easy. We put one question to the IT community on your behalf. They give their answers in 100 words or less. We print our favourite four or five. 'K? This issue's querulous query is brought to us (along with the number 68 and the letter T) by database security analyst, Terry Dyson, who asks:

“Who is the most powerful / influential person in technology today?”

Dominic Monkhouse, MD, PEER 1 Hosting

“The most powerful person in technology today? Your mother. Without her we'd have no iPad and Apple would just be another company that failed to take down Microsoft. We had MP3 players before the iPod. Better players with great sound. But until Apple made iPod and iTunes so easy your mother could use it, (MP3) was confined to the margins. Usability driven by your mother has changed technology in the last few years more than anything else.”

Paul Maher, Director, Positive Marketing Communications

“The most powerful man in IT is also the most powerful man in the world. Barack Hussein Obama. Not only does he control the largest and most-networked economy, but his policies drives huge tranches of IT spending. Where would many IT security companies be without the Homeland Security Act? How badly affected would the IT industry be if he decided to over-regulate the banking industry and curb its appetite for high-end IT? Ask the online poker providers what losing the US market is like – be very, very nice to the man in the White House.”

Alan Rommel, MD, Parity Resources

“The most powerful person in technology is Steve Jobs (from, of course, Apple). He's turned IT from geeky to sexy. We're charging towards a position where mobile IT dominates – Cloud and Social Computing and access-anywhere is very clearly the future. The iPhone's unprecedented adoption rates and the inevitable success of the iPad will determine how technology develops. We're in a situation where developers wonder how they can harness Apple's client base by creating compatible solutions, rather than the software driving how the devices are developed. IT will look and feel very different as a direct result of Jobs' vision.”

Barrie Desmond, Business Development Director, VADition

“Consumers themselves are the biggest influence on technology right now. Consumer-driven IT developments and behaviours are pushing into the enterprise, improving people's work experiences by integrating 'consumer type' applications into their working lives. Whether it's an iPhone application or a business application like Microsoft SharePoint, most are being used successfully by employees without companies' knowledge. This new breed of user – or 'Digital Native' – is the most powerful force in technology at the moment; they want it now, they want it to be customer self-serviced, and they'll share information with anyone from whom they think they'll get value.”