

FROM HERE TO THERE AND BACK AGAIN.

By
Simon Wardley

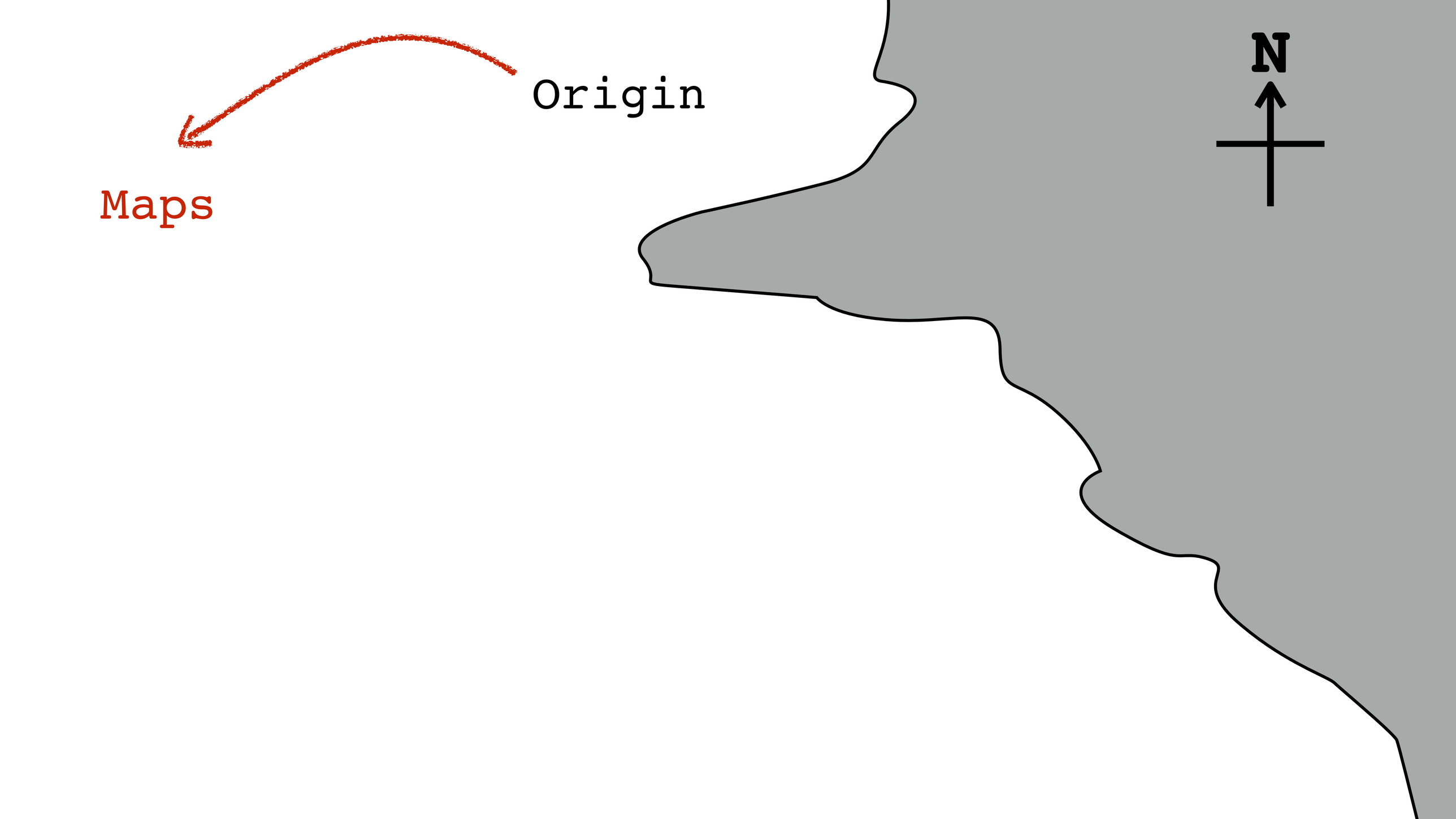
creative commons share alike.

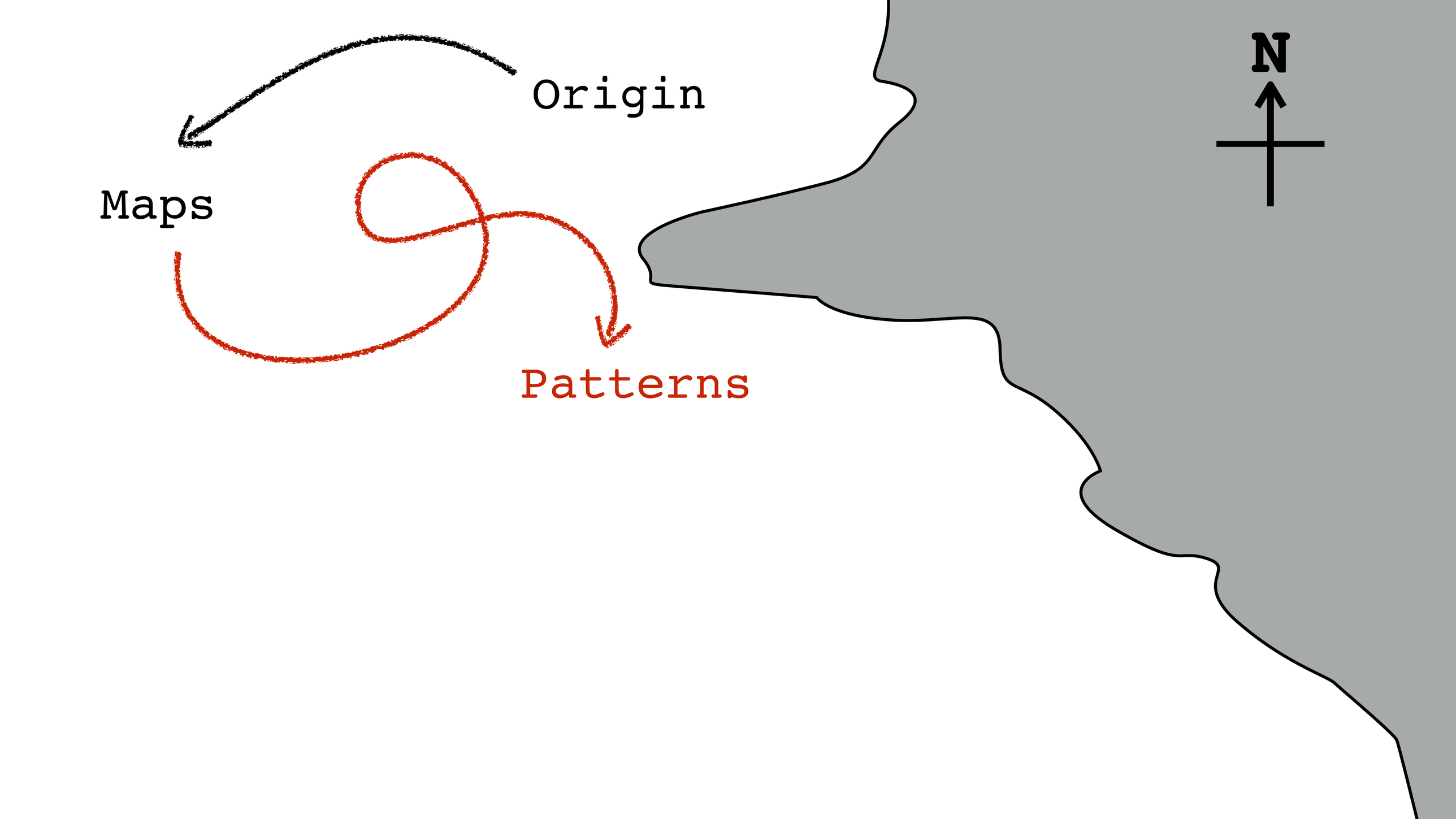
simon@swardleymaps.com

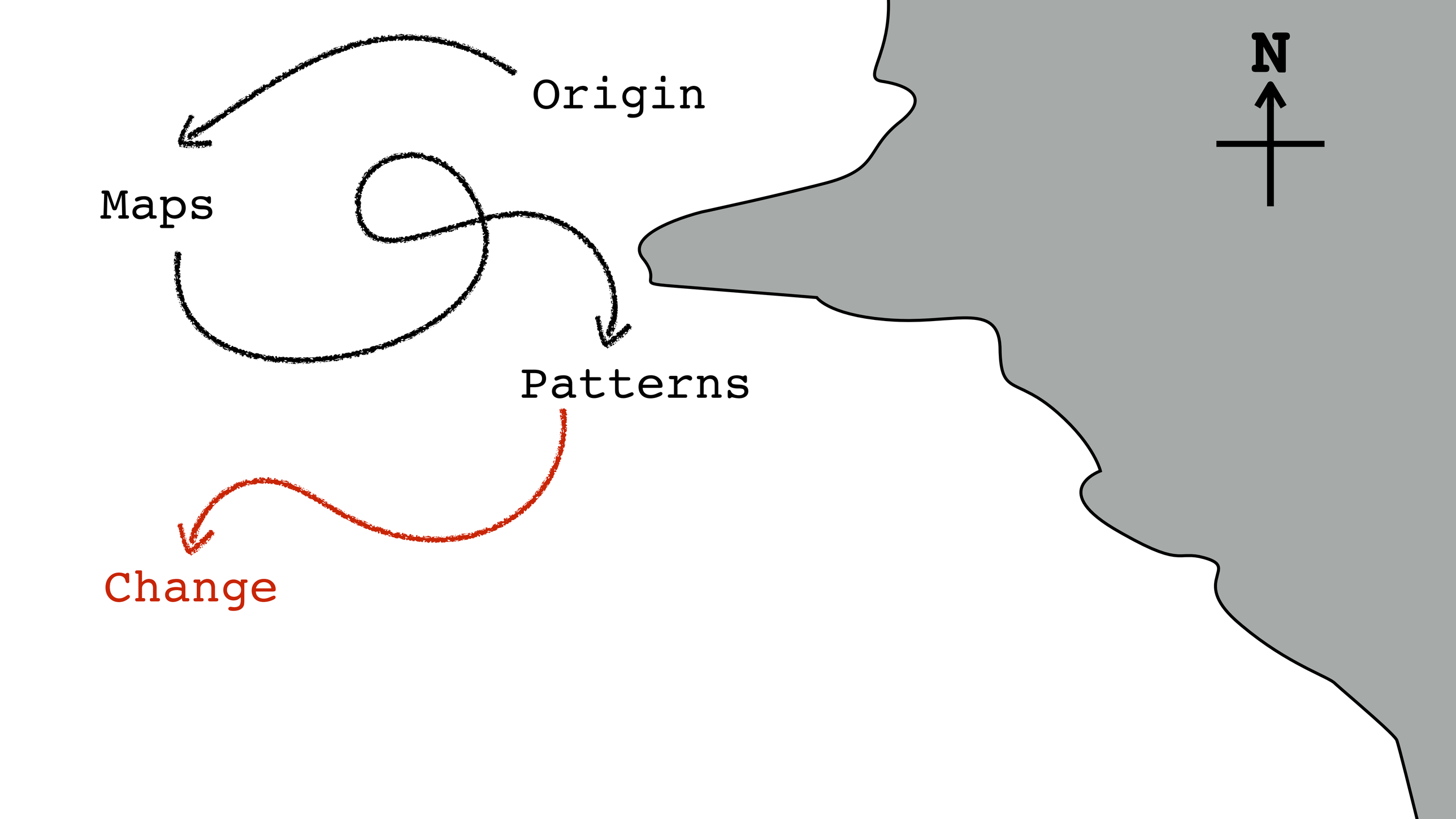


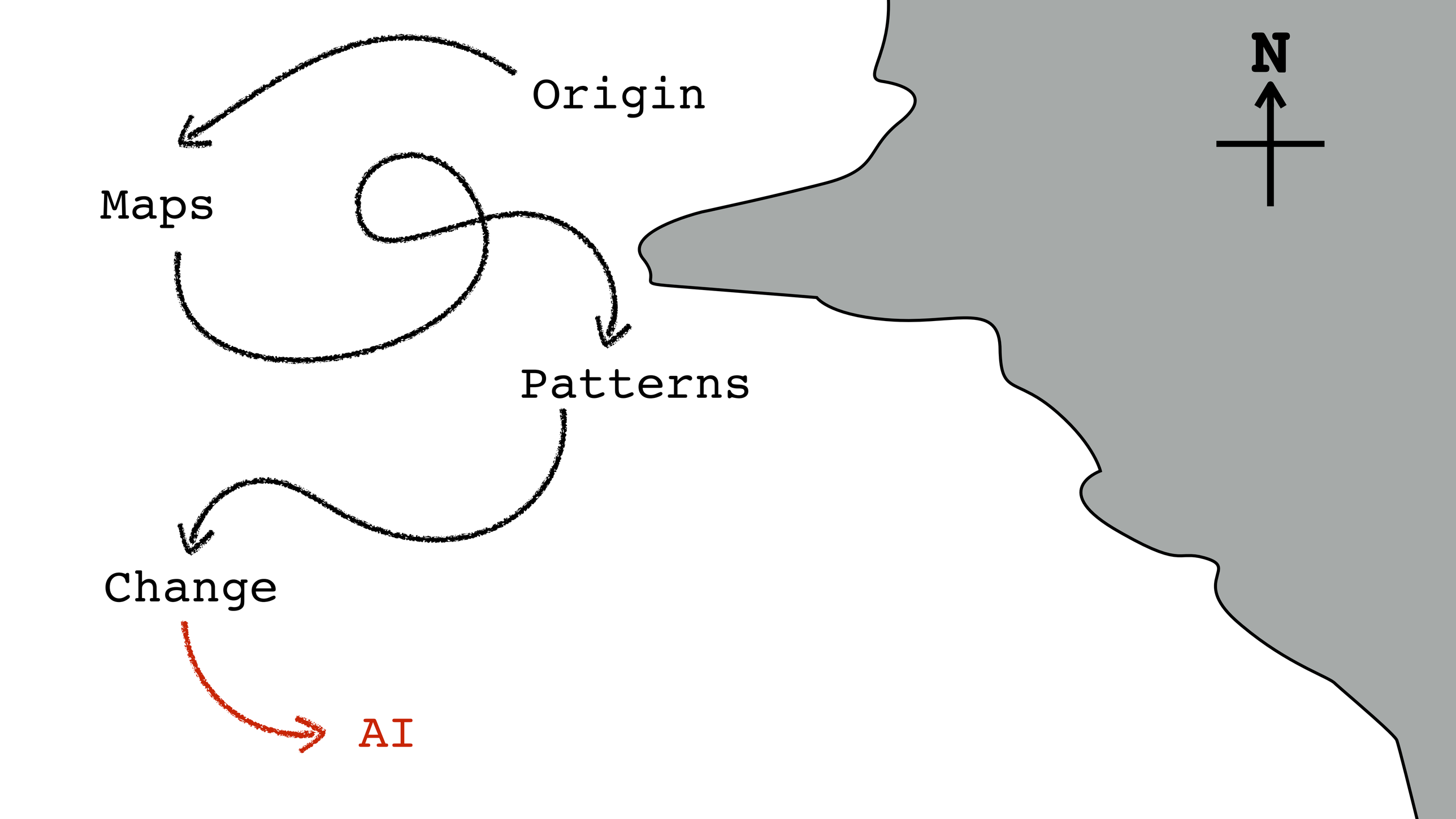


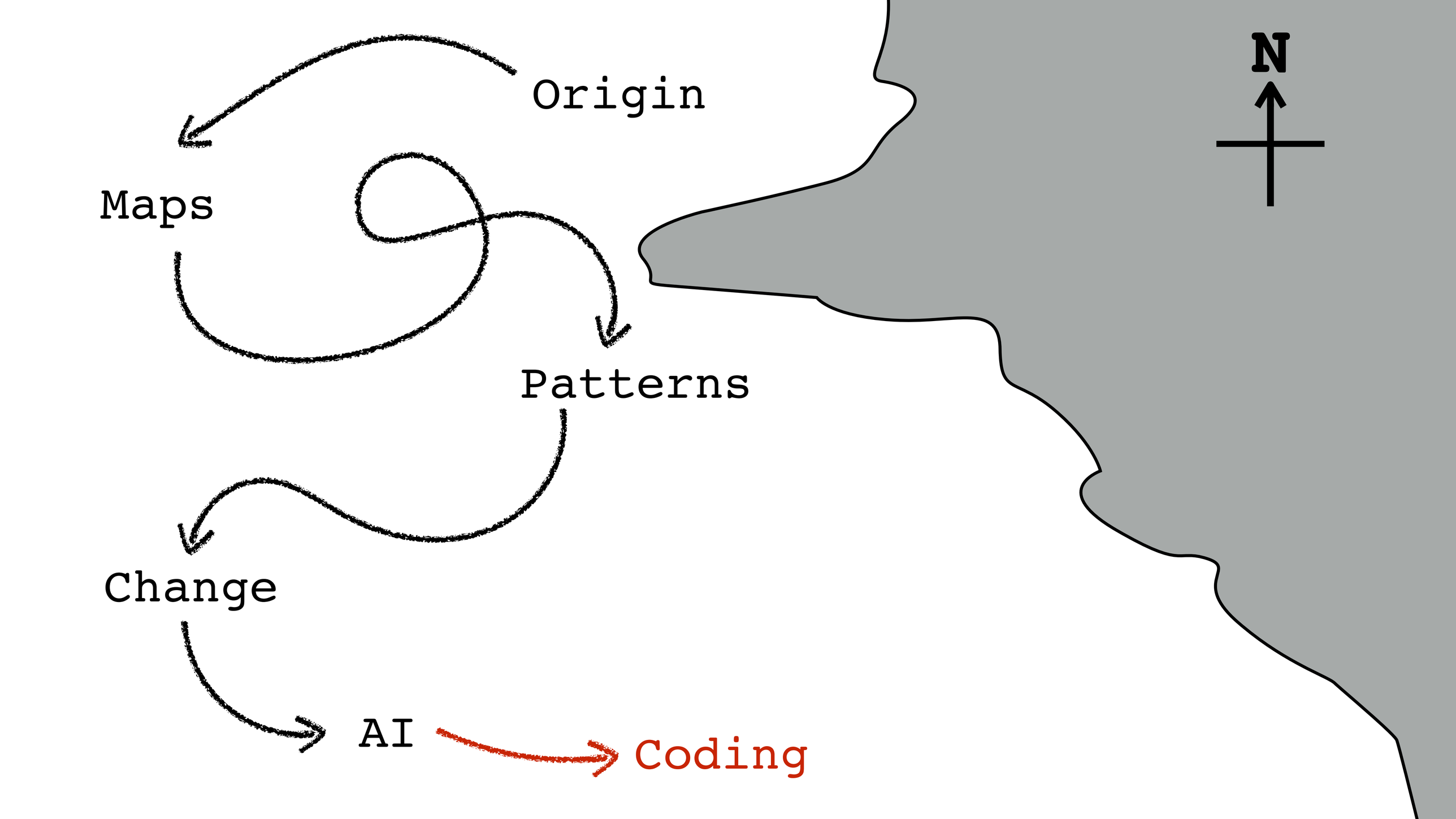

Origin
N

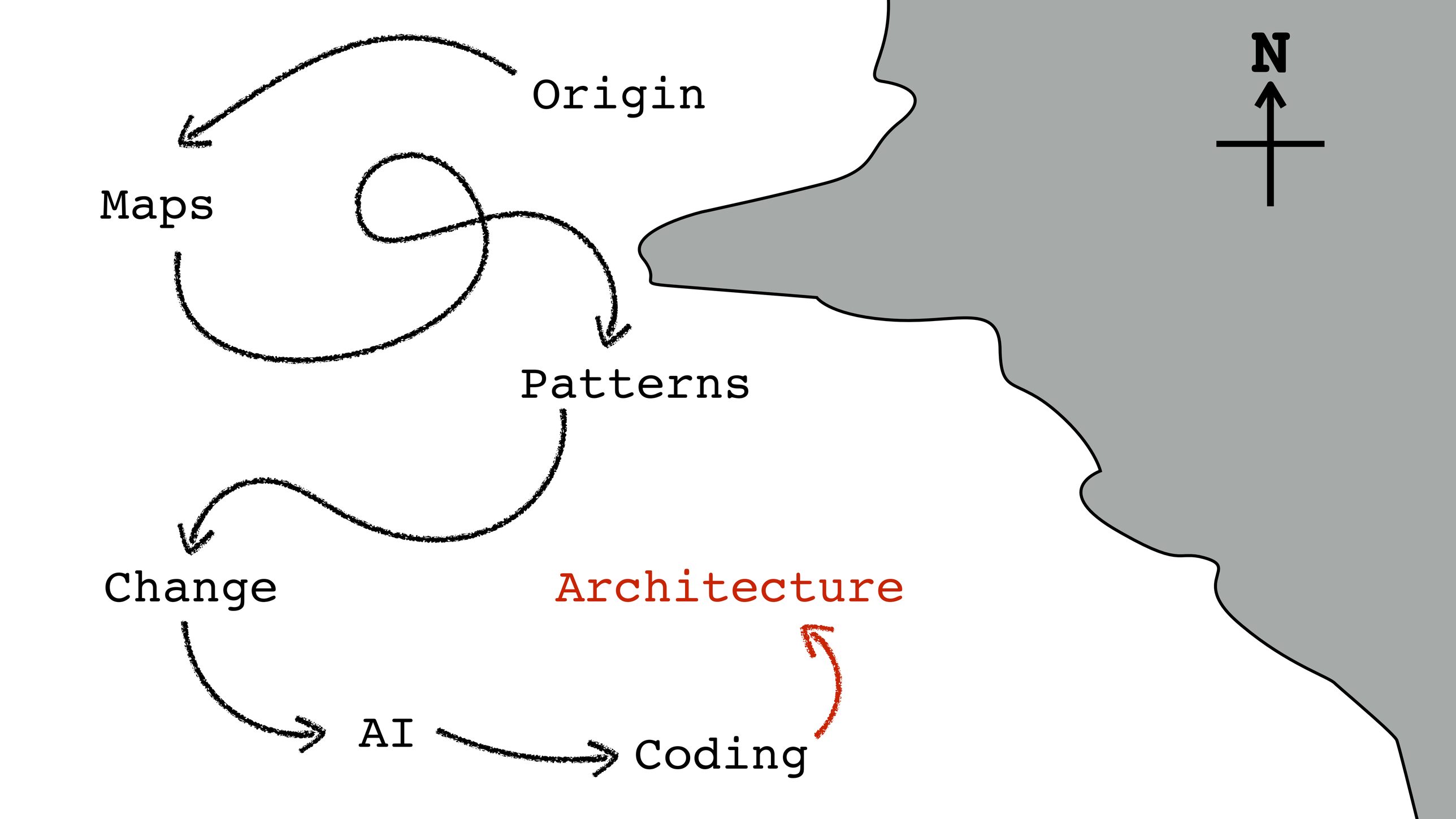

Origin
Maps
N

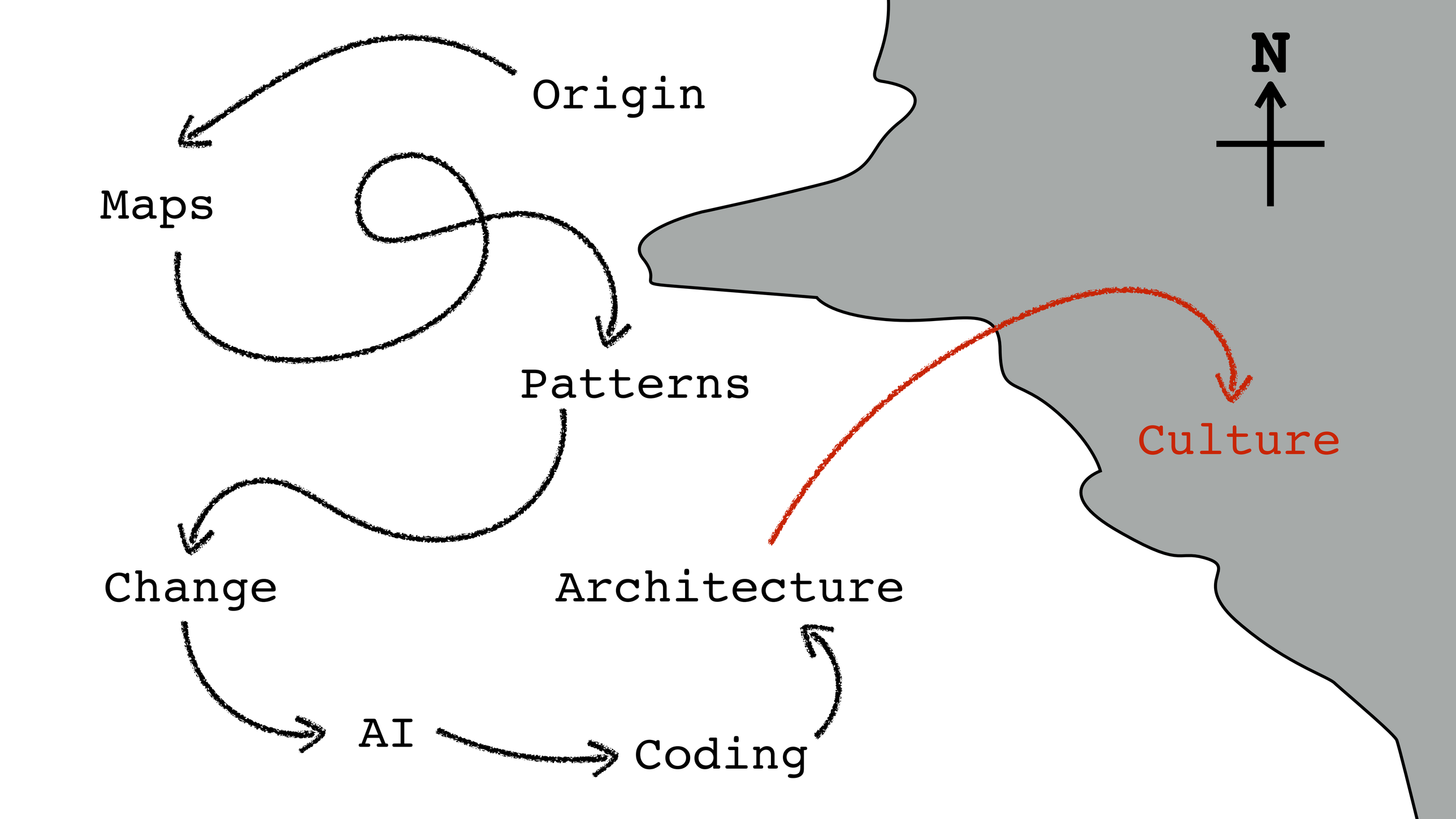

Origin
Maps
Patterns
N

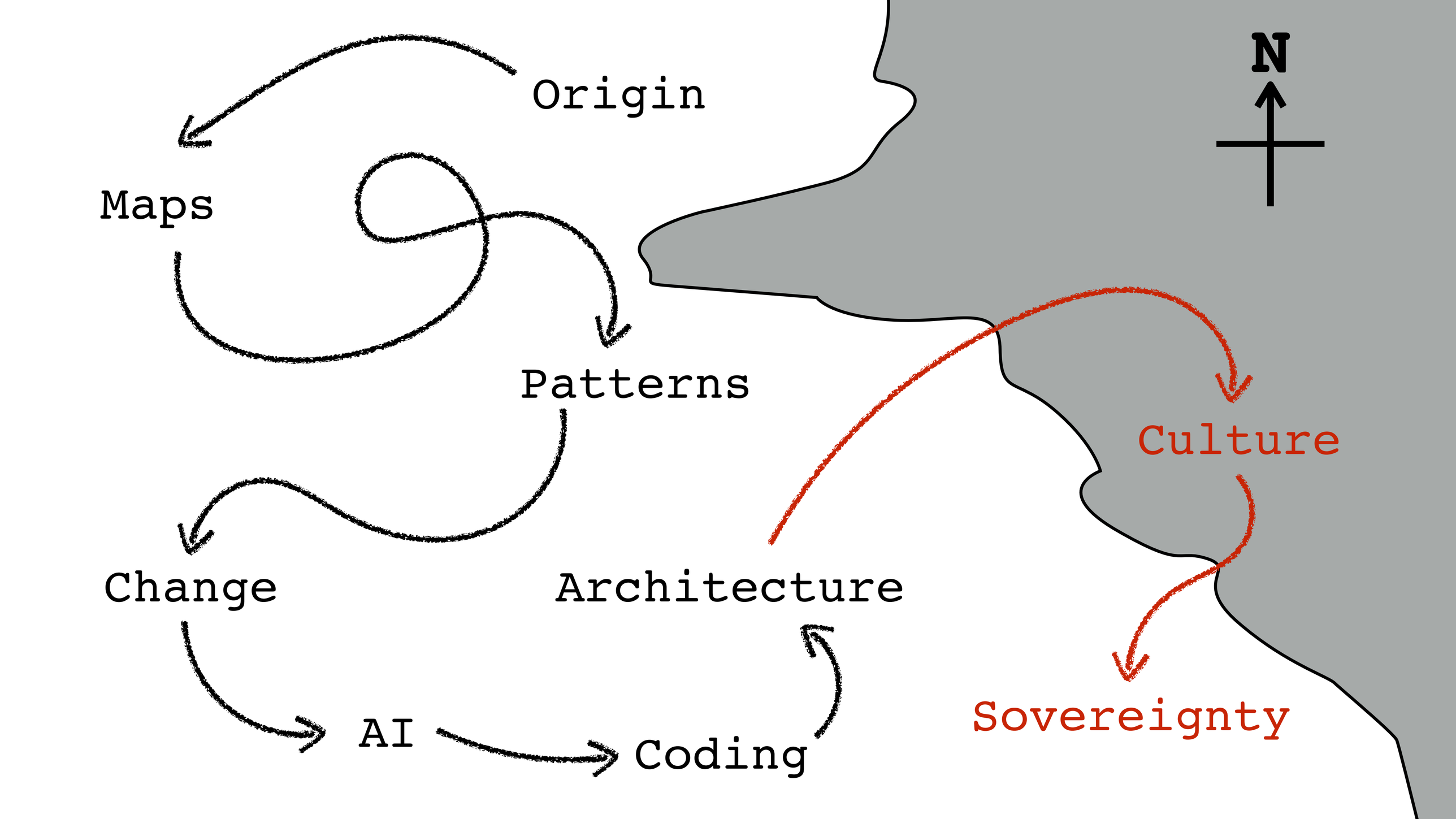

Origin
Maps
Patterns
Change
N

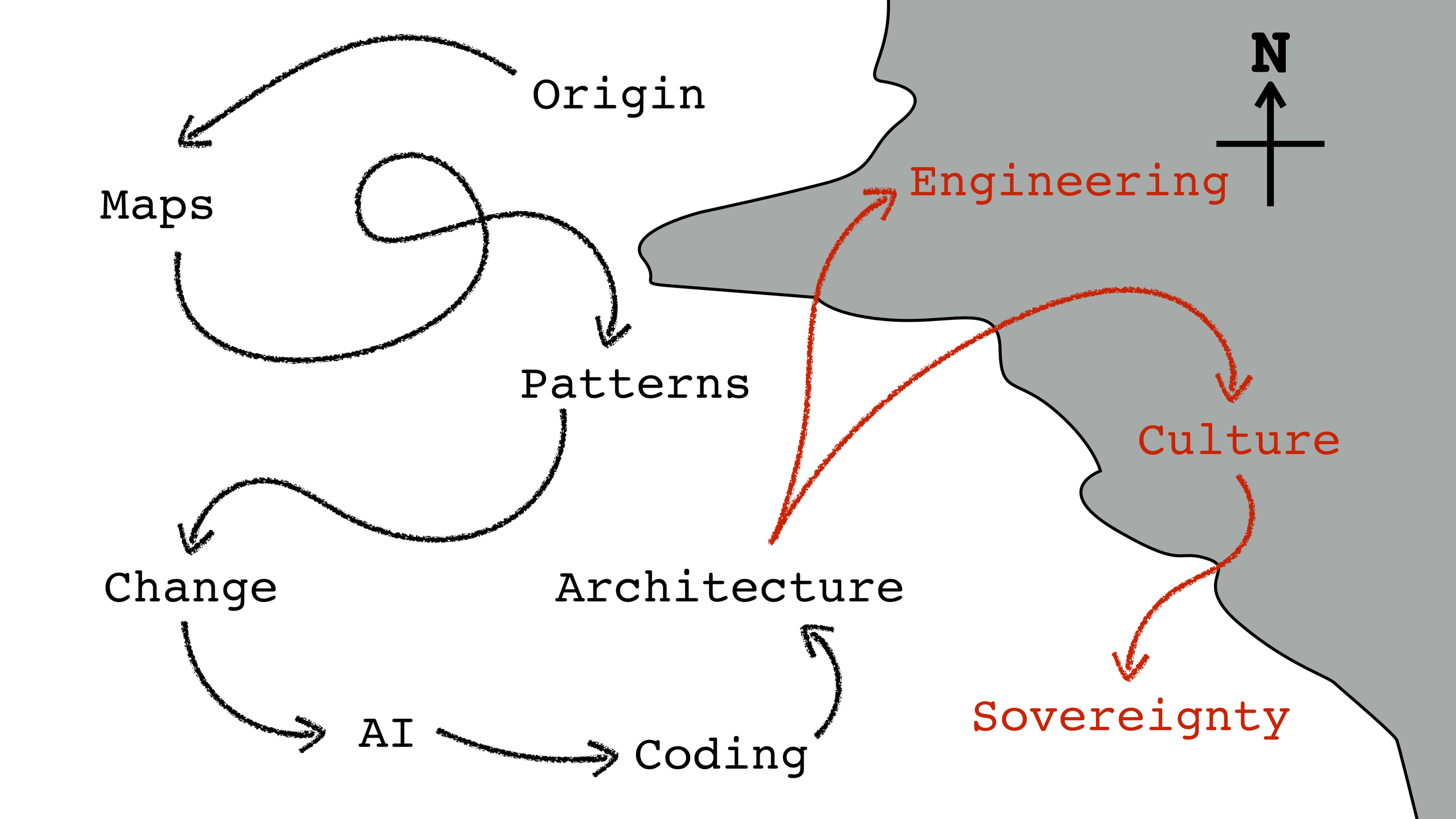

Origin
Maps
Patterns
Change
AI
N

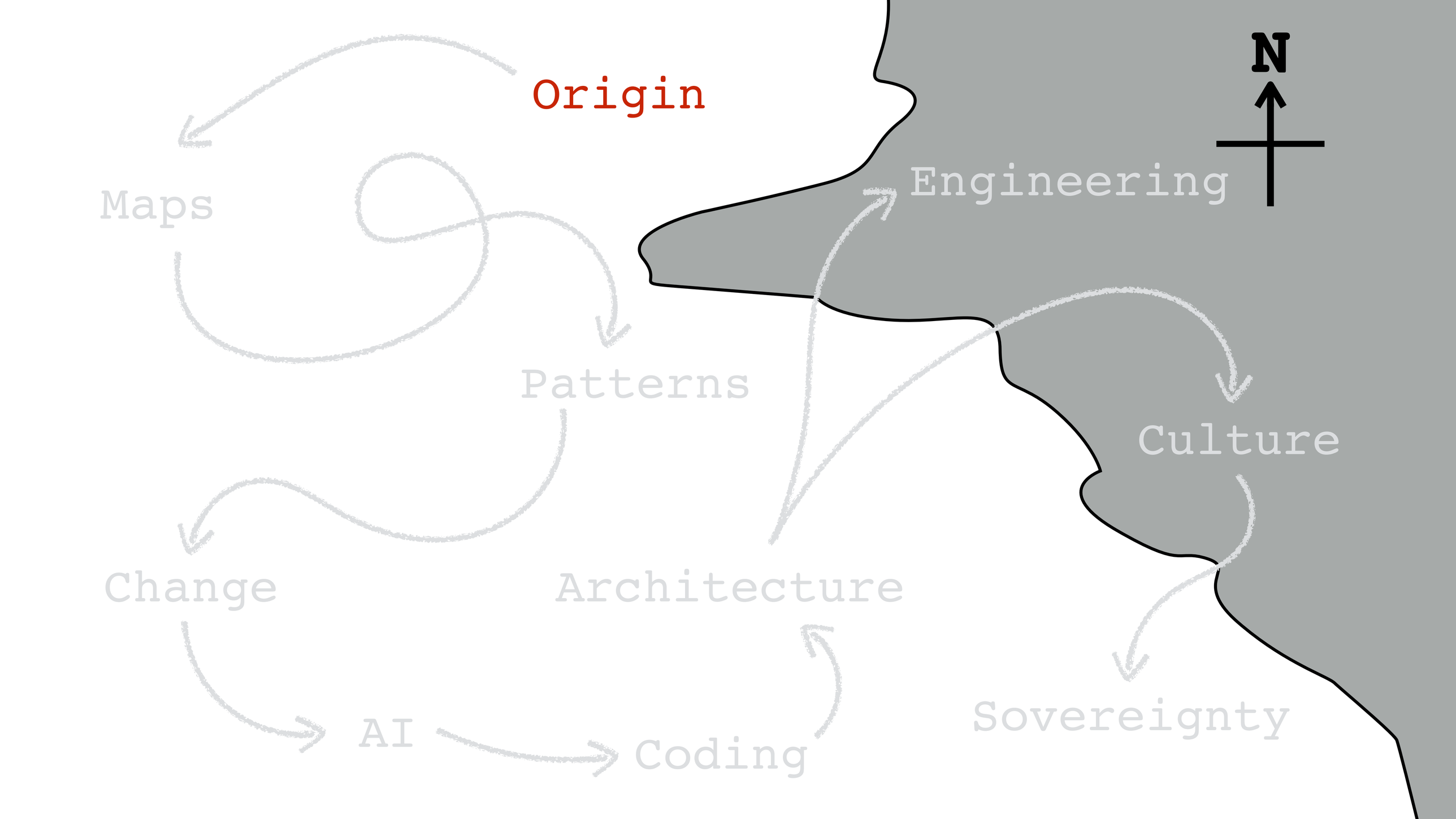

Origin
Maps
Patterns
Change
AI
Coding
N


Origin
Maps
Patterns
Change
Architecture
AI
Coding
N


Origin
Maps
Patterns
Culture
Change
Architecture
AI
Coding
N


Origin
Maps
Patterns
Change
Architecture
AI
Coding
Culture
Sovereignty
N


Origin
Maps
Patterns
Change
Architecture
AI
Coding
N
Engineering
Culture
Sovereignty


Origin
Maps
Patterns
Change
AI
Coding
Architecture
Engineering
Culture
Sovereignty
N

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- **Photo upload software** FREE
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- **Share your photos** FREE
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- **Buy prints and gifts**
  Turn your favourite photos into great gifts

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password

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Gifts Gallery
Turn your photos into great gifts!



Promotions
Share pictures & when friend registers, you both get 3 free 6x4 prints.

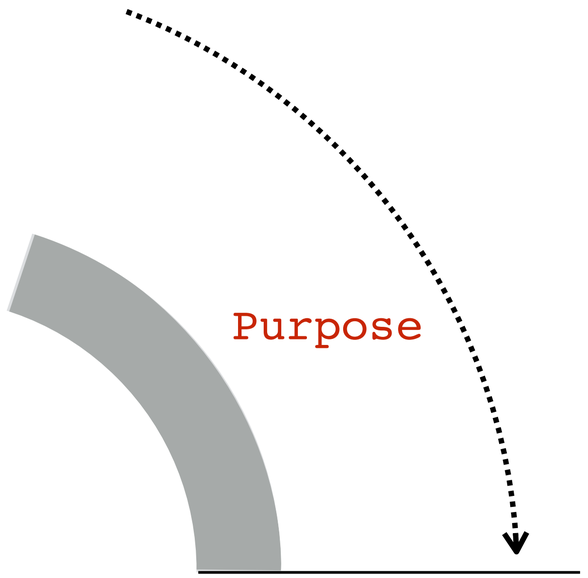


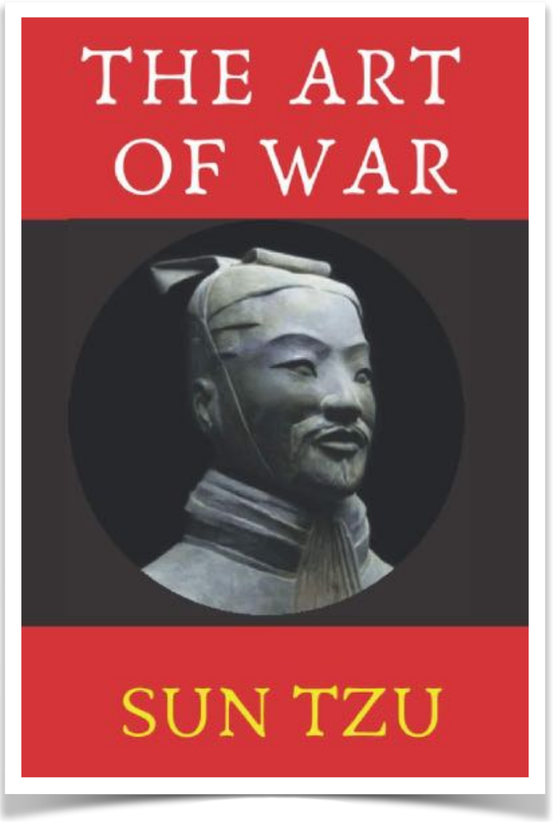
Fotango website, 2005, courtesy of CEO.

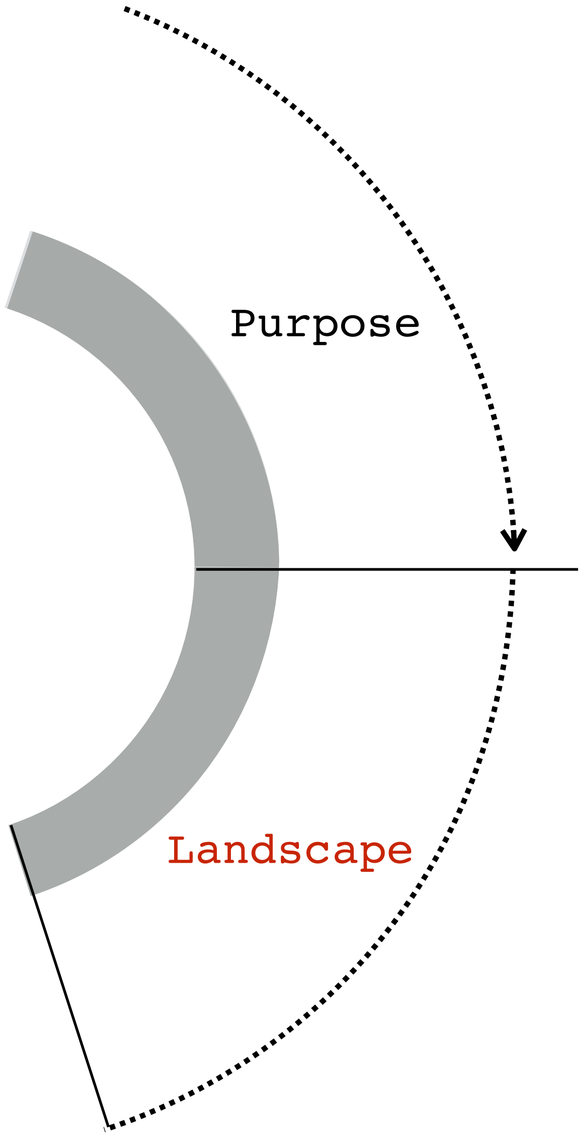


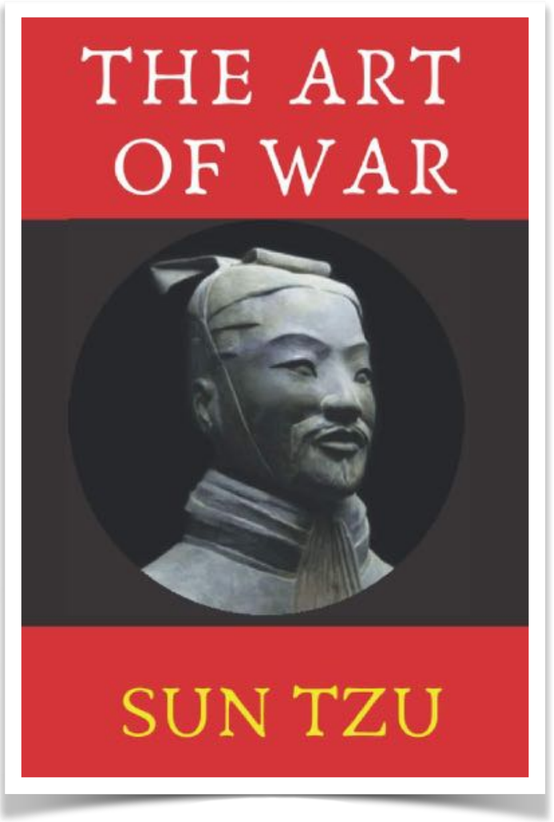
Fotango, 2004

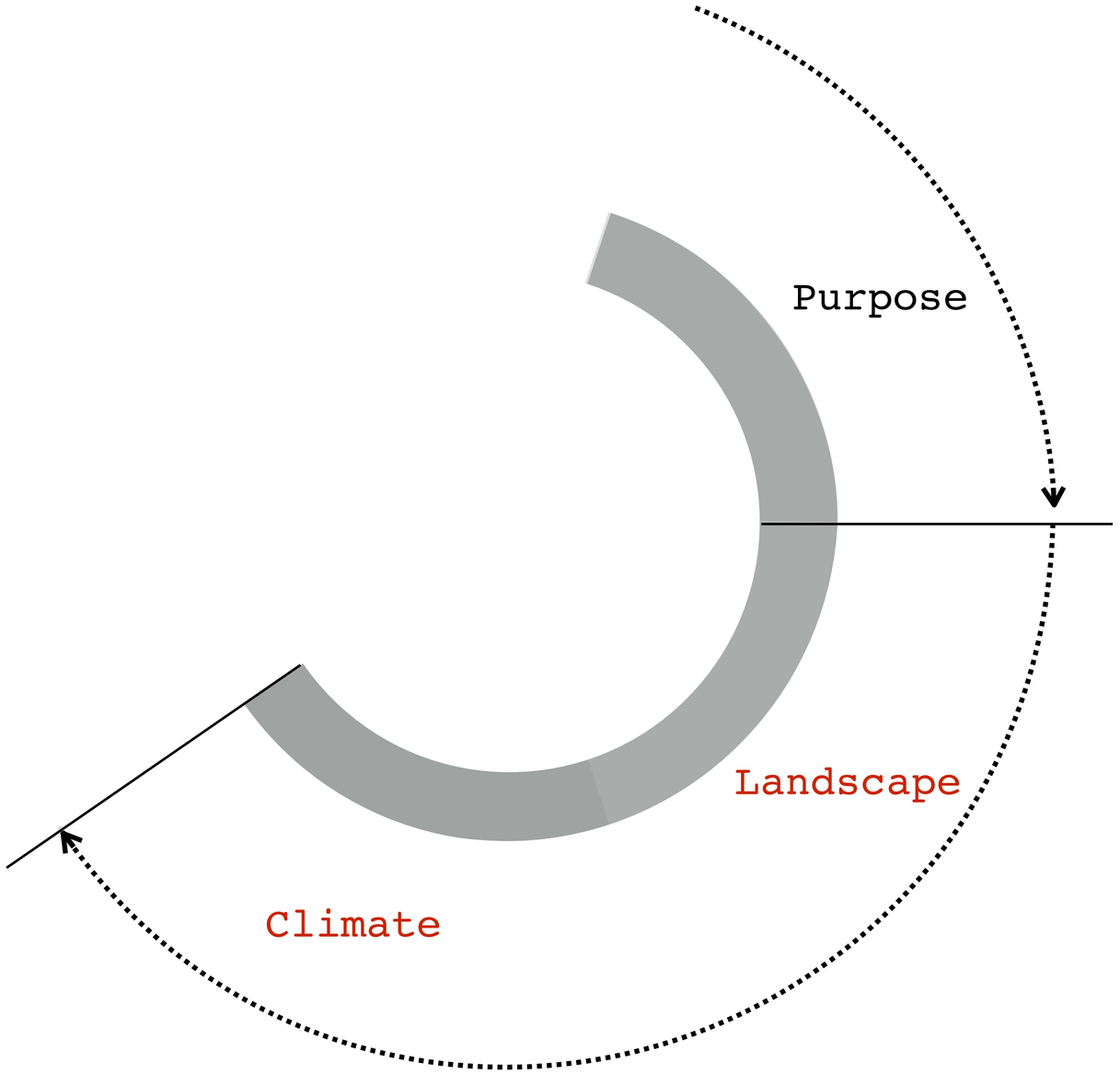
Our strategy is **customer focused.** We will lead a **innovative** effort in the market through our use of **agile techniques** and **open source** to become a leading provider of open standard solutions to the digital world. To develop products of the highest standards we make our clients part of the team. Our final measure of success is the satisfaction of the team at the end of the project.

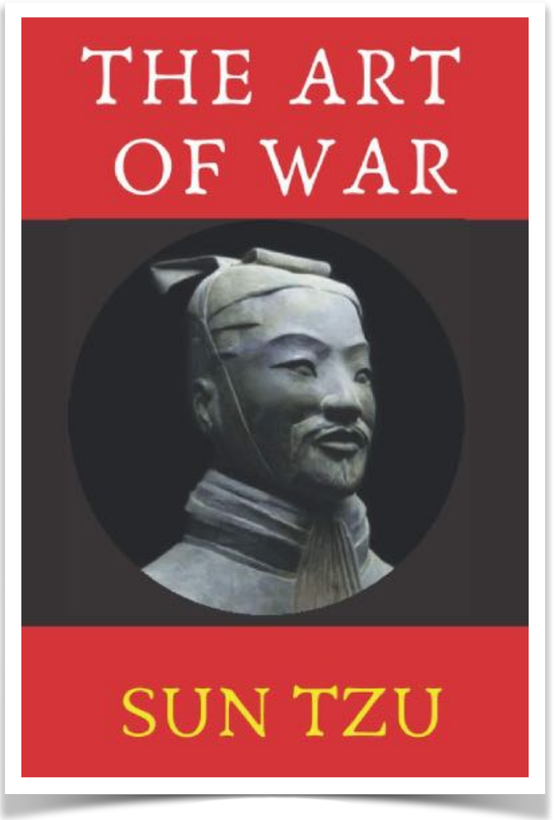

Purpose

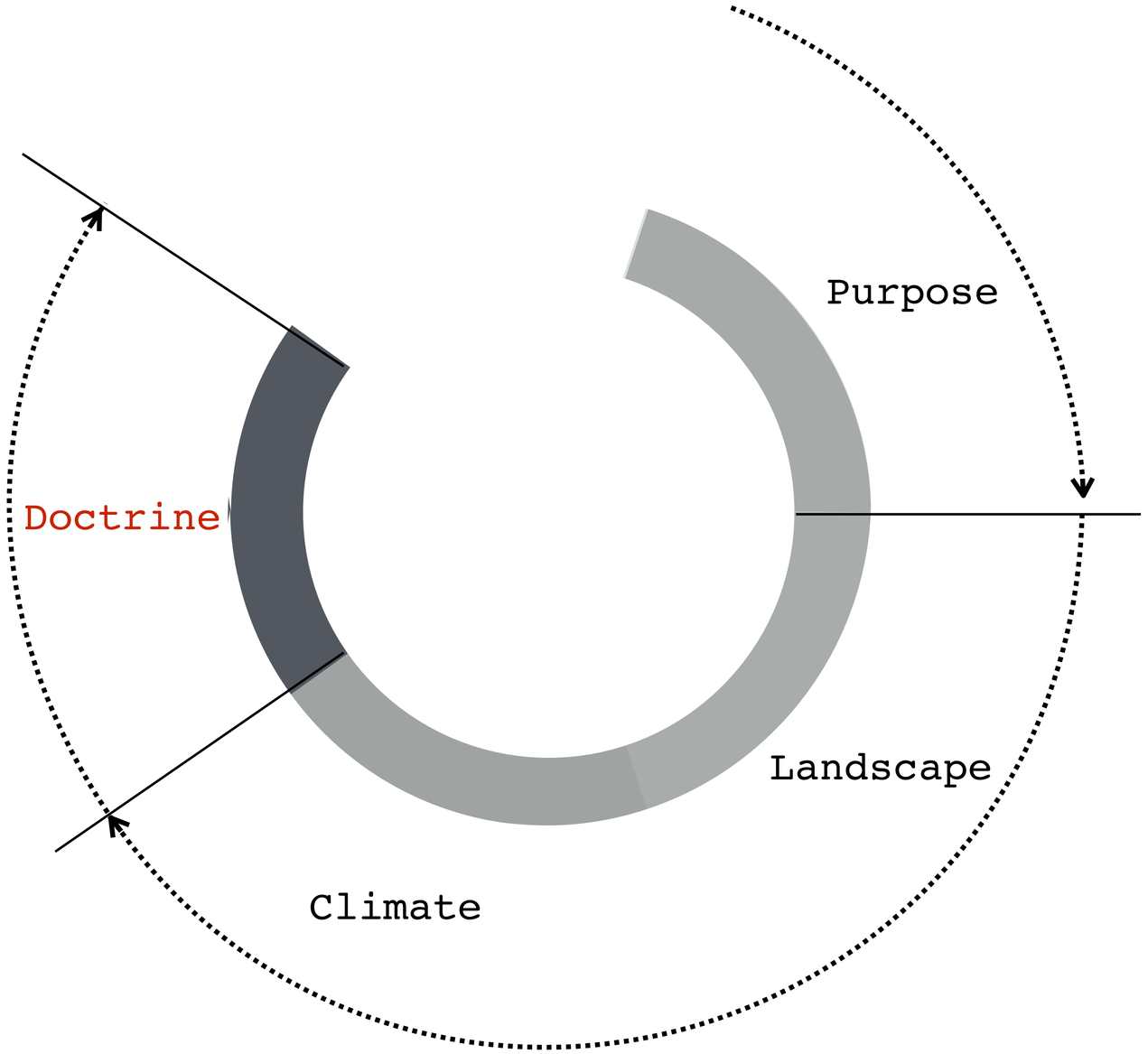

THE ART
OF WAR
SUN TZU

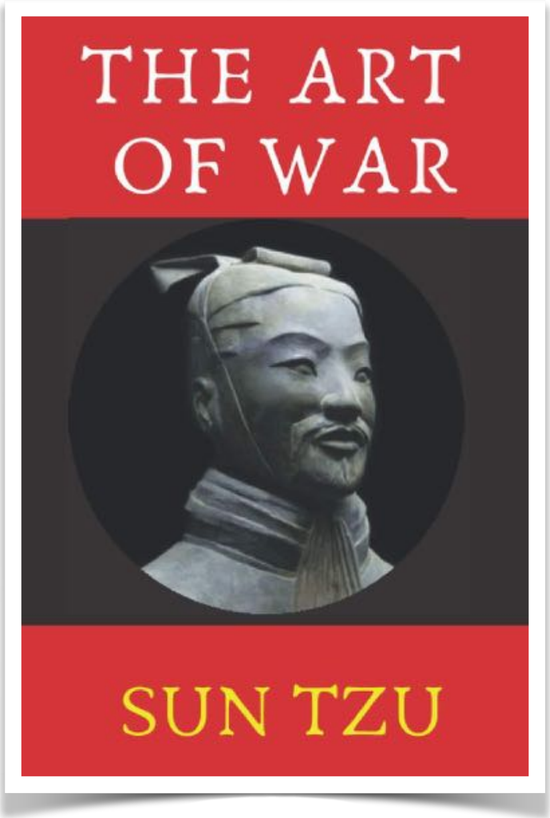

Purpose
Landscape

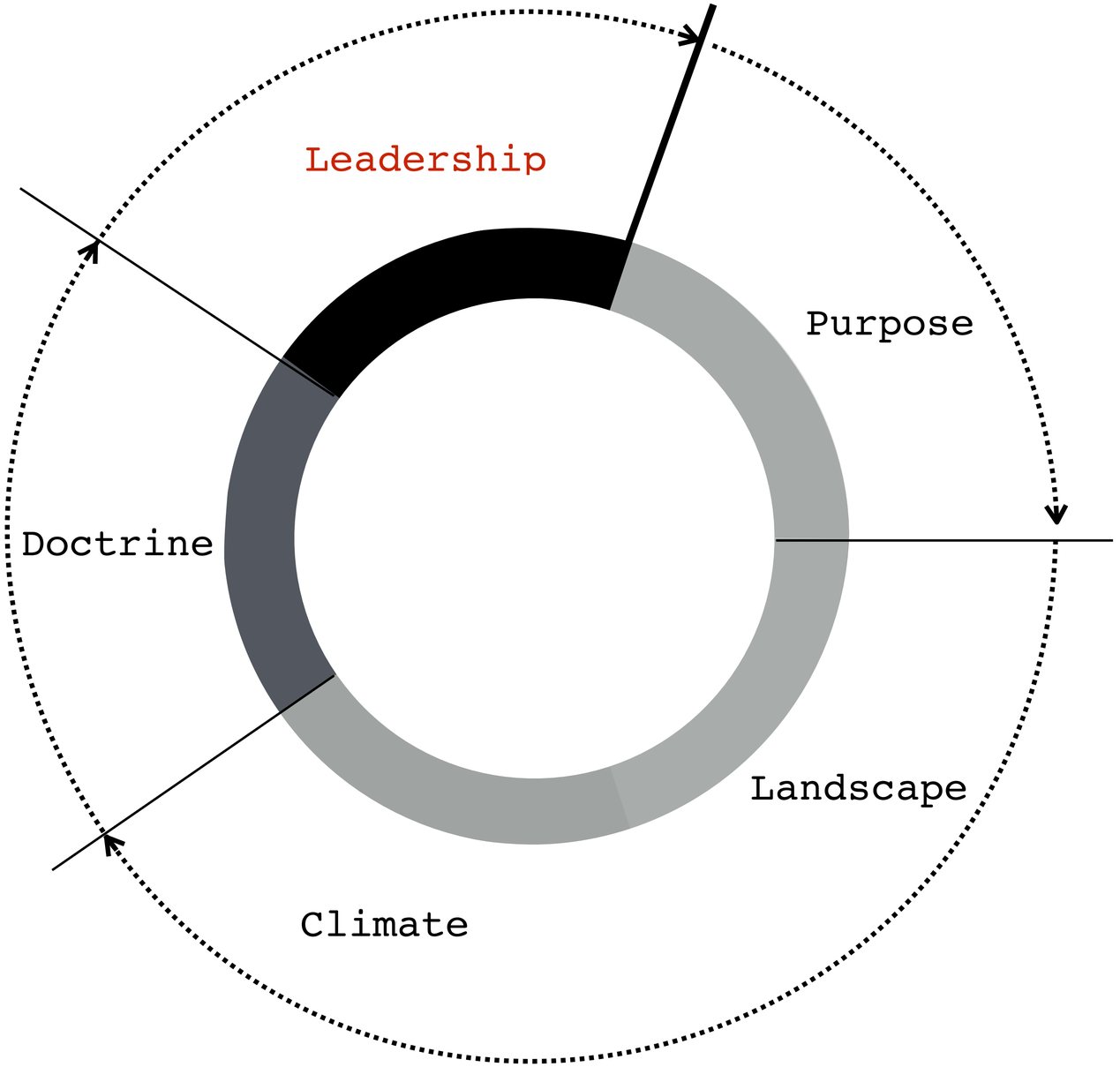

THE ART
OF WAR
SUN TZU

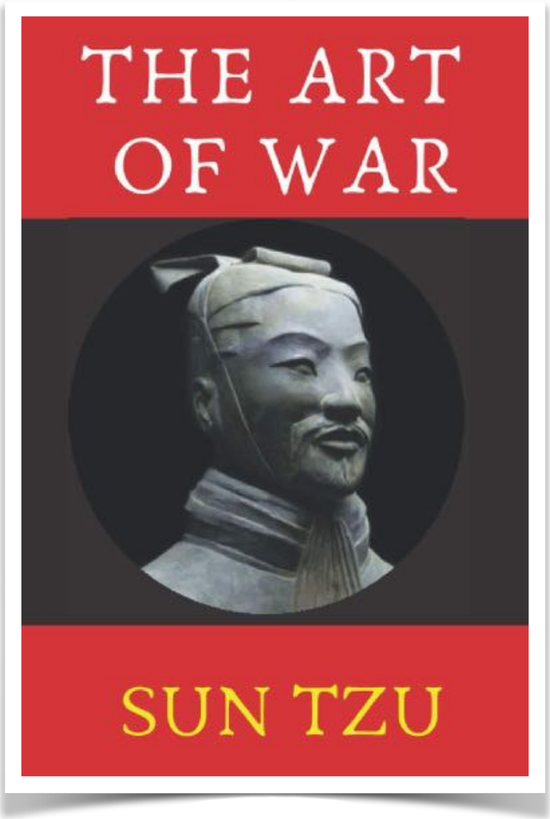

Purpose
Landscape
Climate

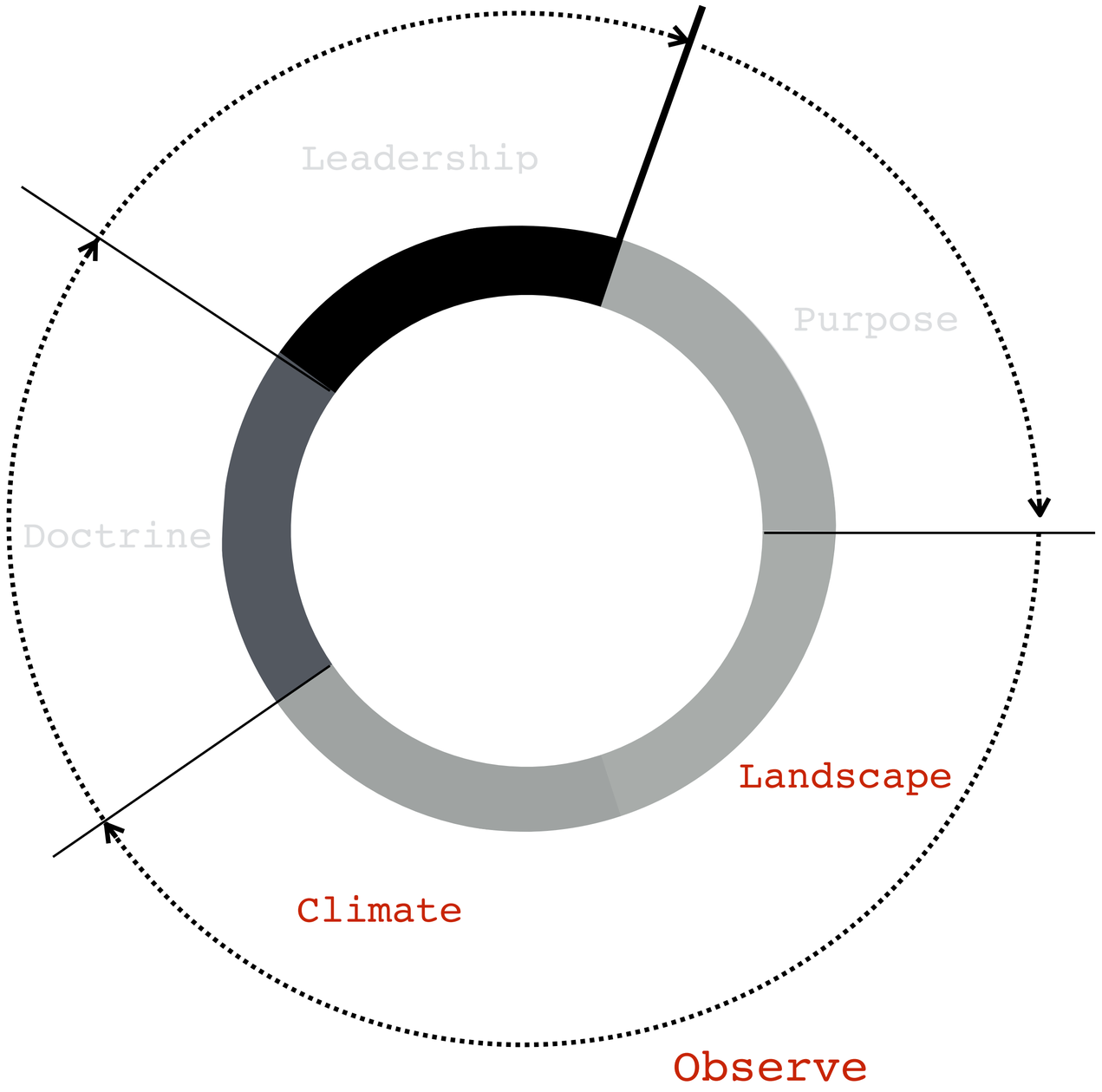

THE ART OF WAR
SUN TZU


Purpose
Doctrine
Landscape
Climate

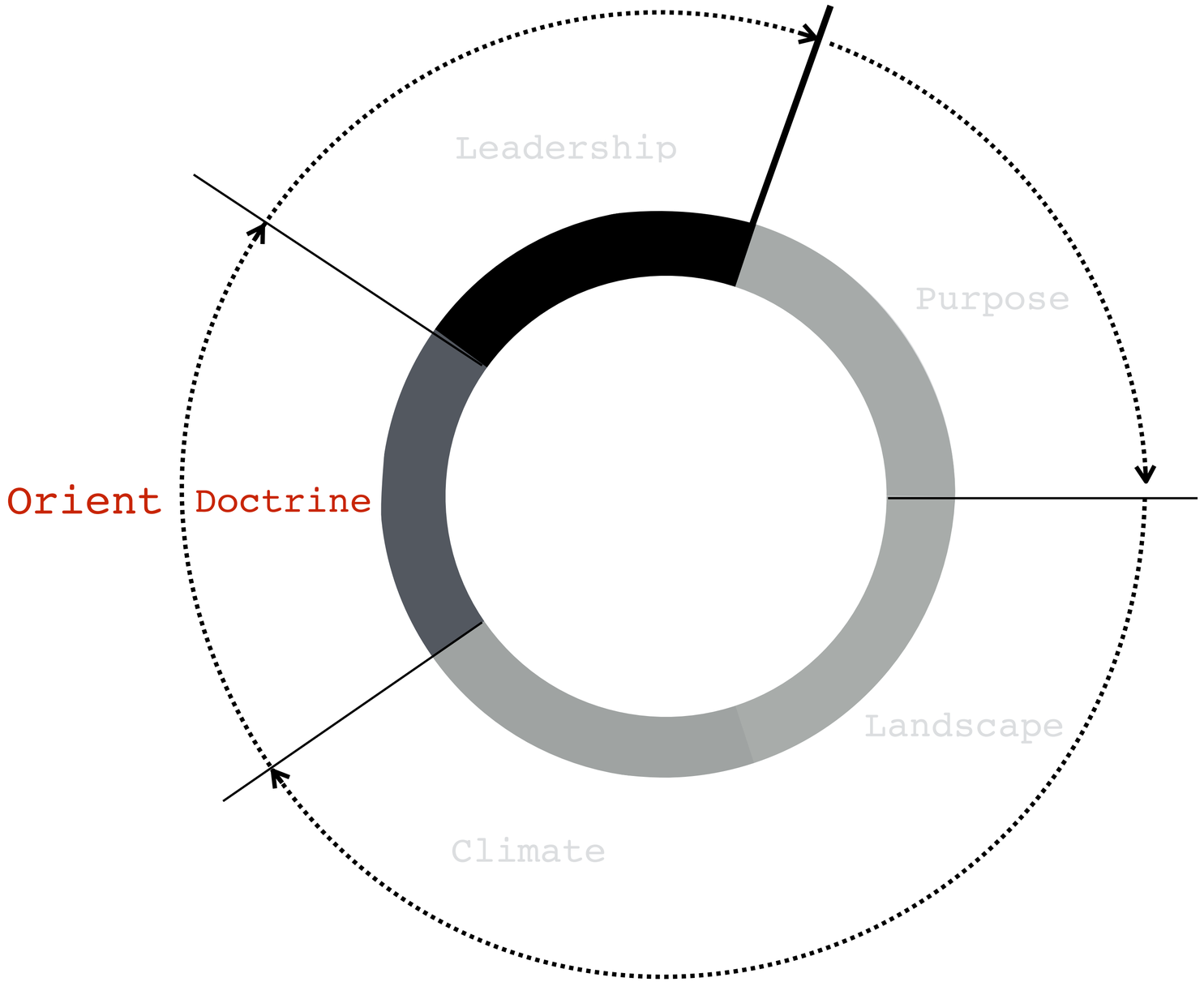

THE ART OF WAR
SUN TZU


Leadership
Purpose
Landscape
Climate
Doctrine

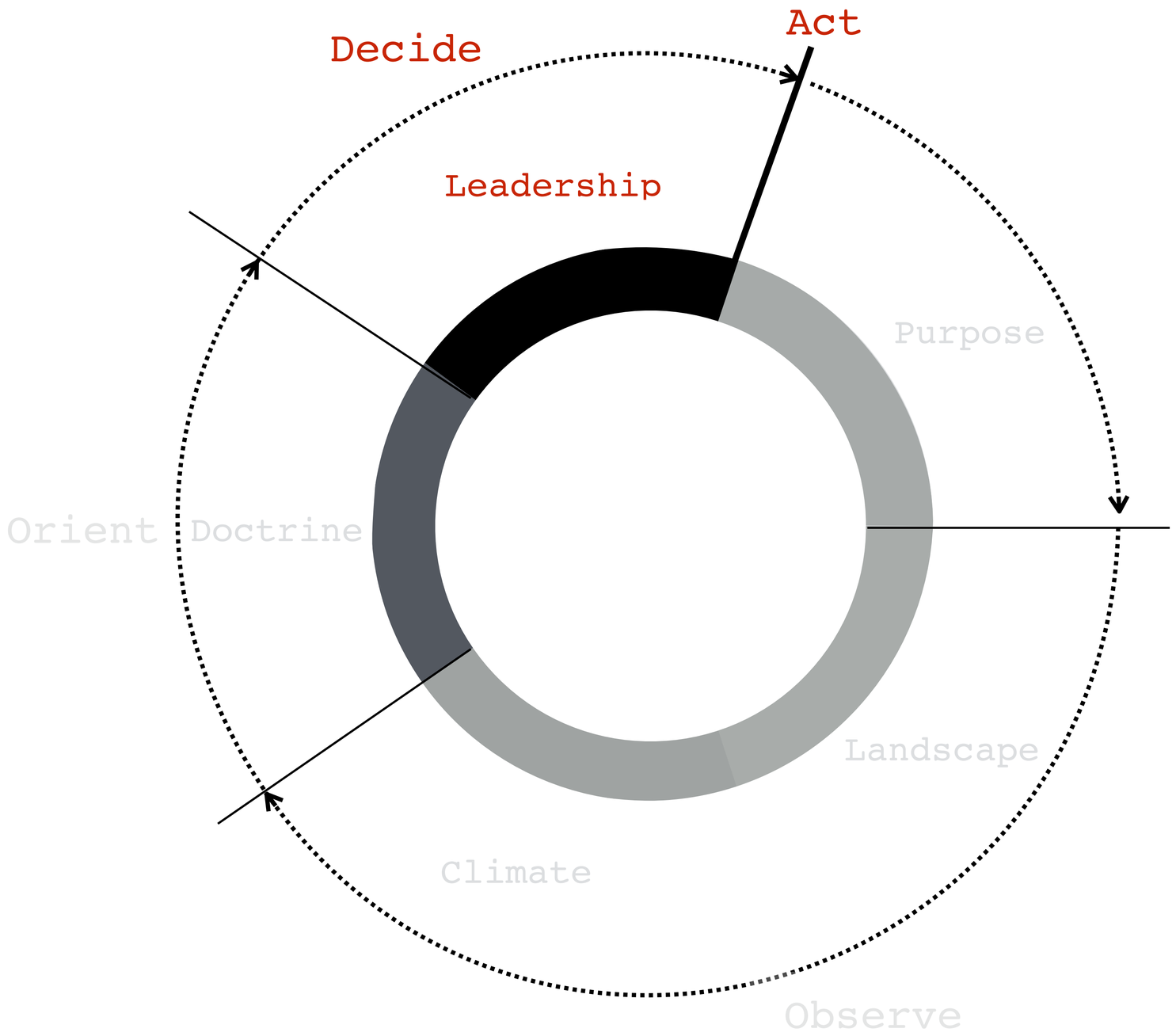

THE ART OF WAR
SUN TZU


Leadership
Purpose
Doctrine
Landscape
Climate
Observe

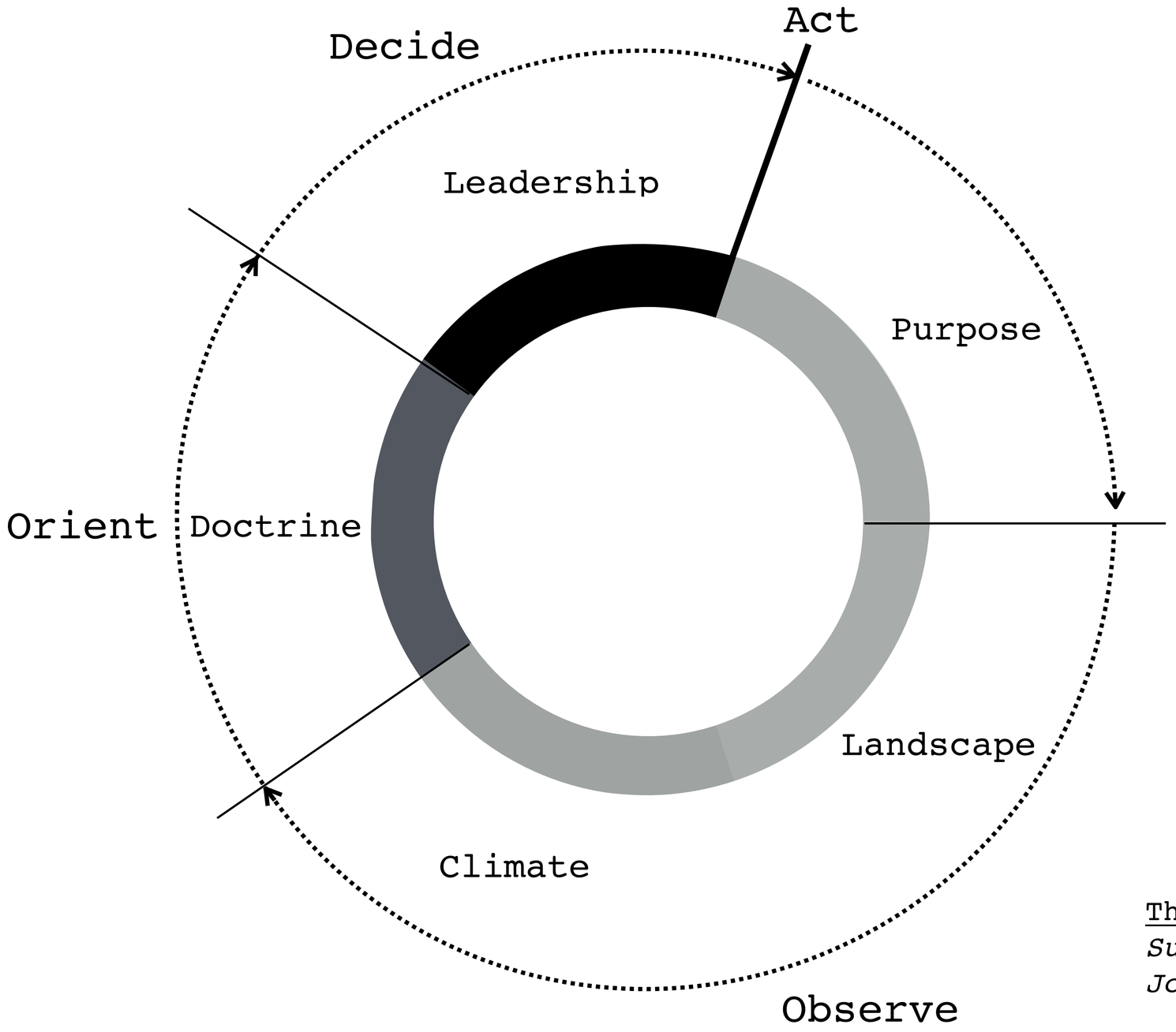



Leadership
Purpose
Orient
Doctrine
Landscape
Climate
Observe




Act
Decide
Leadership
Purpose
Orient
Doctrine
Landscape
Climate
Observe

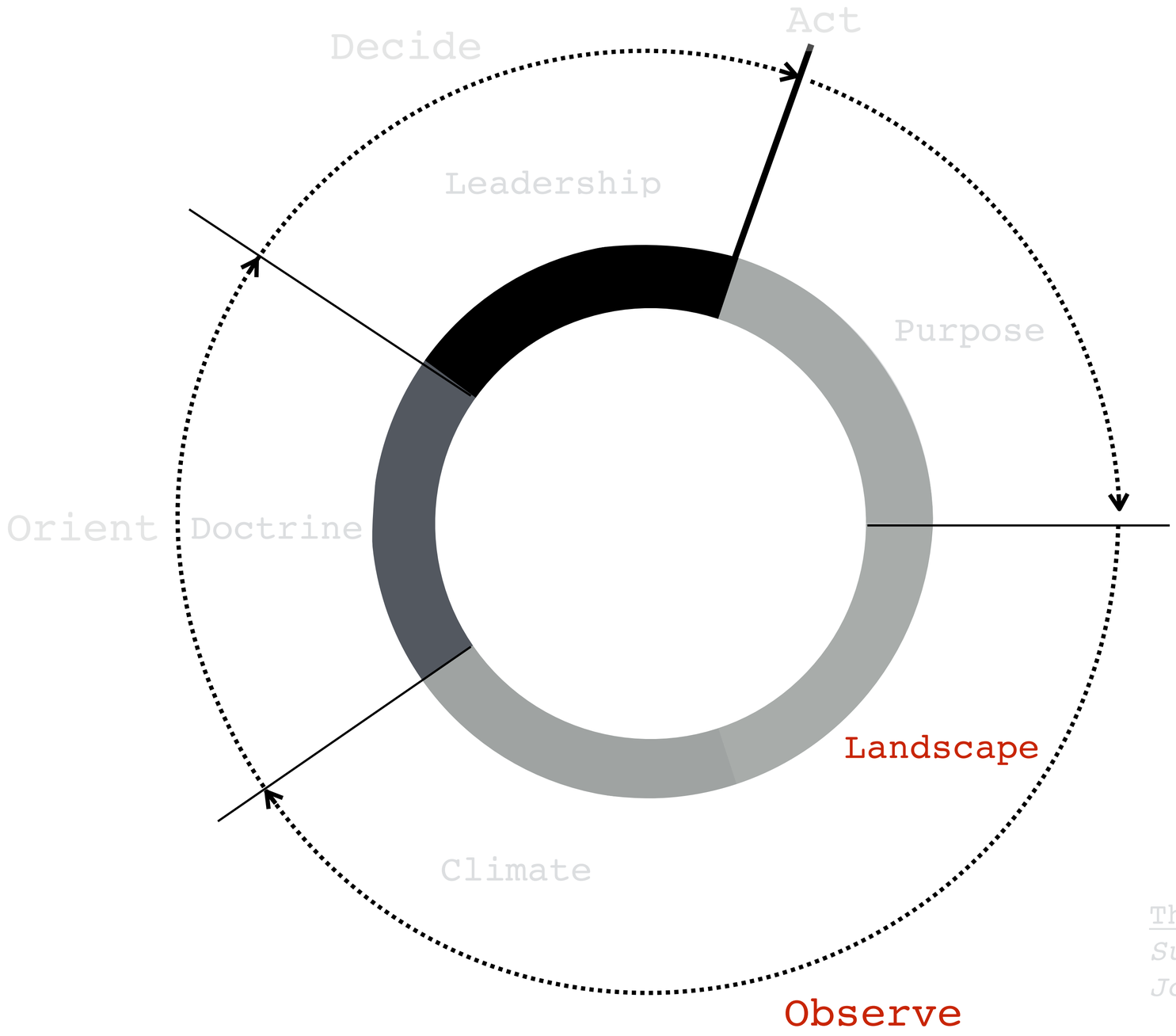




The Strategy Cycle

Sun Tzu's five factors

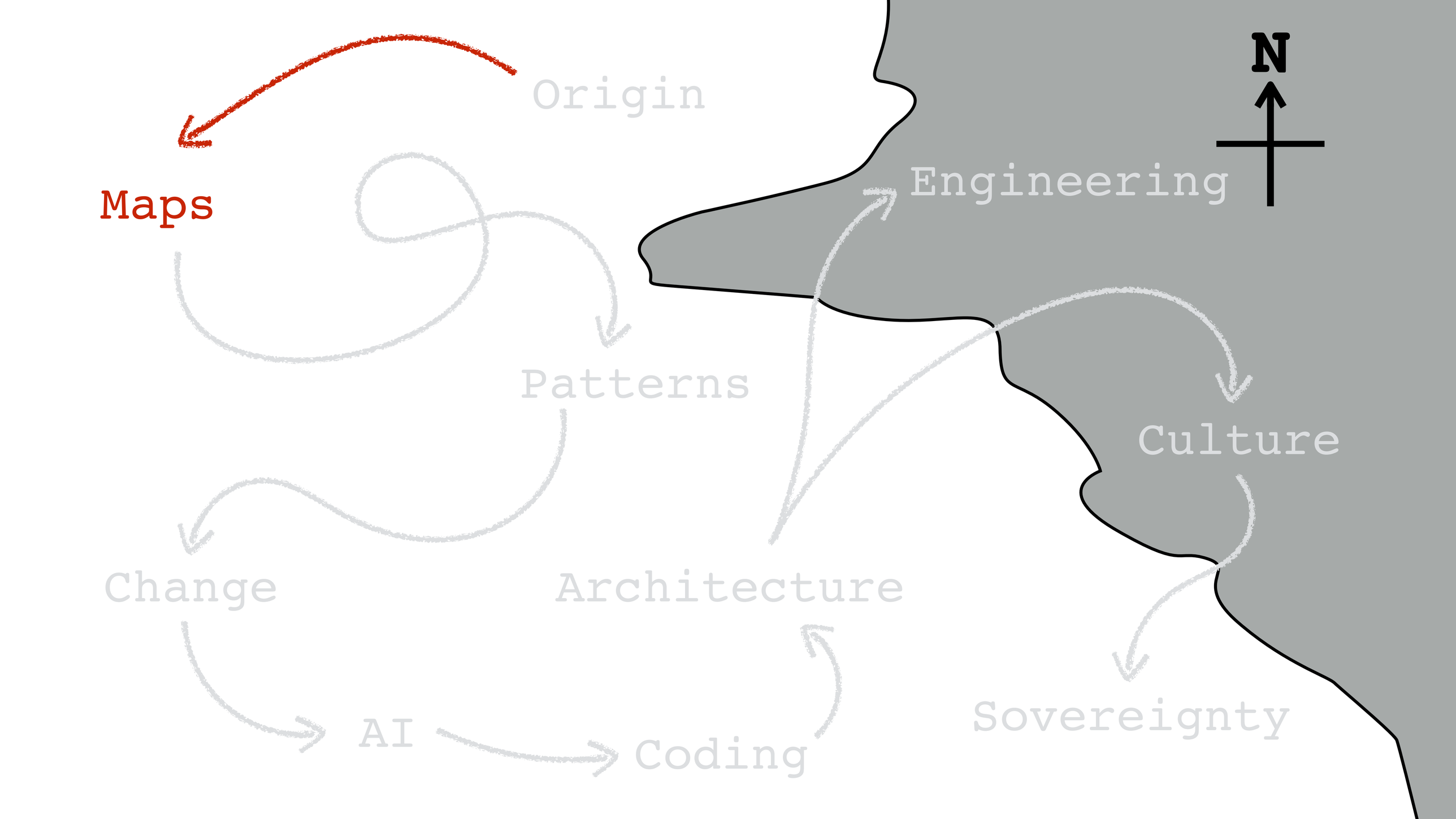
John Boyd's OODA loop



The Strategy Cycle

Sun Tzu's five factors

John Boyd's OODA loop


Origin
Maps
Patterns
Change
AI
Coding
Architecture
Engineering
Culture
Sovereignty
N



N

Artemisium

X Thermopylae

Thebes X

Athens X



Persians

N

Artemisium

Navy

Thermopylae

Army

Thebes

Athens

Strengths

A well trained Spartan army

A high level of motivation not to become a Persian slave

Weaknesses

The Ephors might stop the Spartans turning up

A lot of Persians ARE turning up



Opportunities

Get rid of the Persians

Get rid of the Spartans

Threats

Persians get rid of us

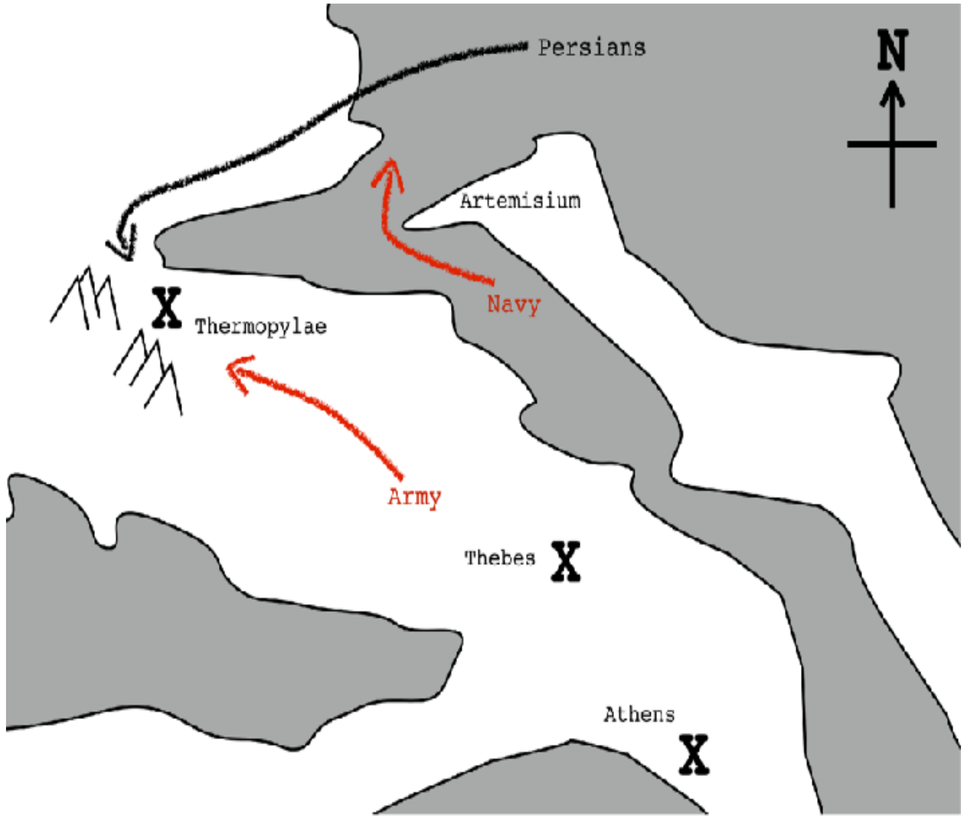
The Oracle says a really dodgy film might be produced over 2,000 years later

What would you use to communicate and determine strategy in battle?

Strengths	Weaknesses
A well trained Spartan army A high level of motivation not to become a Persian slave	The Ephors might stop the Spartans turning up A lot of Persians ARE turning up
Opportunities	**Threats**
Get rid of the Persians Get rid of the Spartans	Persians get rid of us The Oracle says a really dodgy film might be produced over 2,000 years later

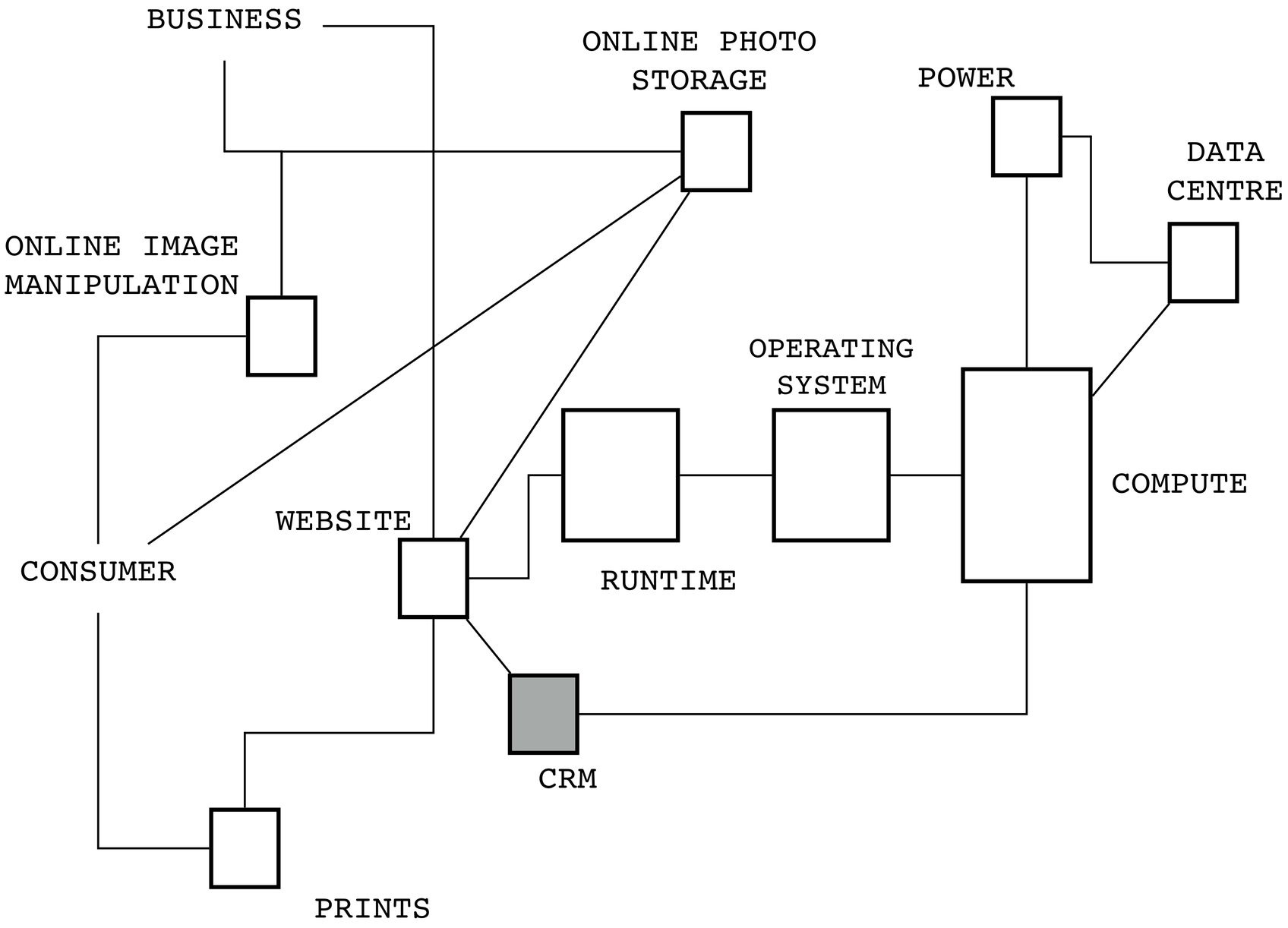


magic framework



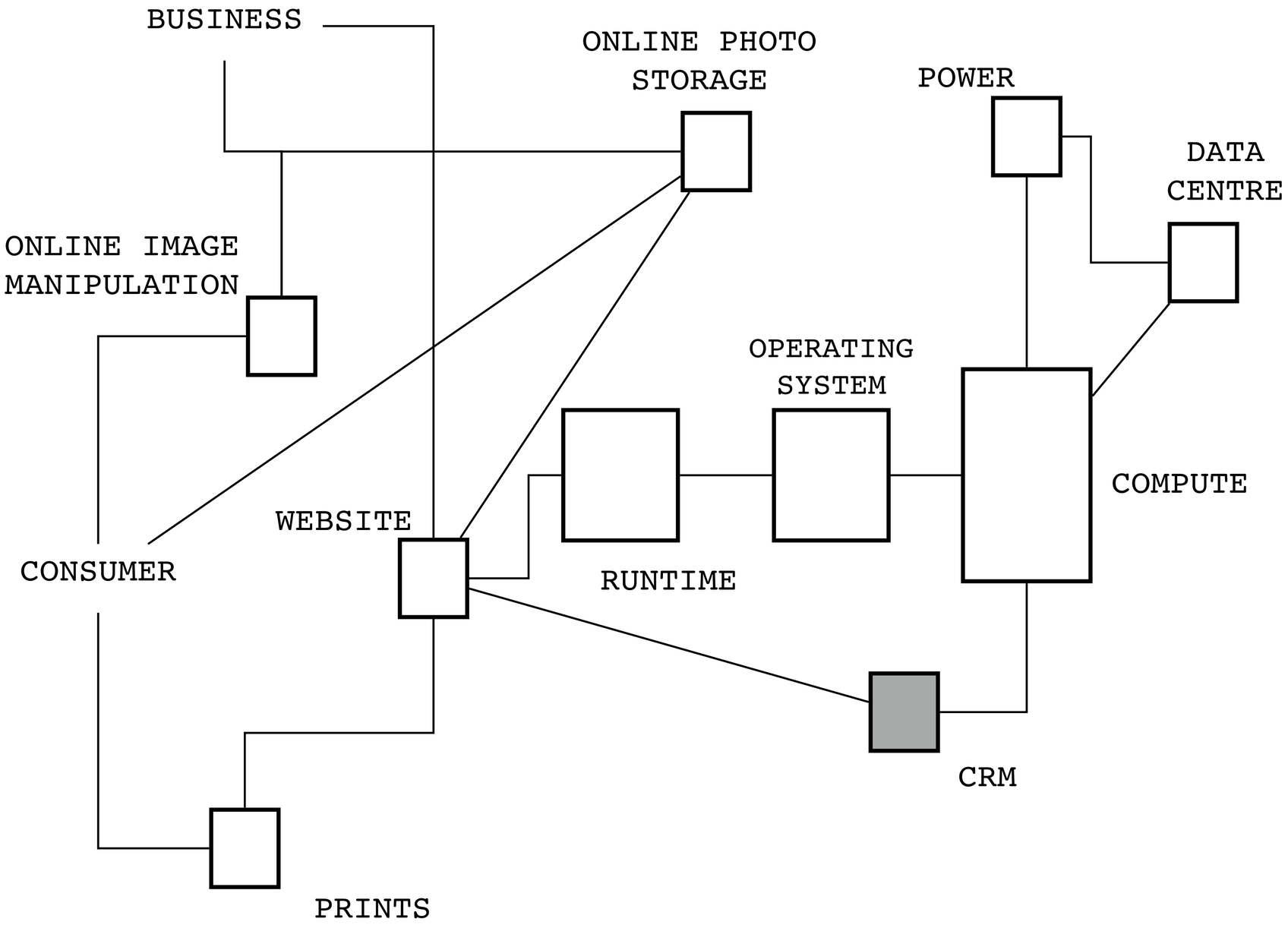
position and movement

Systems Map


BUSINESS
ONLINE PHOTO STORAGE
POWER
DATA CENTRE
ONLINE IMAGE MANIPULATION
OPERATING SYSTEM
WEBSITE
CONSUMER
RUNTIME
COMPUTE
CRM
PRINTS

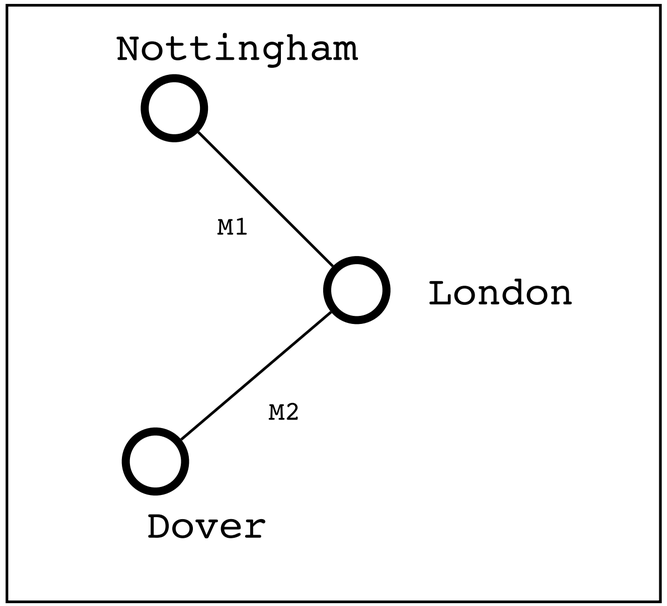

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Turn your favourite photos into great gifts
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Gifts Gallery
Turn your photos into great gifts!
Promotions
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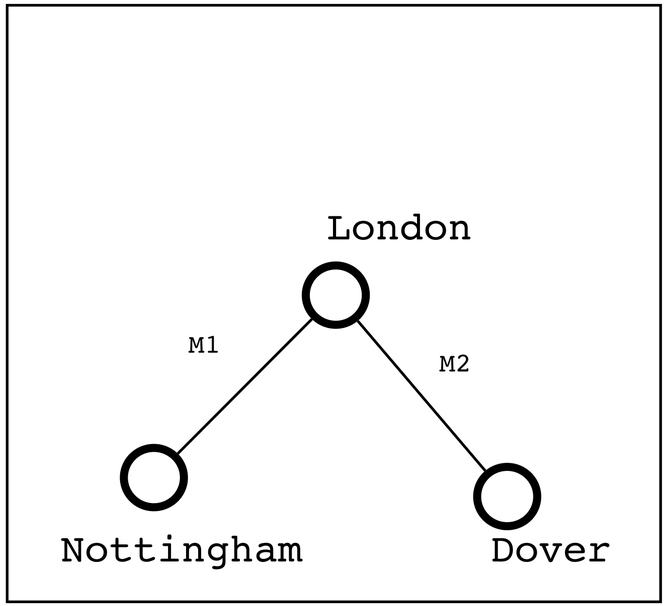
Systems Map

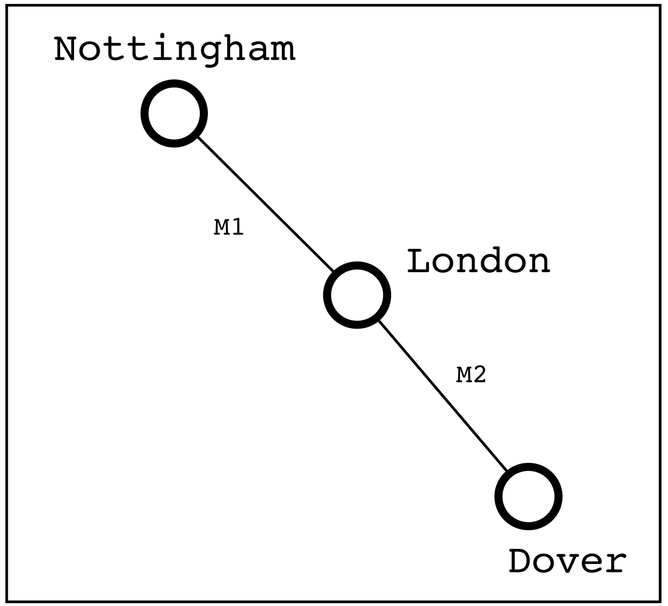

BUSINESS
ONLINE PHOTO STORAGE
POWER
DATA CENTRE
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OPERATING SYSTEM
COMPUTE
WEBSITE
CONSUMER
RUNTIME
CRM
PRINTS


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Gifts Gallery
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Login
forgotten password?
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Create an account
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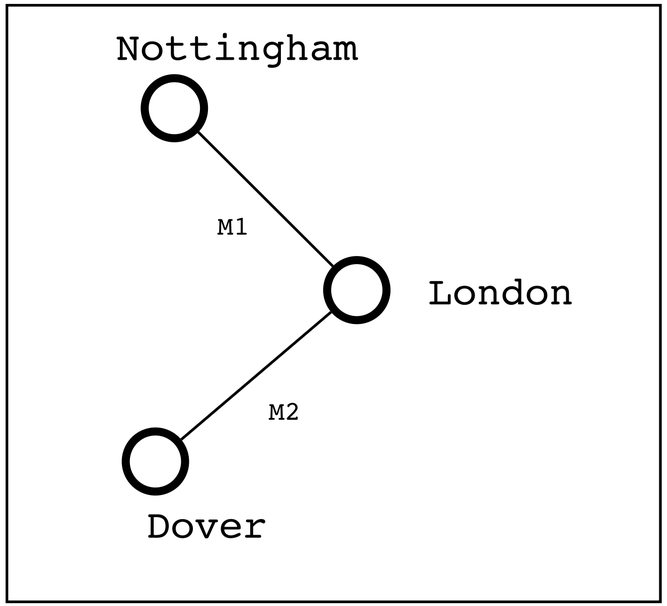
THESE THREE GRAPHS ARE THE SAME

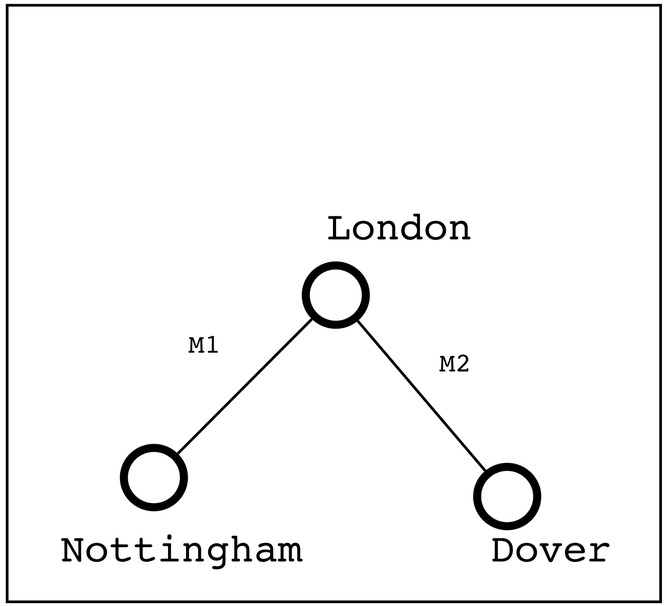


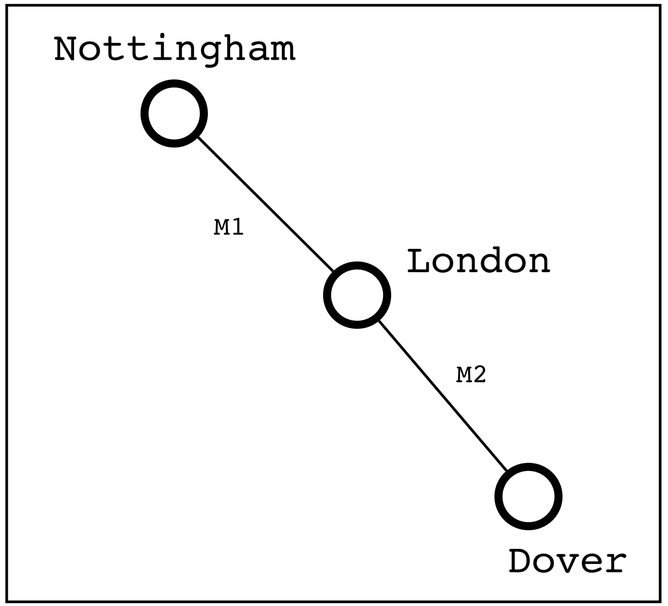




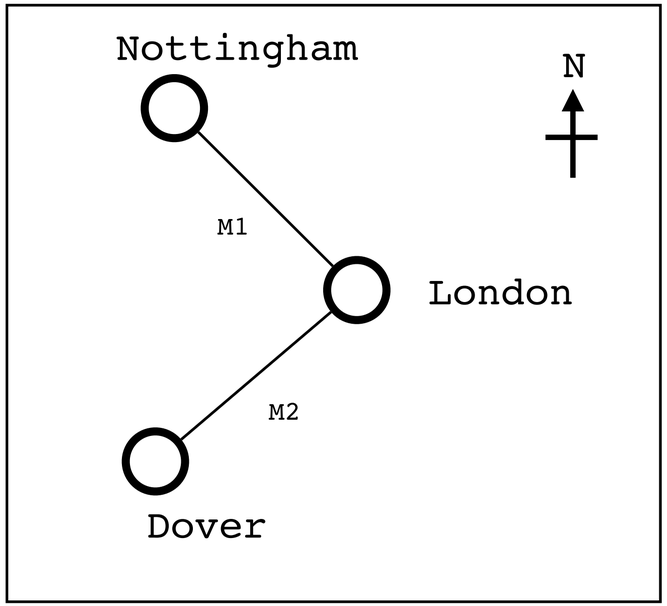
THESE THREE GRAPHS ARE THE SAME

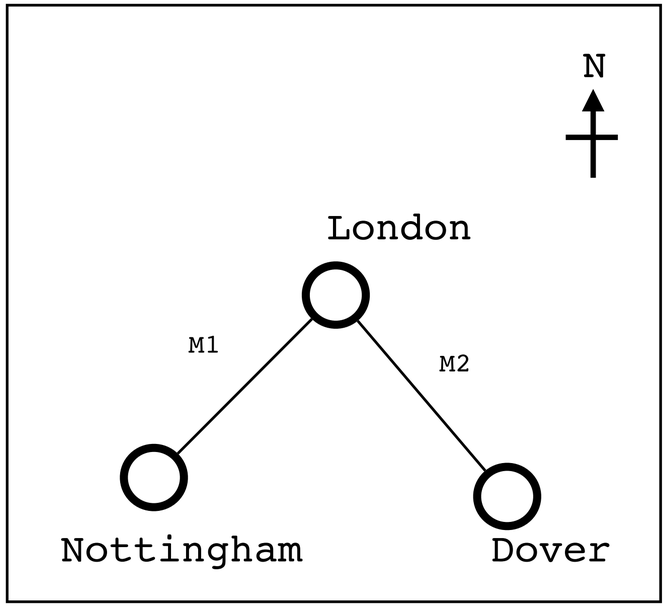


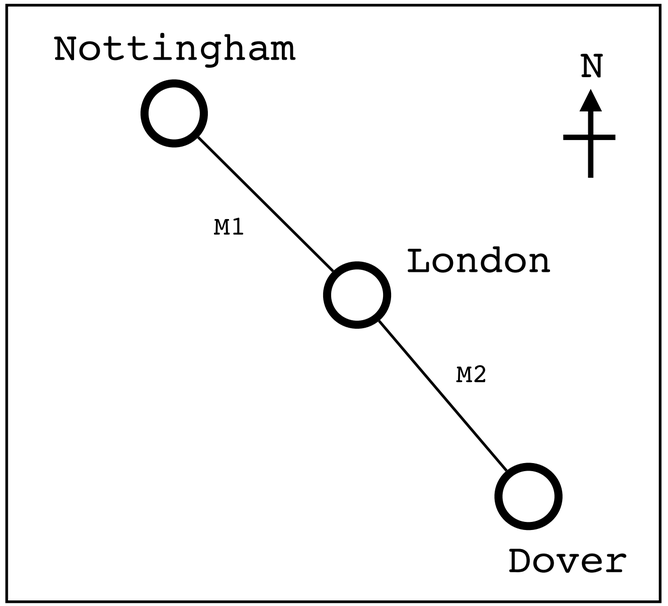


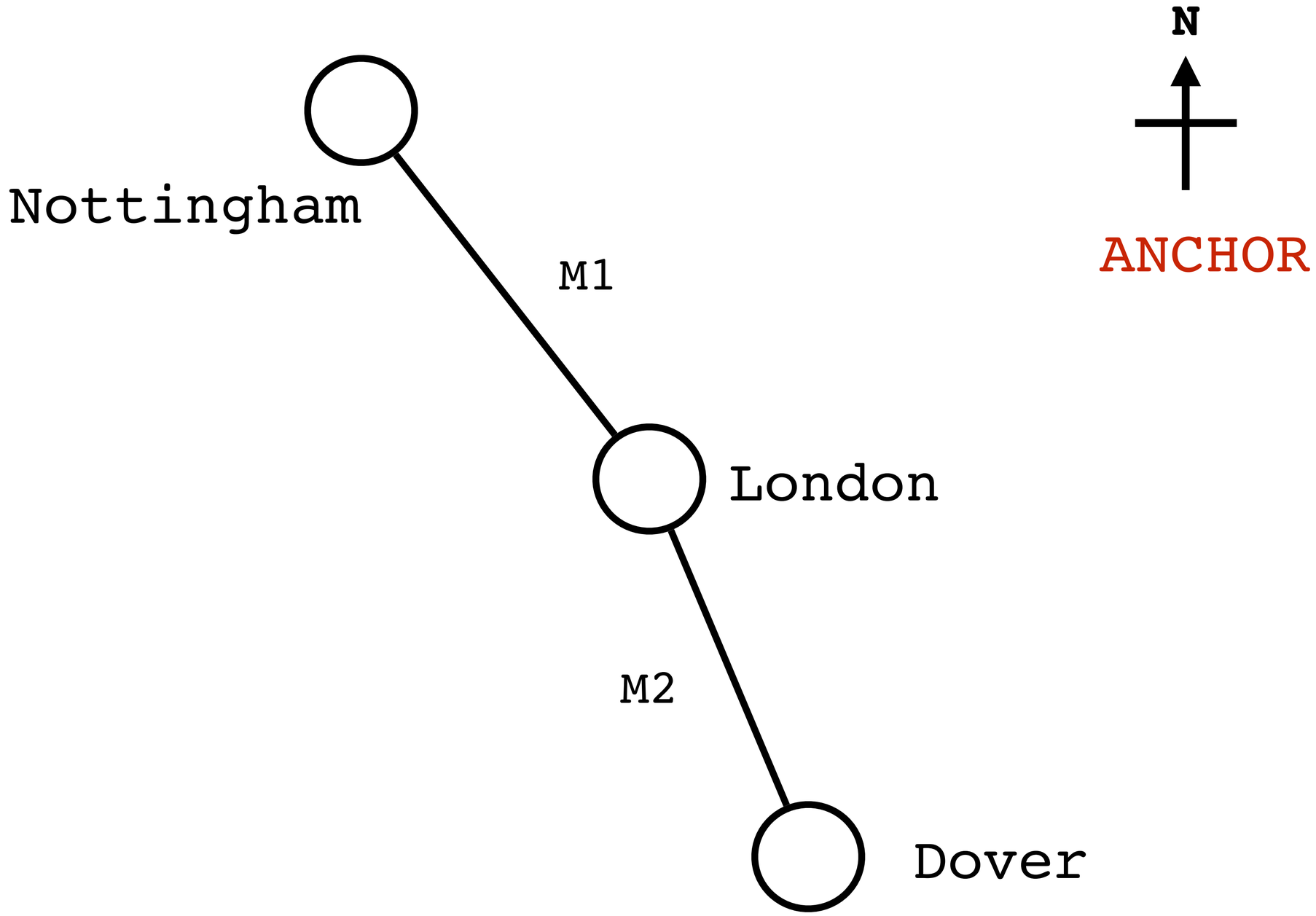


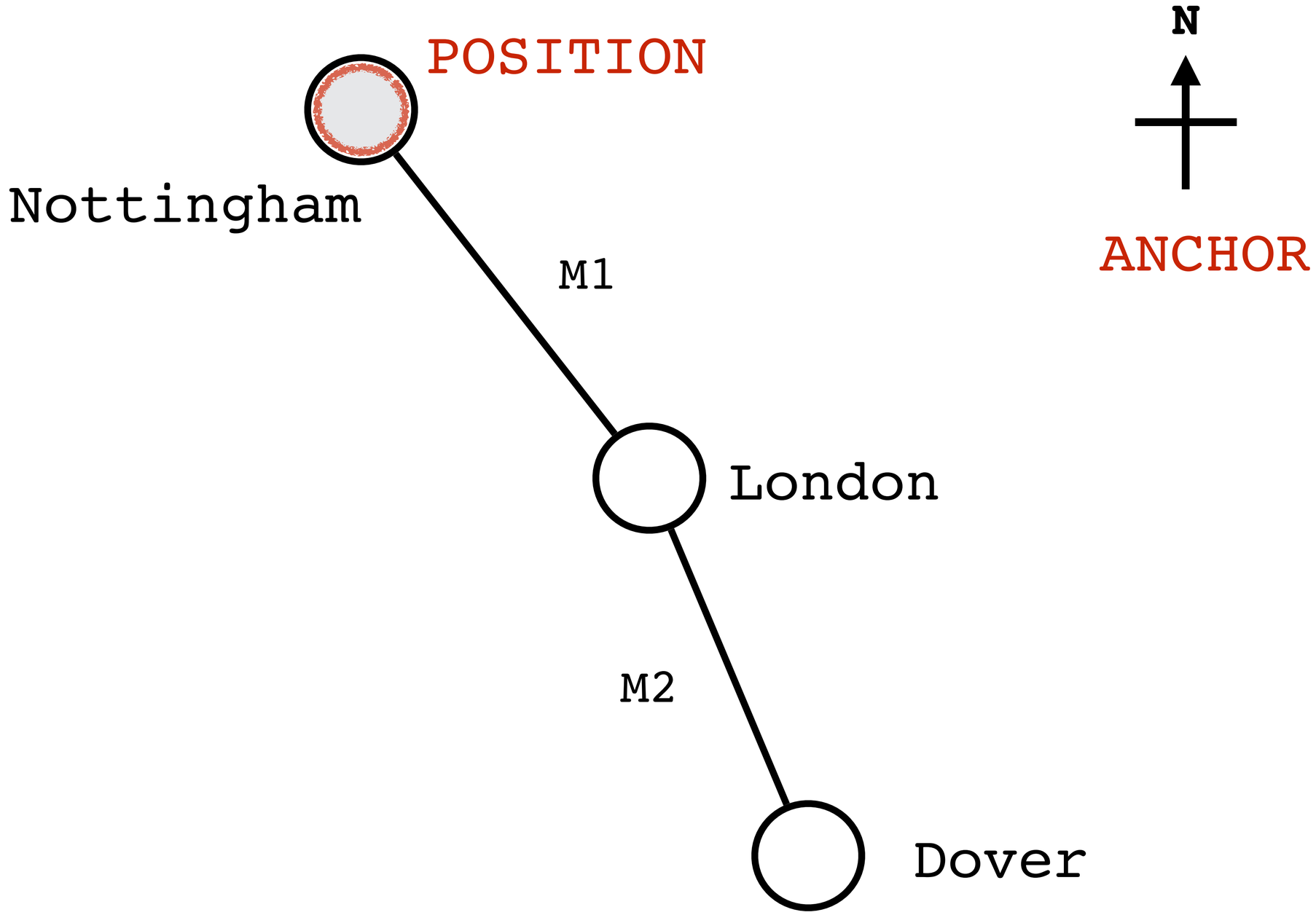
THESE THREE MAPS ARE DIFFERENT

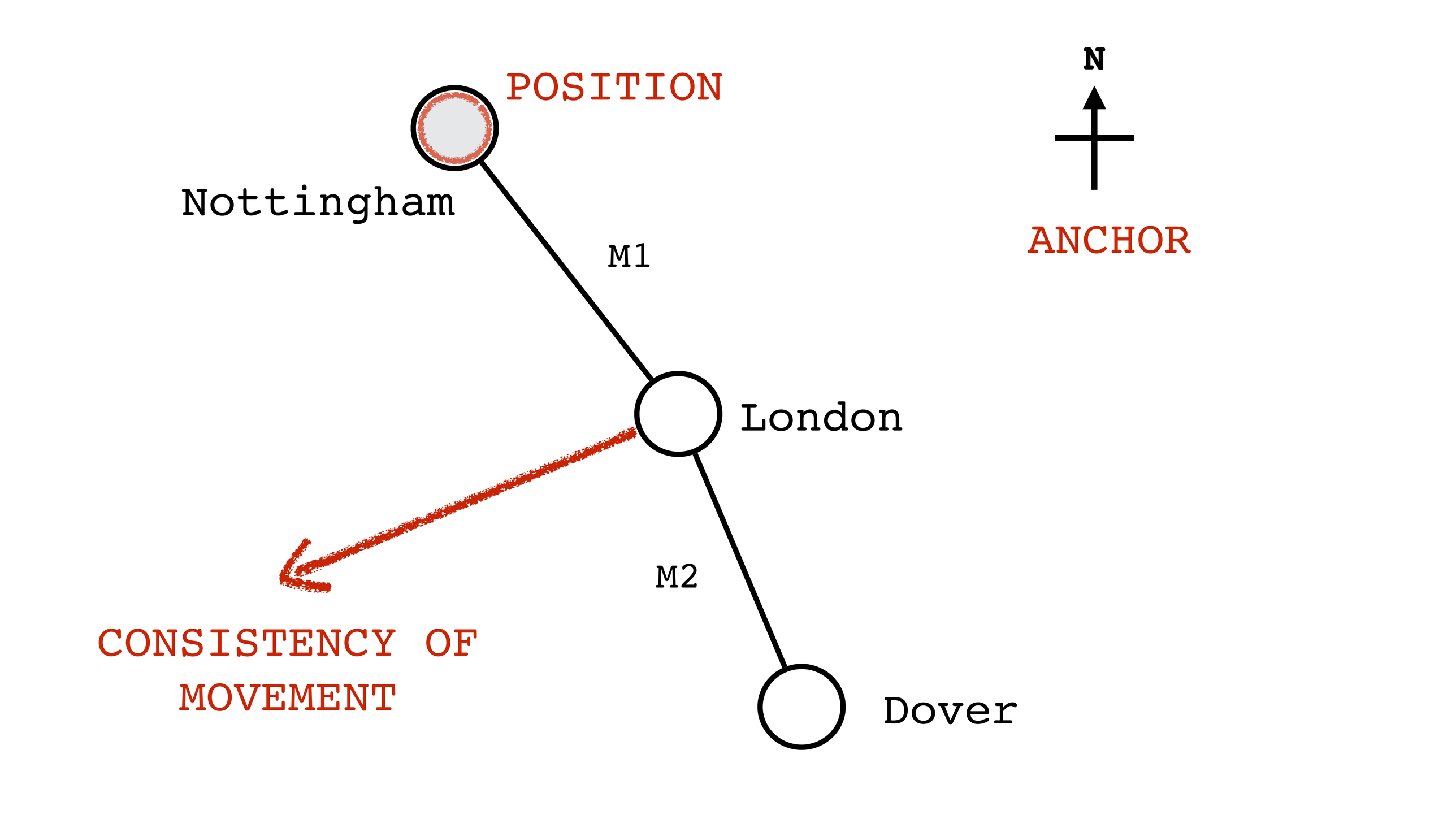




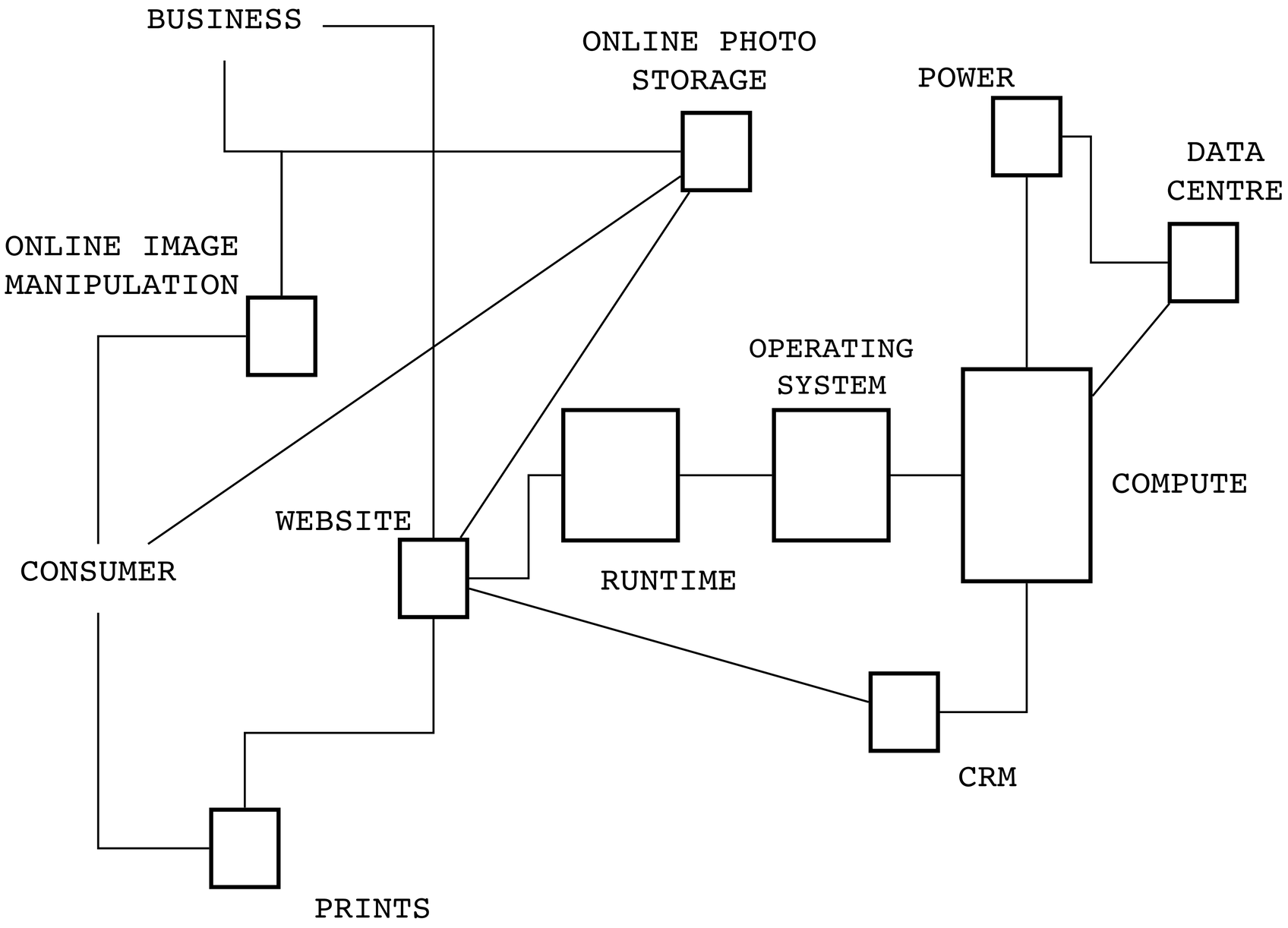



N
ANCHOR
Nottingham
M1
London
M2
Dover


POSITION
N
Nottingham
ANCHOR
M1
London
M2
Dover


POSITION
N
Nottingham
ANCHOR
M1
London
M2
CONSISTENCY OF
MOVEMENT
Dover

Systems GRAPH

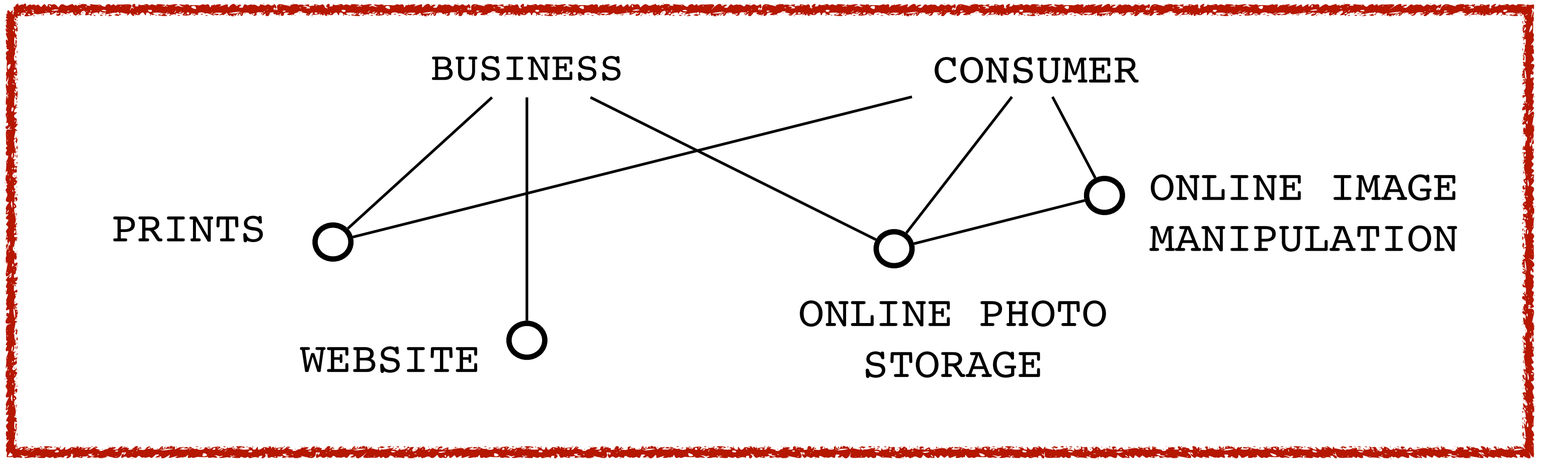




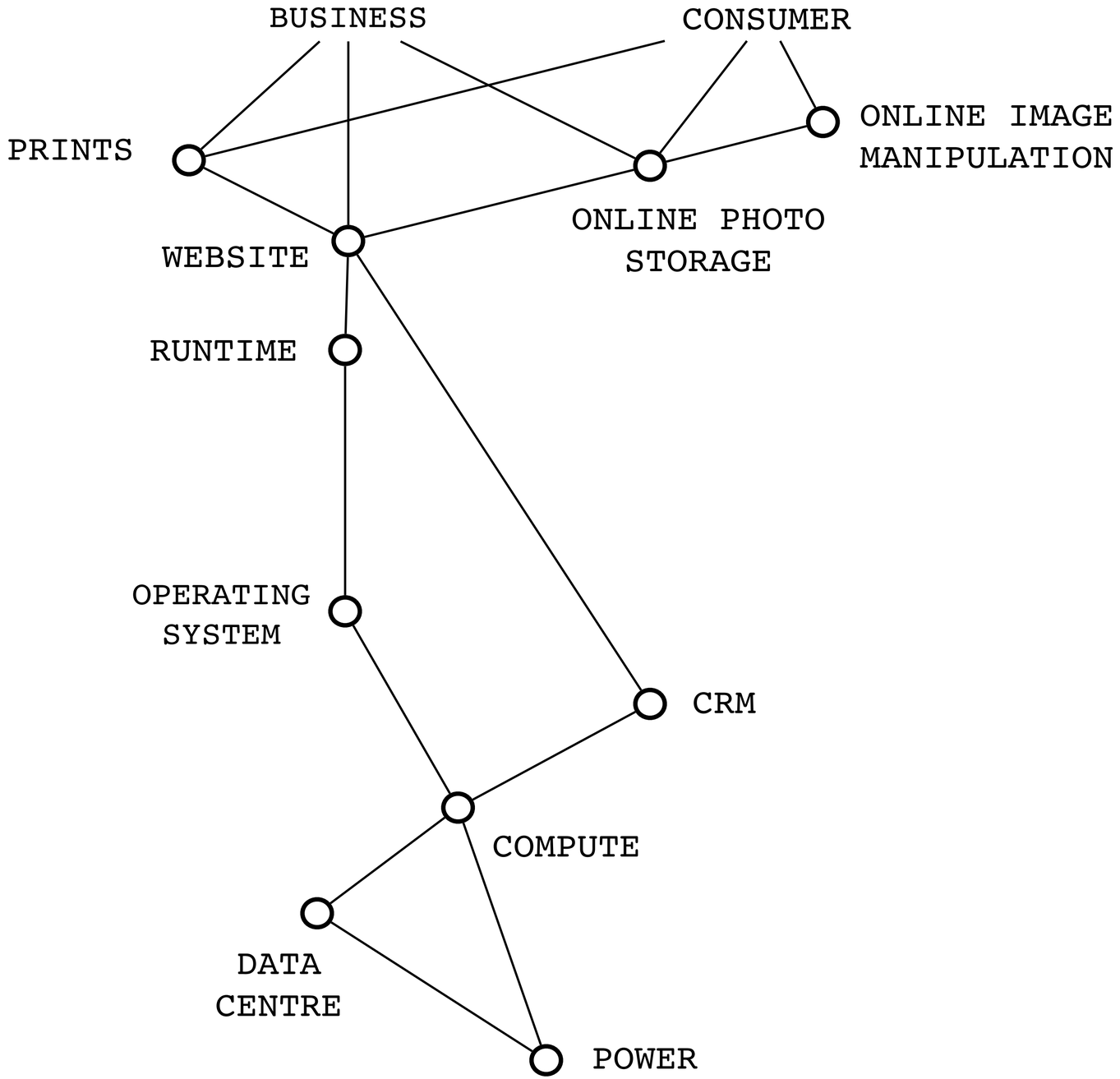
ANCHOR

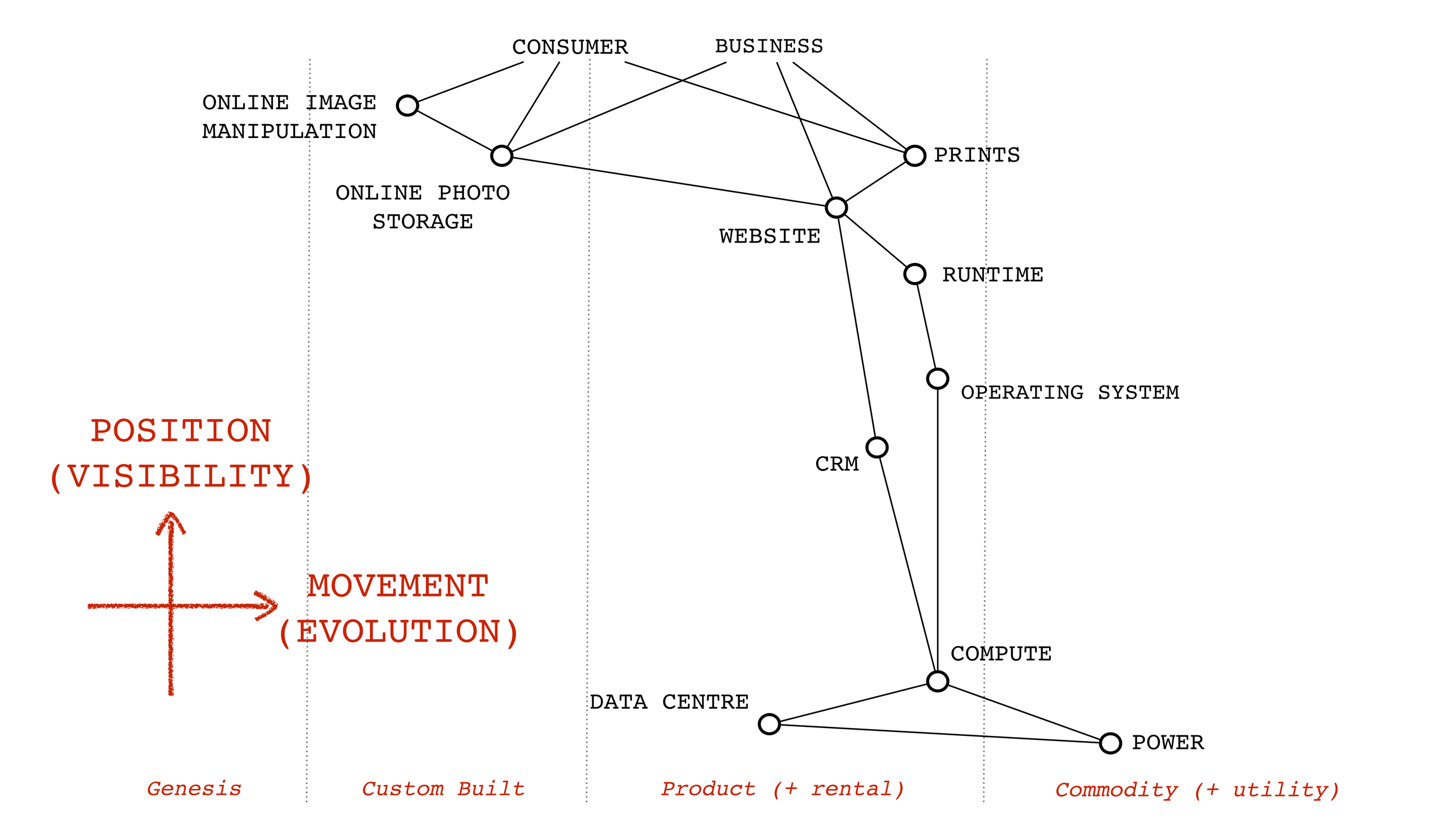
BUSINESS CONSUMER

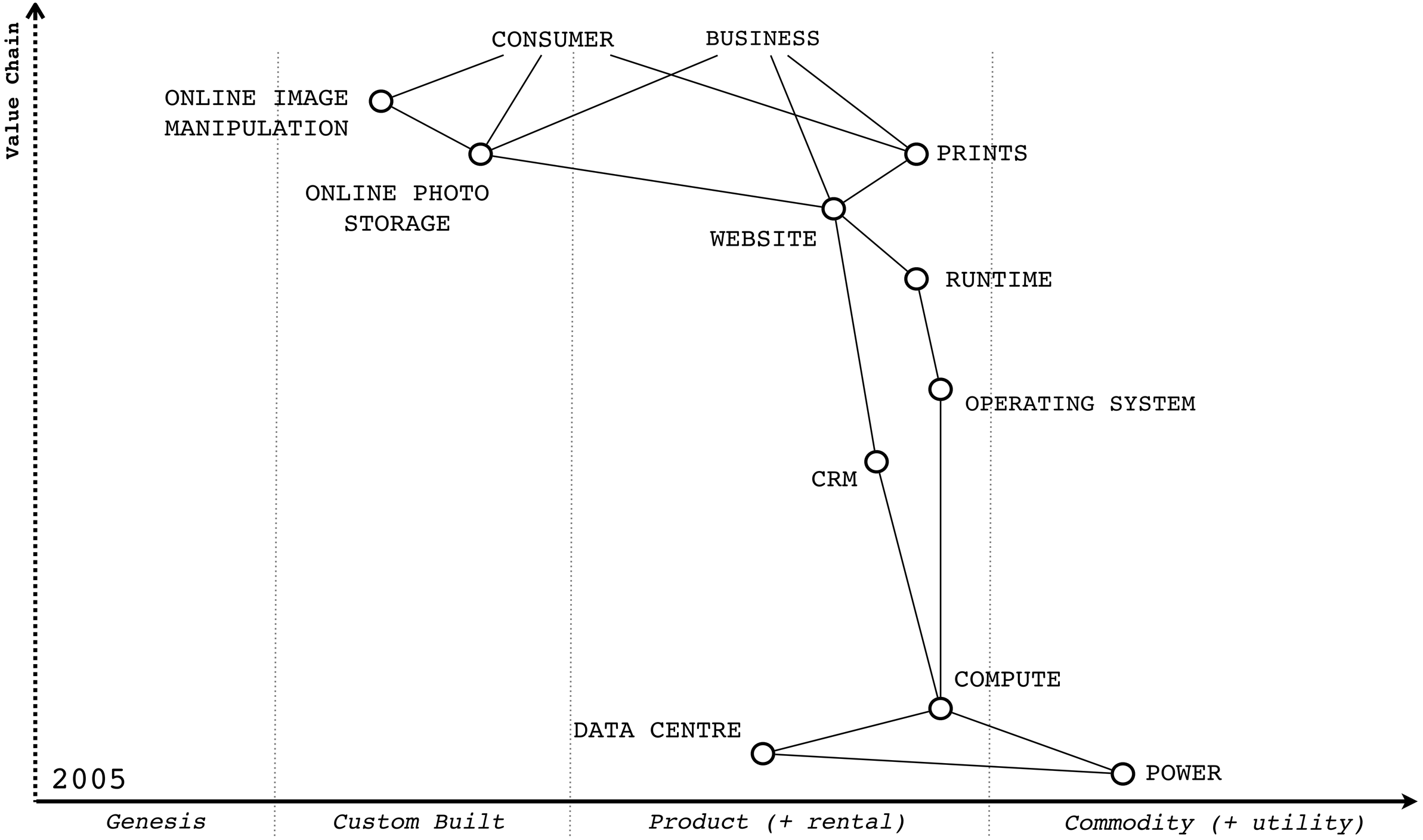
NEEDS

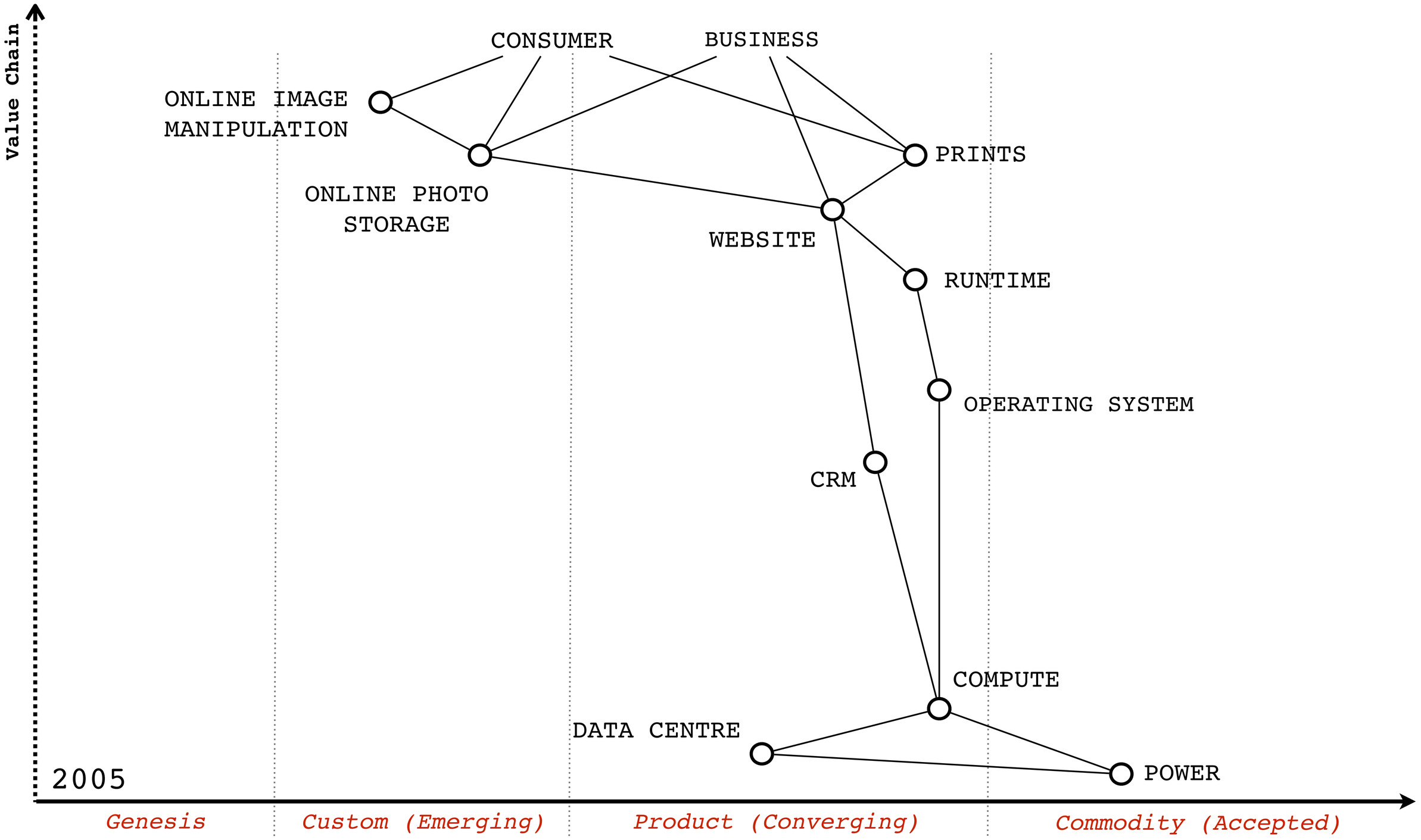

BUSINESS
CONSUMER
PRINTS
ONLINE IMAGE MANIPULATION
WEBSITE
ONLINE PHOTO STORAGE

POSITION
(VISIBILITY)

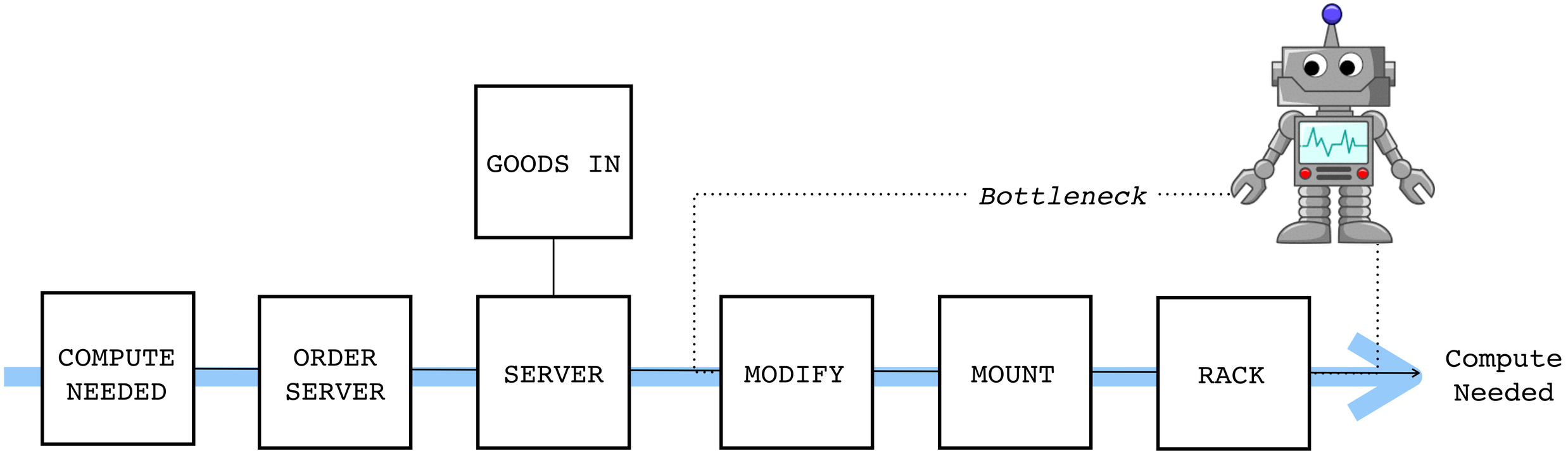



CONSUMER
BUSINESS
ONLINE IMAGE MANIPULATION
PRINTS
ONLINE PHOTO STORAGE
WEBSITE
RUNTIME
OPERATING SYSTEM
CRM
COMPUTE
DATA CENTRE
POWER
POSITION (VISIBILITY)
MOVEMENT (EVOLUTION)
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)

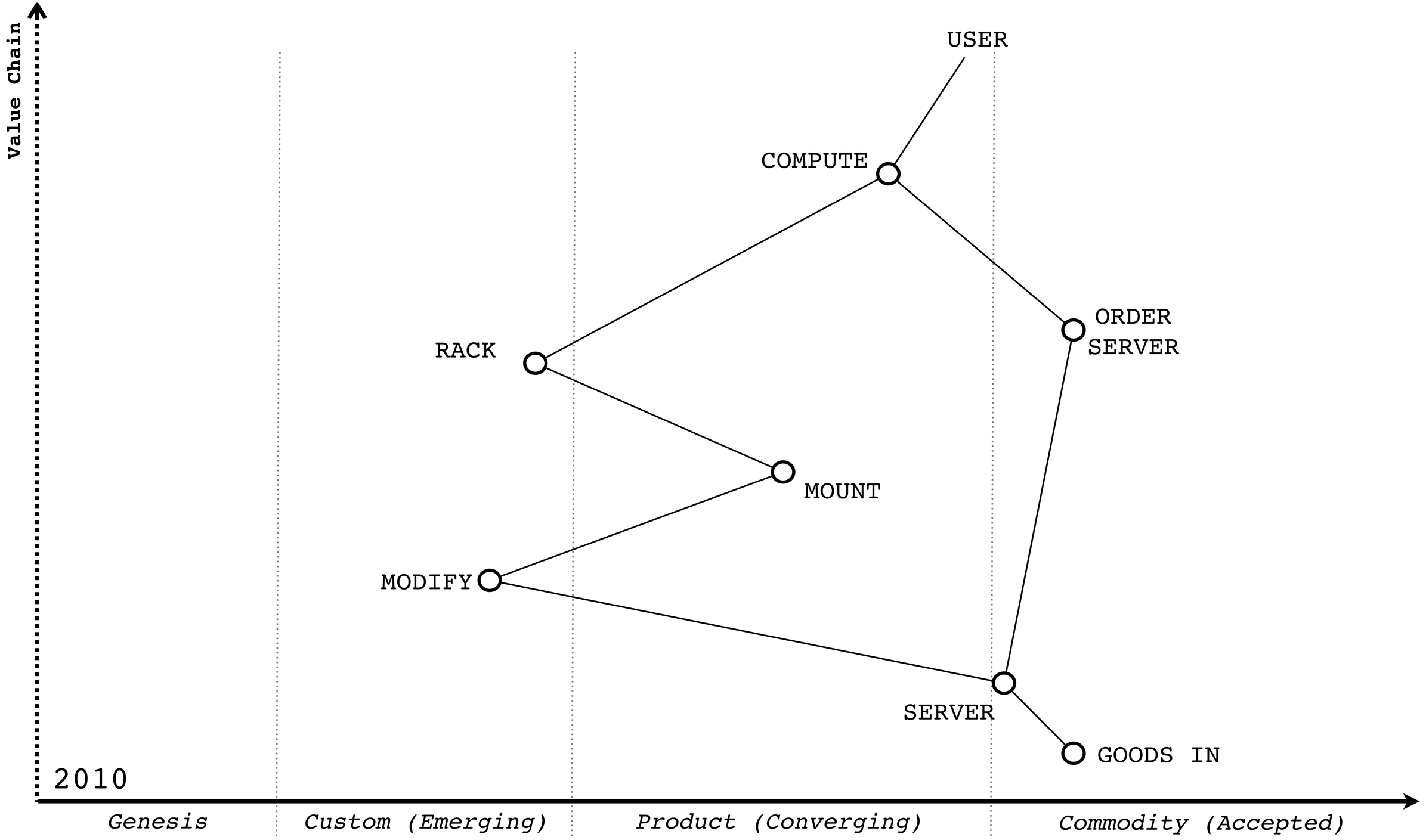

Value Chain
CONSUMER
BUSINESS
ONLINE IMAGE MANIPULATION
PRINTS
ONLINE PHOTO STORAGE
WEBSITE
RUNTIME
OPERATING SYSTEM
CRM
COMPUTE
DATA CENTRE
POWER
2005
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)

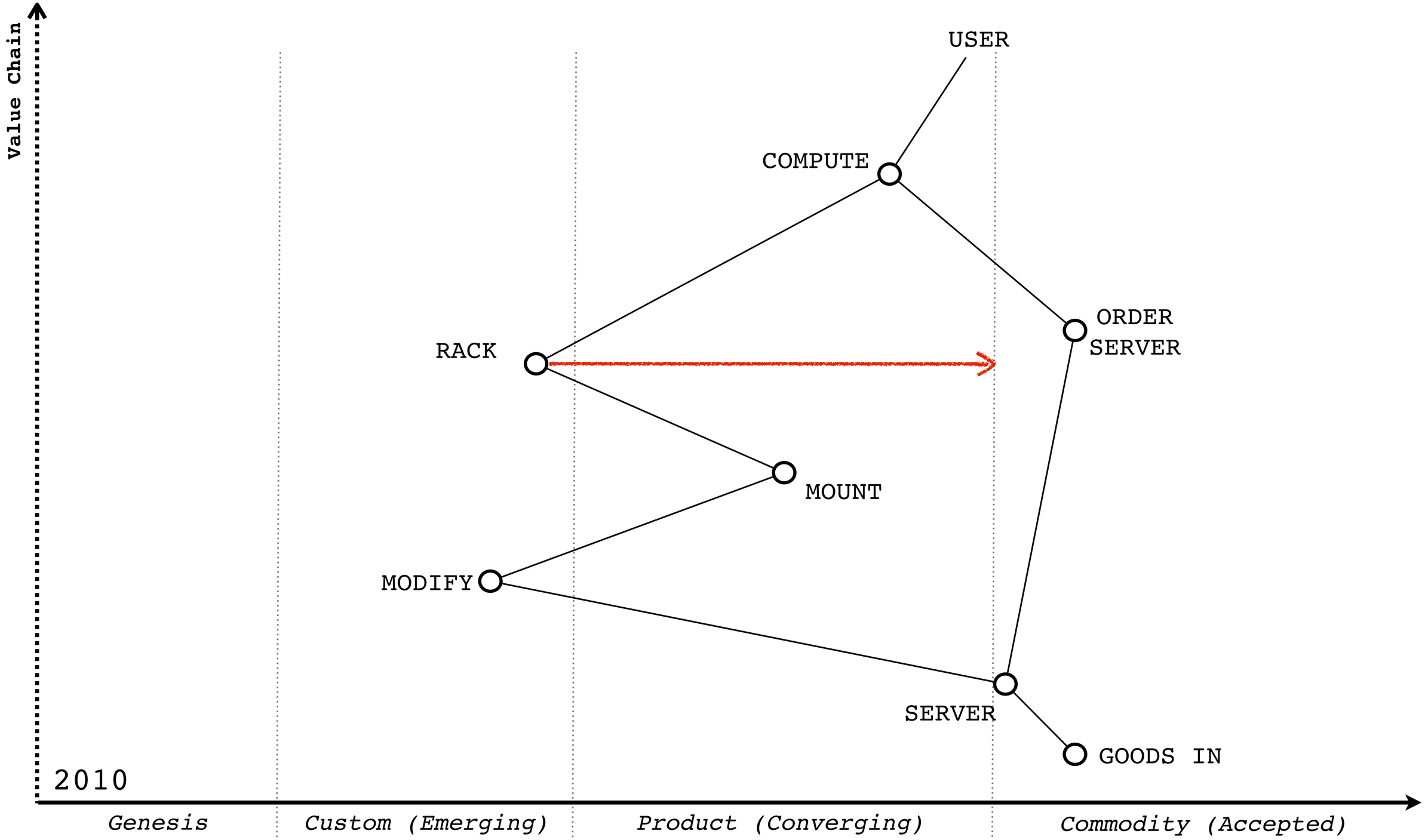

Value Chain
CONSUMER
BUSINESS
ONLINE IMAGE MANIPULATION
PRINTS
ONLINE PHOTO STORAGE
WEBSITE
RUNTIME
OPERATING SYSTEM
CRM
COMPUTE
DATA CENTRE
POWER
2005
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

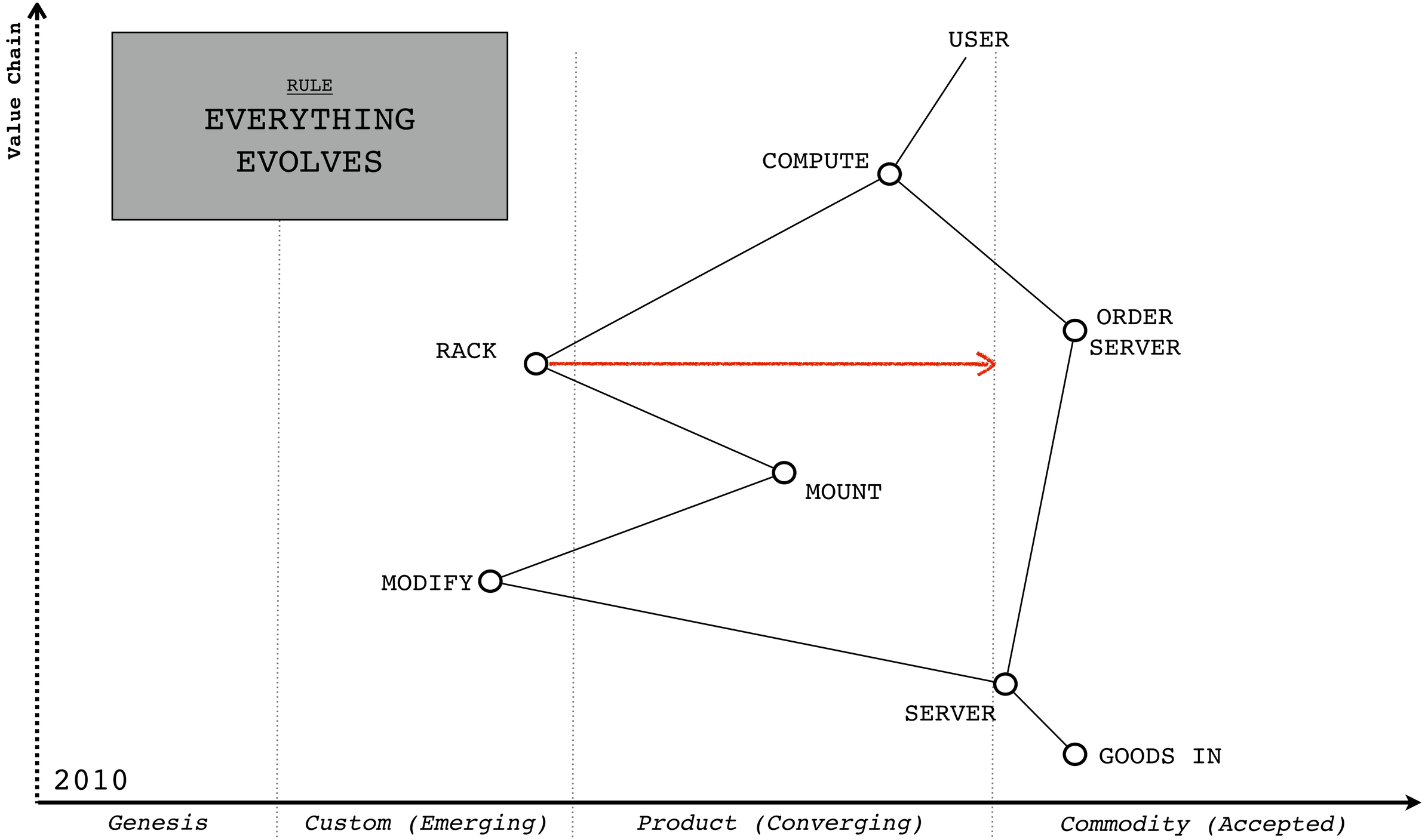

SO WHAT?

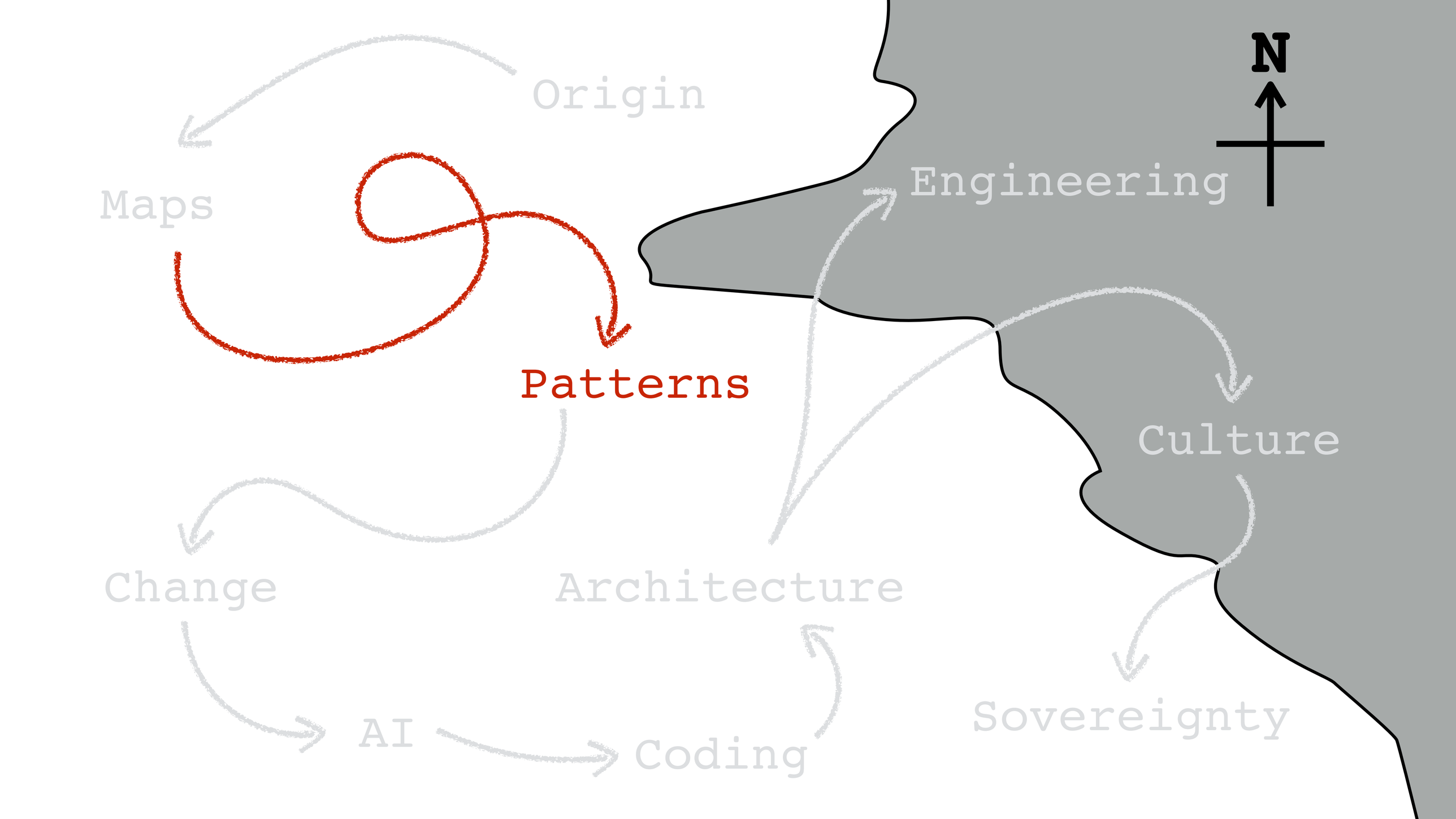


PROCESS FLOW (GRAPH)

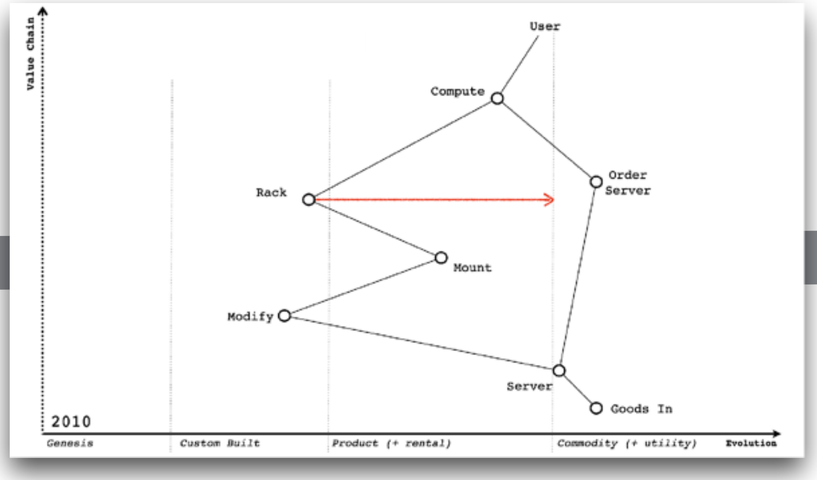

Value Chain
USER
COMPUTE
ORDER
SERVER
RACK
MOUNT
MODIFY
SERVER
GOODS IN
2010
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
USER
COMPUTE
ORDER
SERVER
RACK
MOUNT
MODIFY
SERVER
GOODS IN
2010
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

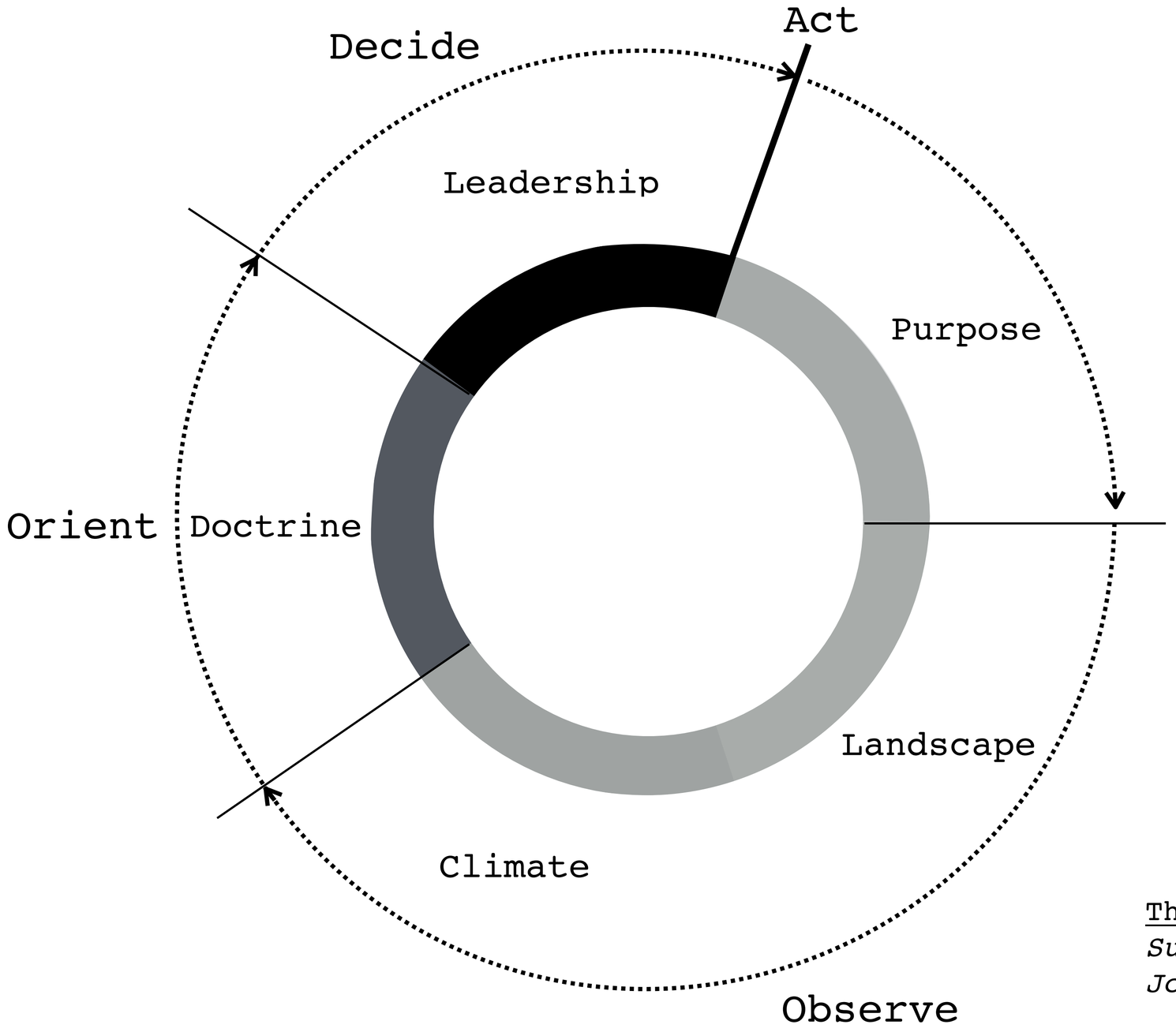

Value Chain
RULE
EVERYTHING
EVOLVES
USER
COMPUTE
ORDER
SERVER
RACK
MOUNT
MODIFY
SERVER
GOODS IN
2010
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Origin
Maps
Patterns
Engineering
N
Culture
Change
Architecture
AI
Coding
Sovereignty

PRE
MORTEM
(Challenge)



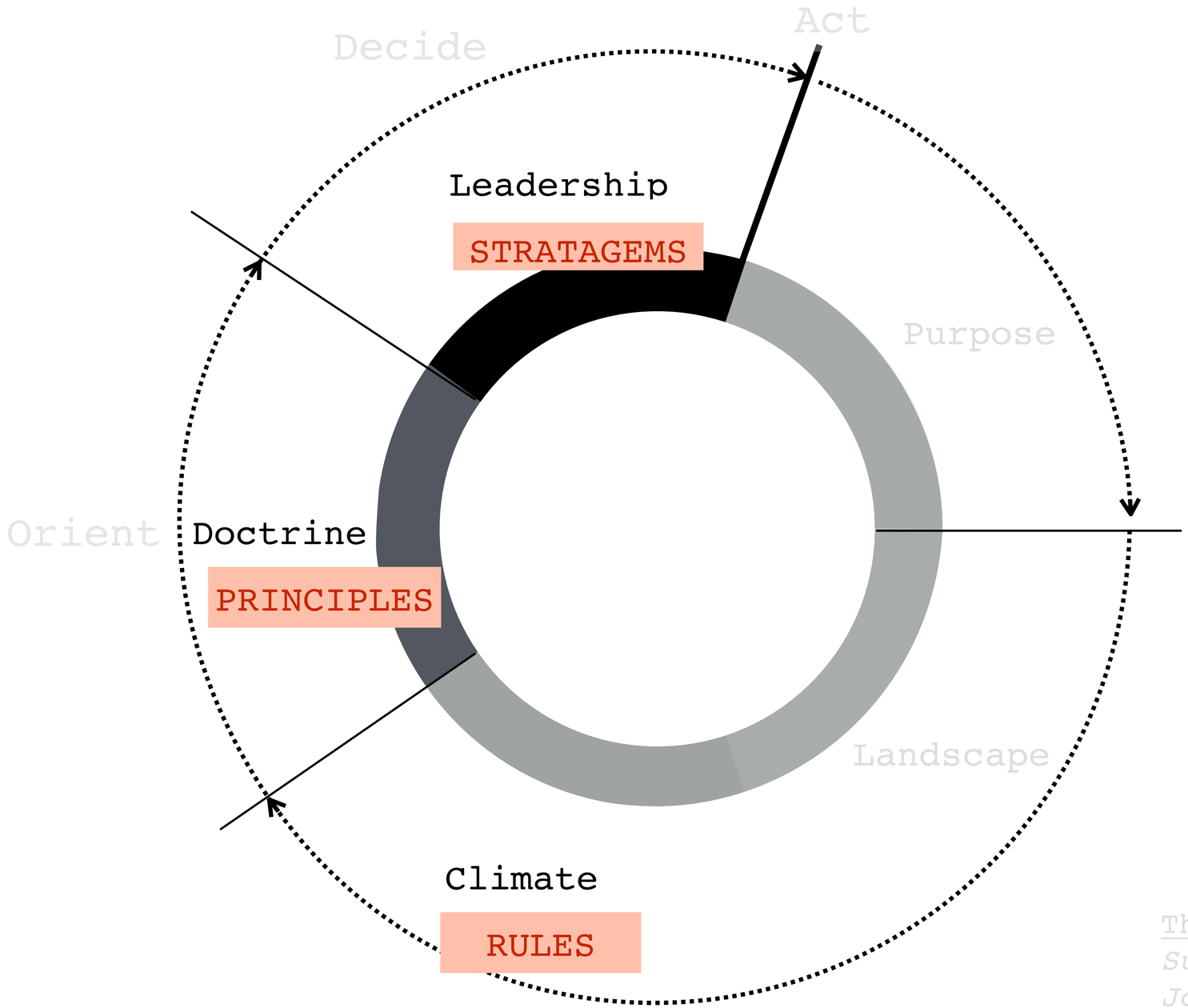
POST
MORTEM
(learning)



The Strategy Cycle

Sun Tzu's five factors

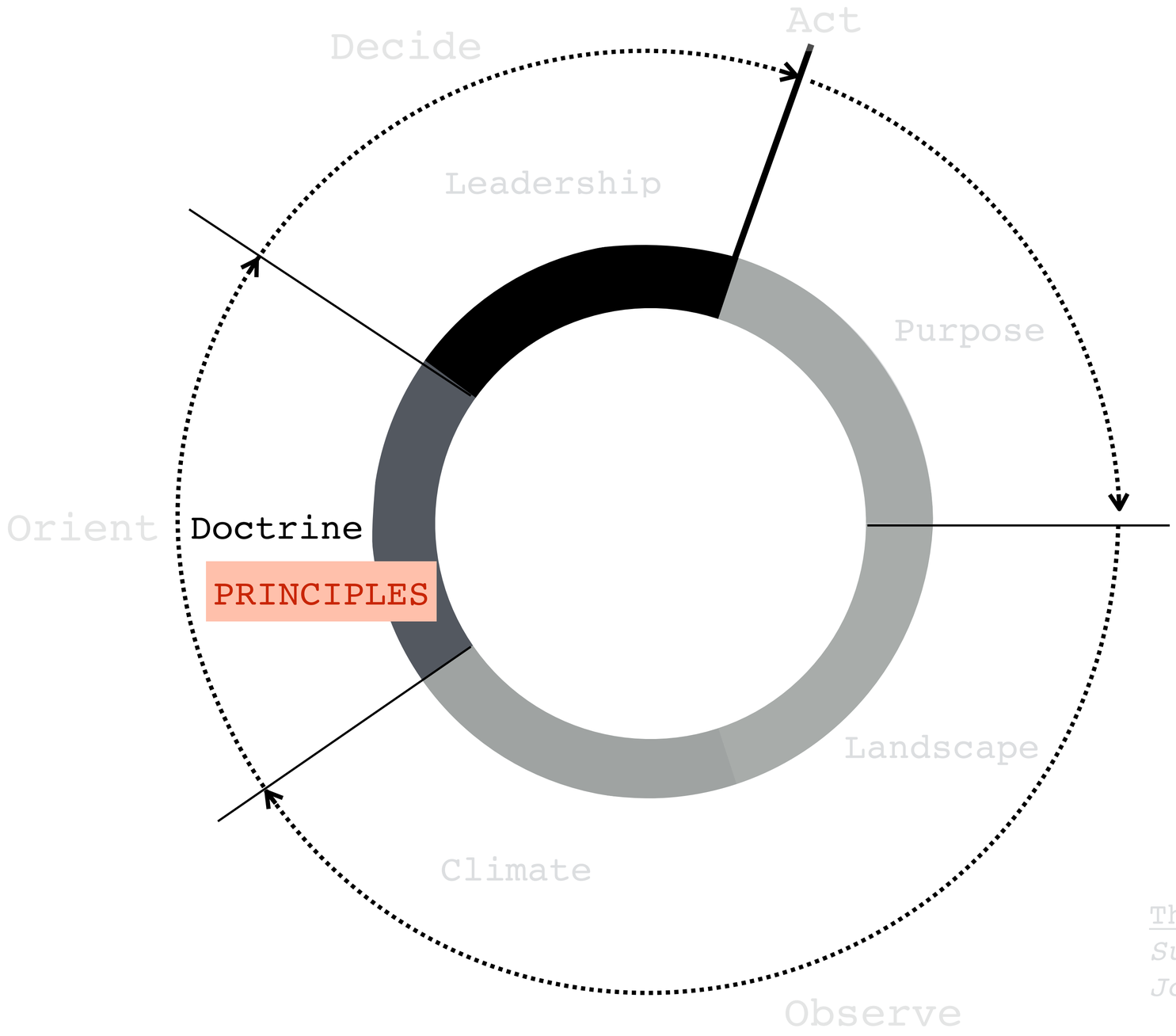
John Boyd's OODA loop



The Strategy Cycle

Sun Tzu's five factors

John Boyd's OODA loop



The Strategy Cycle

Sun Tzu's five factors

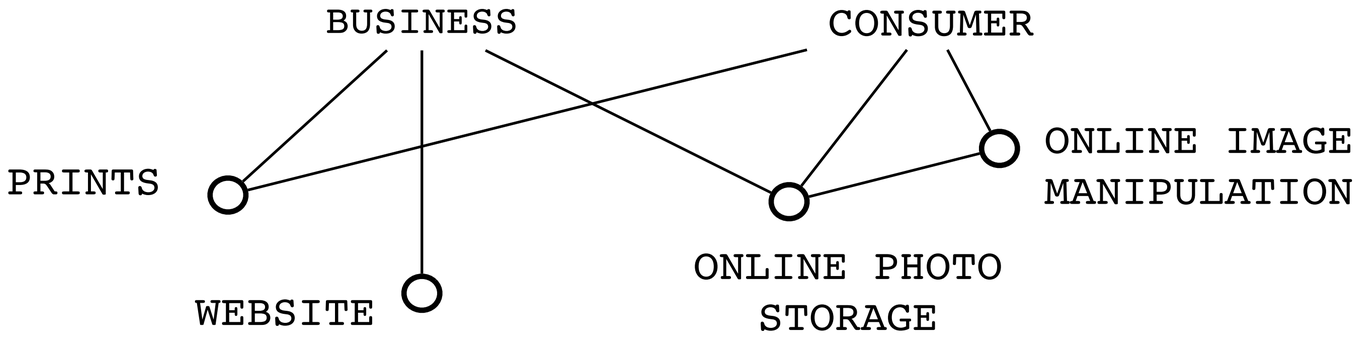
John Boyd's OODA loop

BUSINESS

CONSUMER

PRINCIPLE

KNOW YOUR USERS

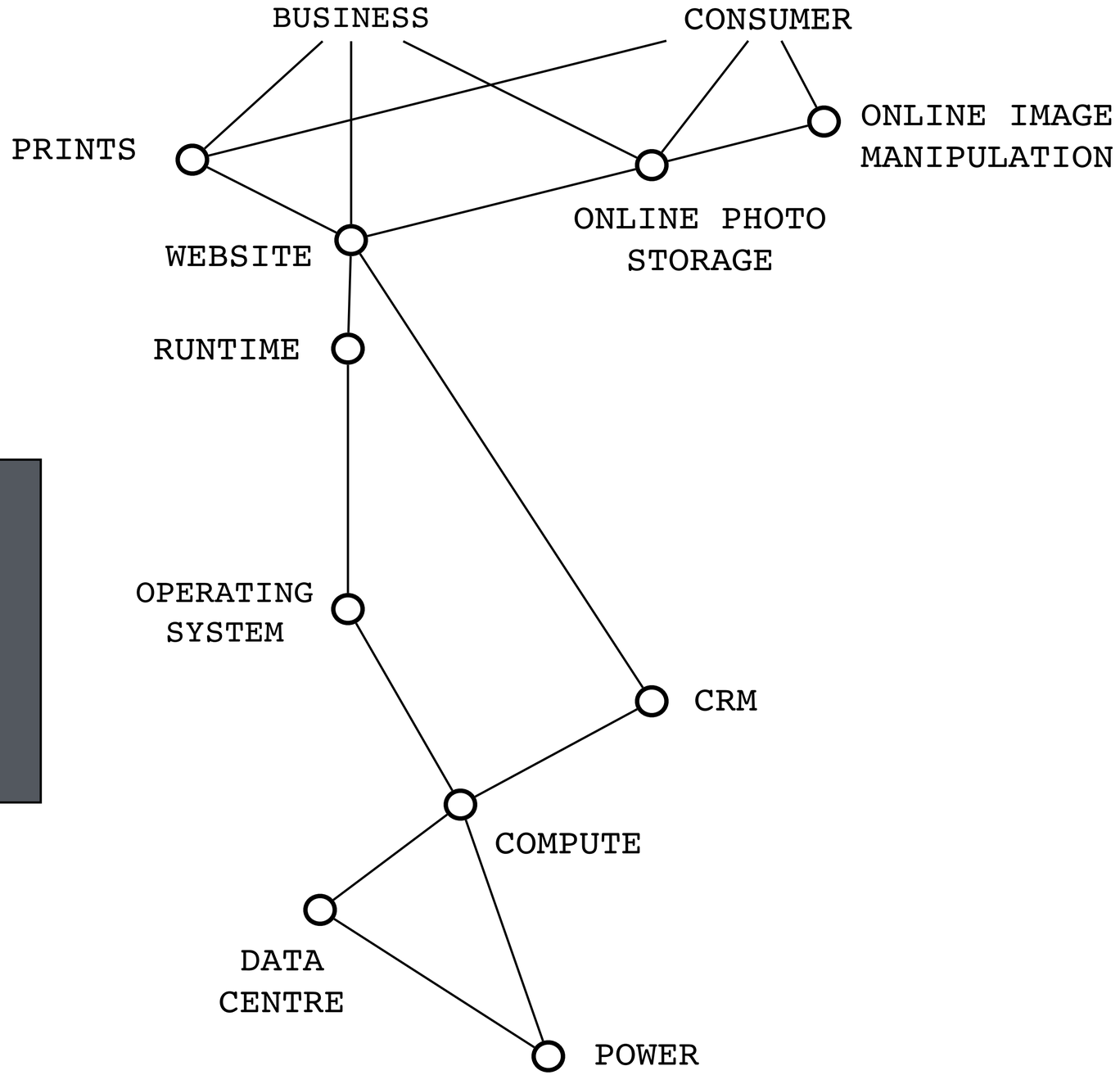


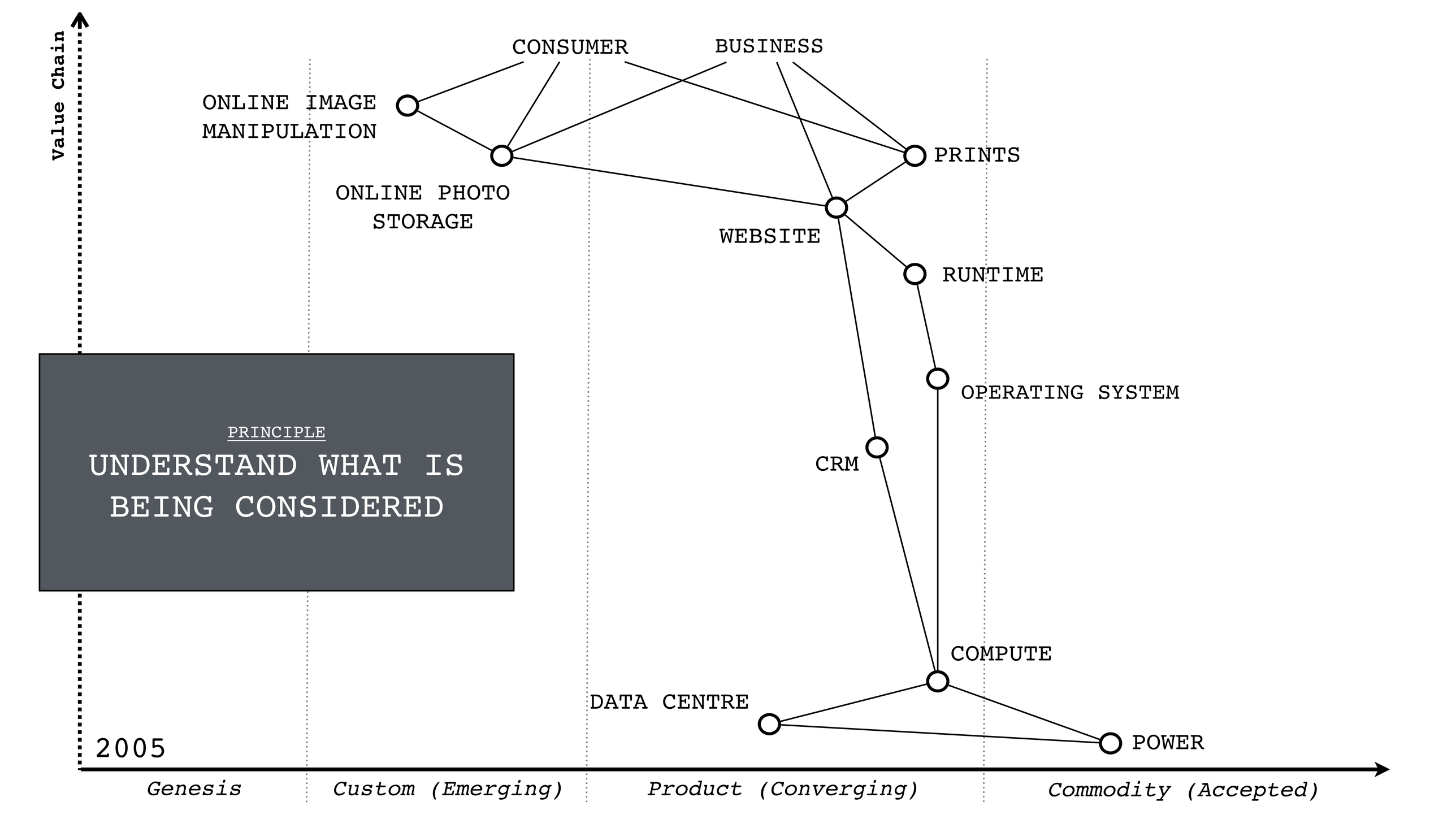
PRINCIPLE

FOCUS ON USERS NEEDS

PRINCIPLE

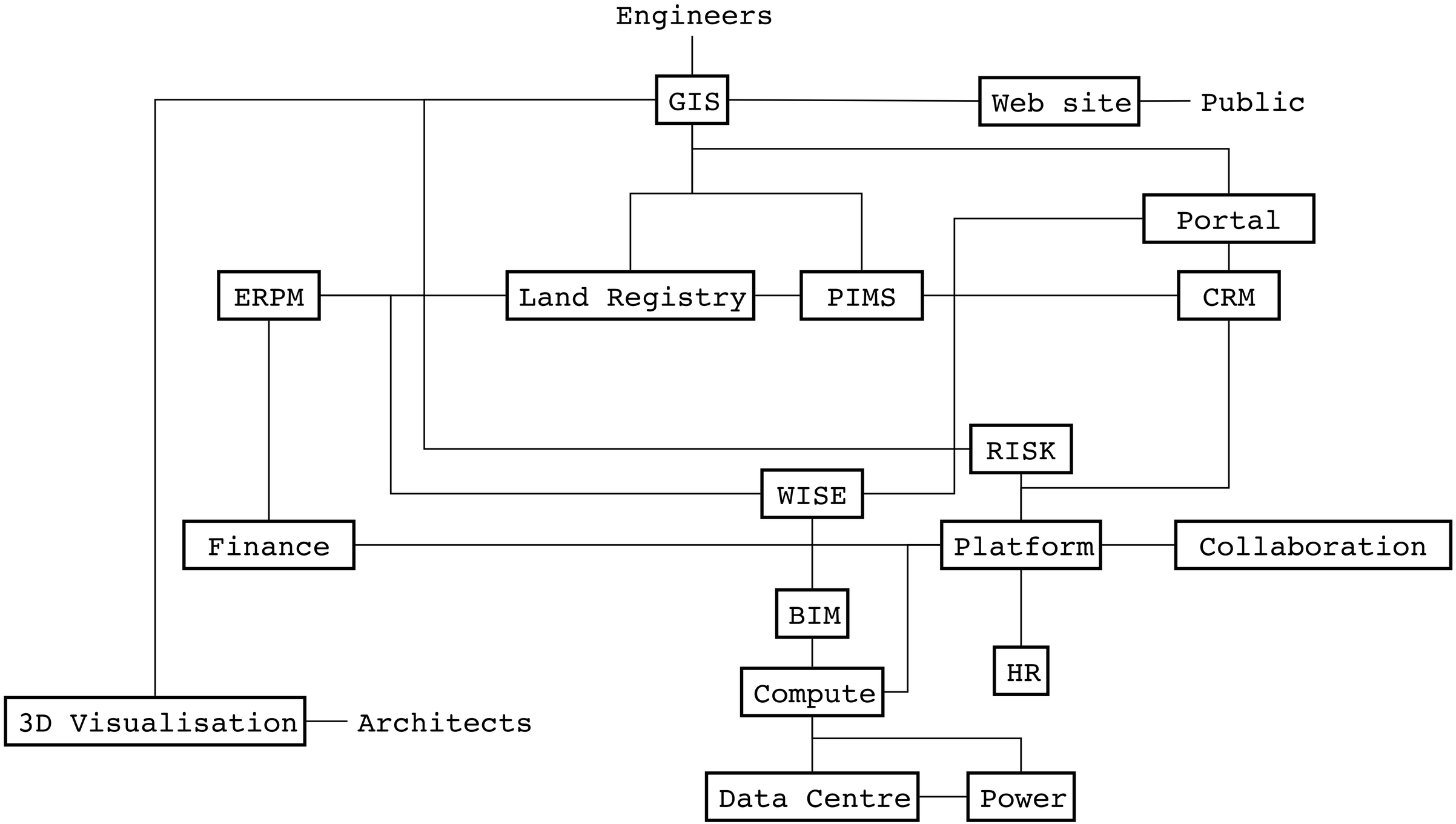
KNOW THE DETAILS

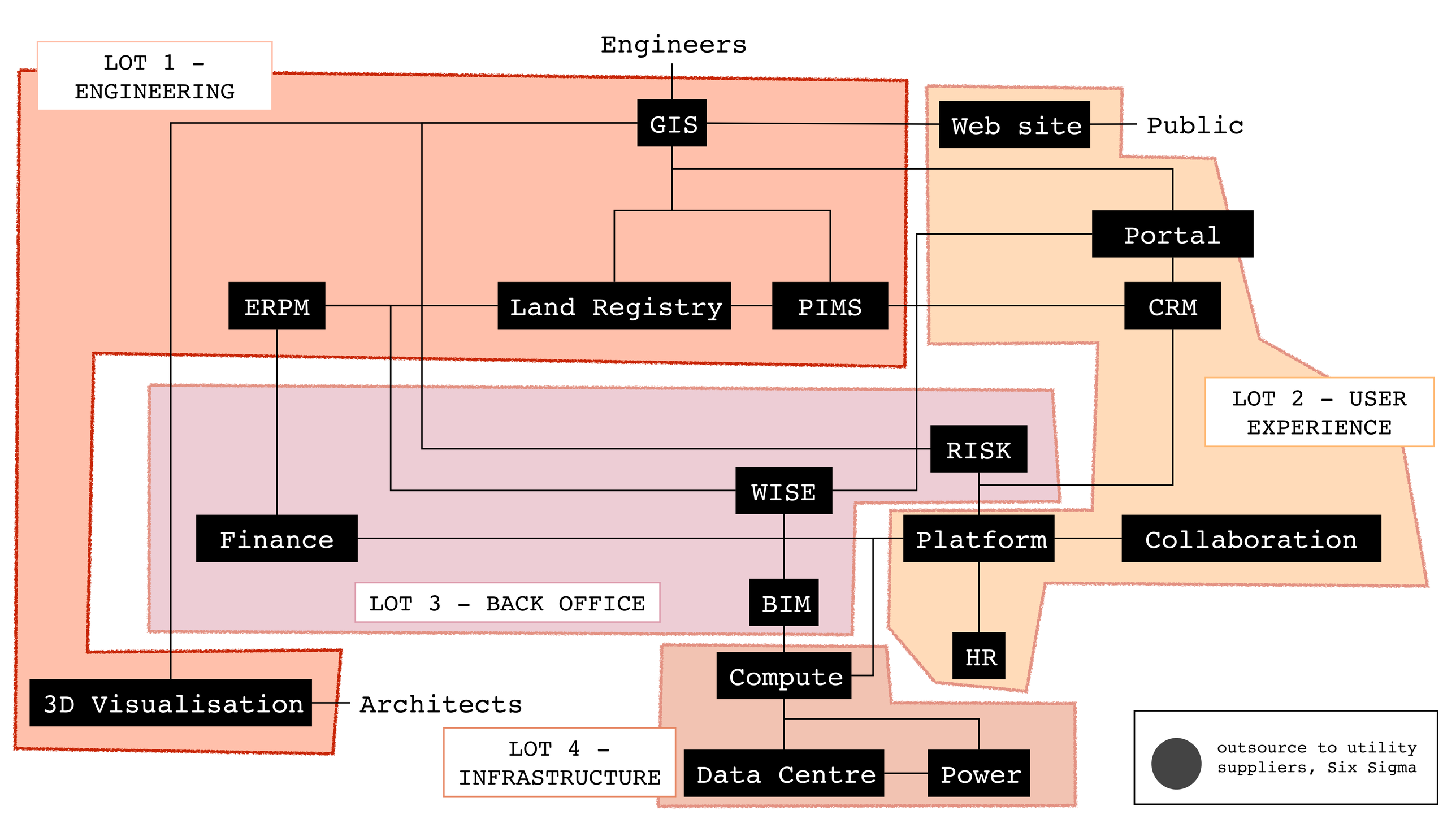



Value Chain
CONSUMER
BUSINESS
ONLINE IMAGE MANIPULATION
PRINTS
ONLINE PHOTO STORAGE
WEBSITE
RUNTIME
OPERATING SYSTEM
PRINCIPLE
UNDERSTAND WHAT IS BEING CONSIDERED
CRM
COMPUTE
DATA CENTRE
POWER
2005
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)



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Engineers
GIS
Web site
Public
Portal
ERPM
Land Registry
PIMS
CRM
RISK
WISE
Finance
Platform
Collaboration
BIM
HR
Compute
3D Visualisation
Architects
Data Centre
Power


LOT 1 - ENGINEERING
Engineers
GIS
Web site
Public
Portal
ERPM
Land Registry
PIMS
CRM
LOT 2 - USER EXPERIENCE
RISK
WISE
Finance
Platform
Collaboration
LOT 3 - BACK OFFICE
BIM
HR
Compute
3D Visualisation
Architects
LOT 4 - INFRASTRUCTURE
Data Centre
Power
outsource to utility suppliers, Six Sigma

G-Cloud



Value Chain

3D Visualisation

Customer

GIS

Customer

Web Site

Customer

eB Bridge

Project Wise

CRM

EPPM

PIMS

Land Referencing

Risk Tools

Finance

Customer

Sharepoint

HR

Platform

Compute

Data Centre

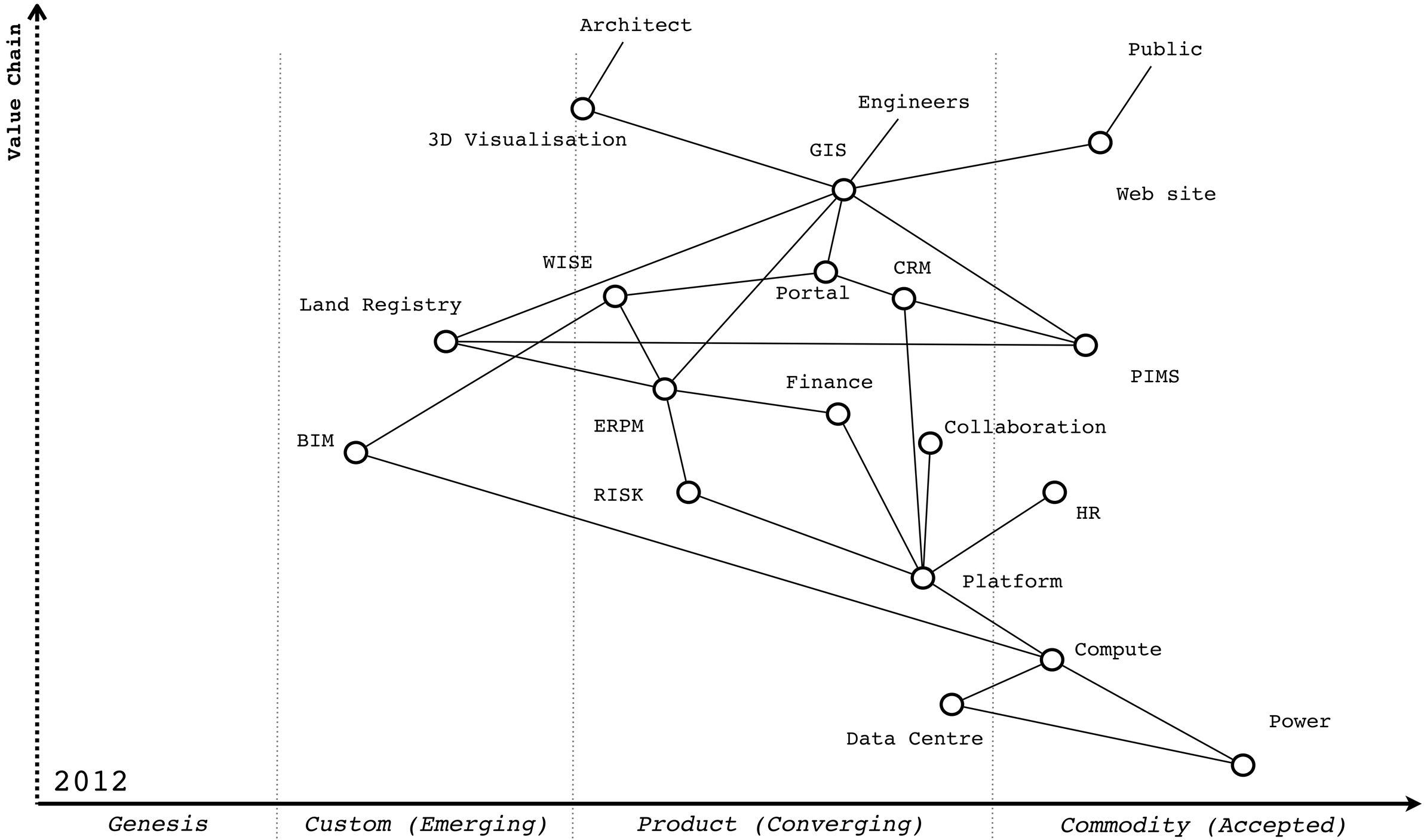
Transport Layer

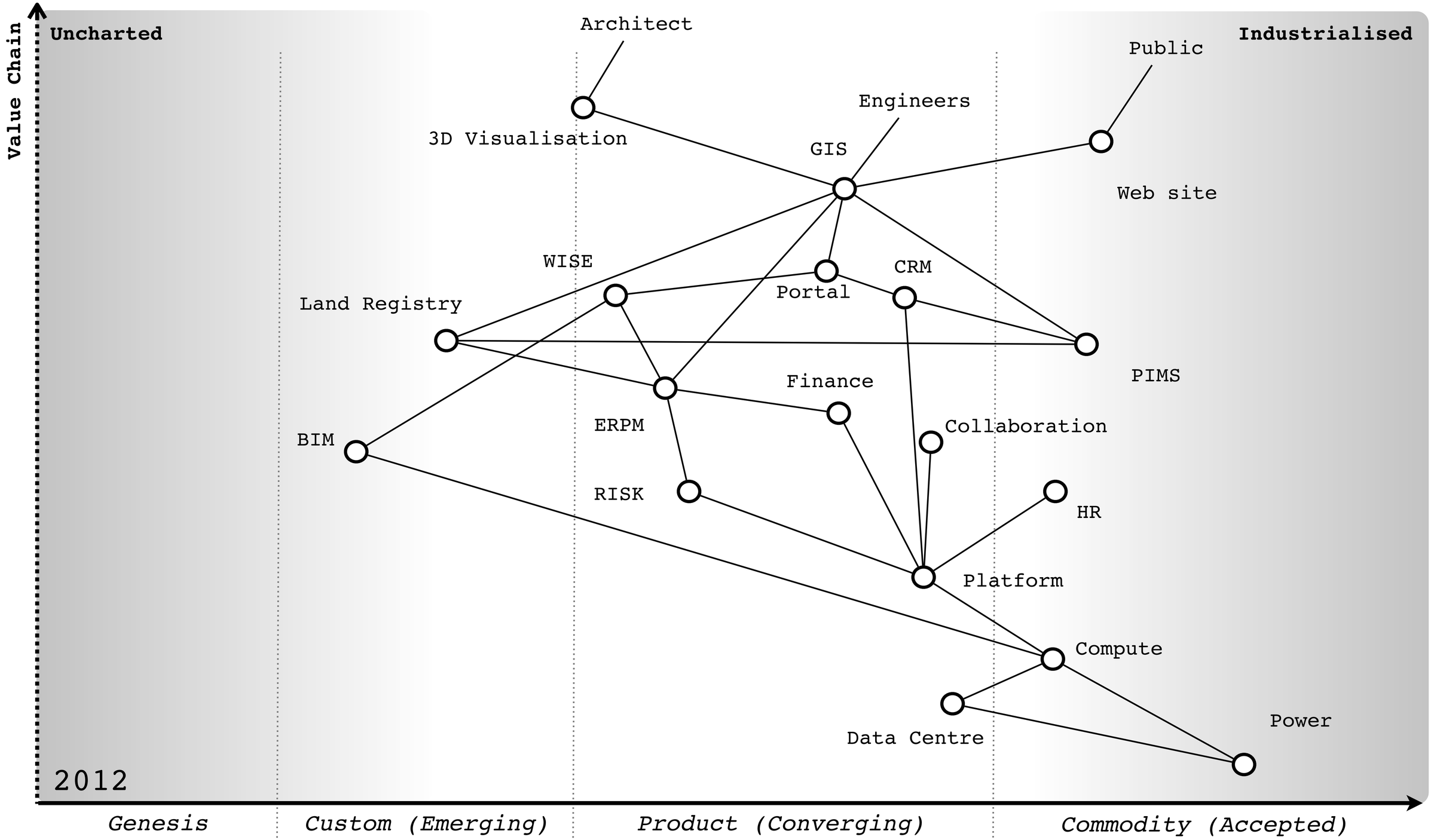
Power

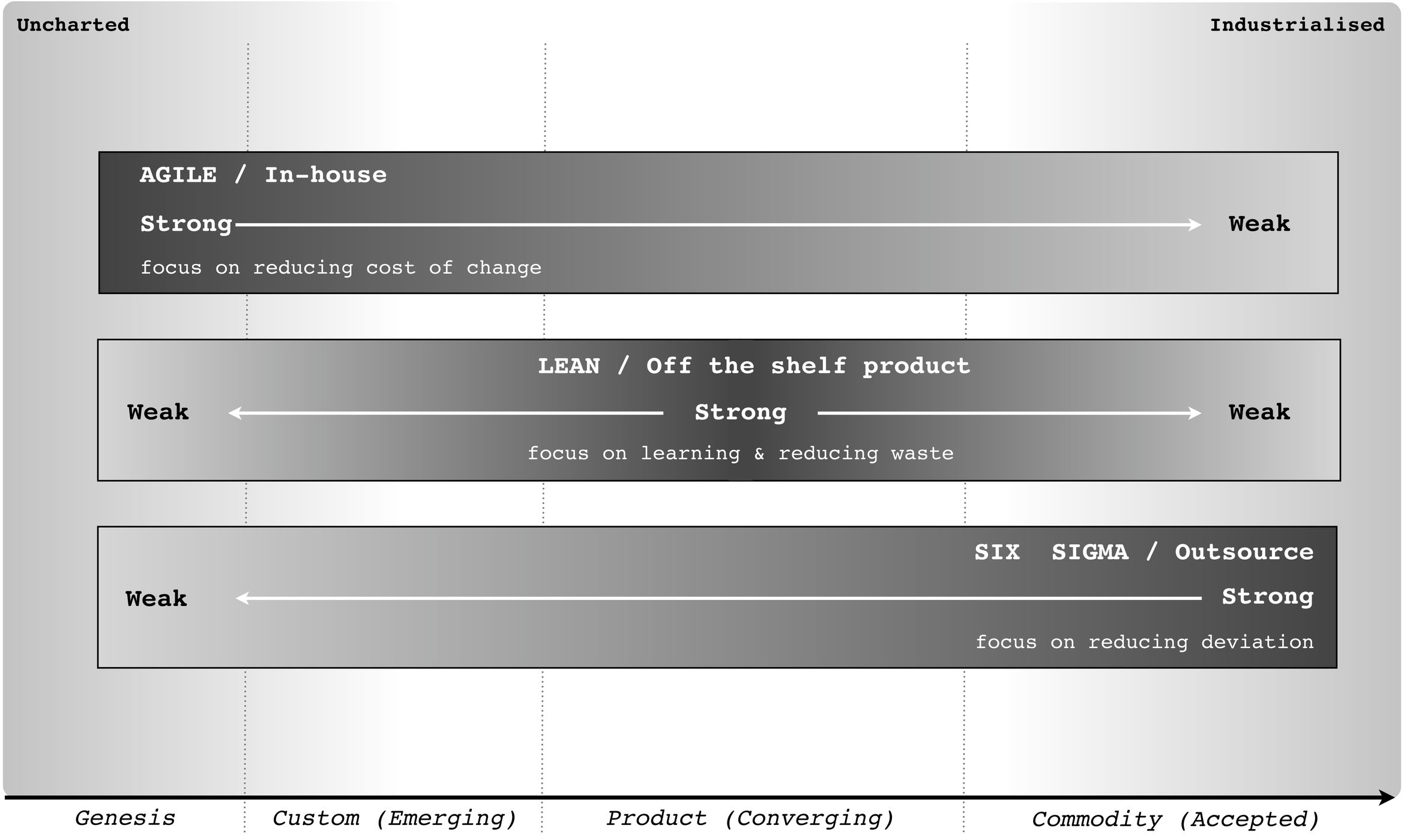
Product (+ rental)

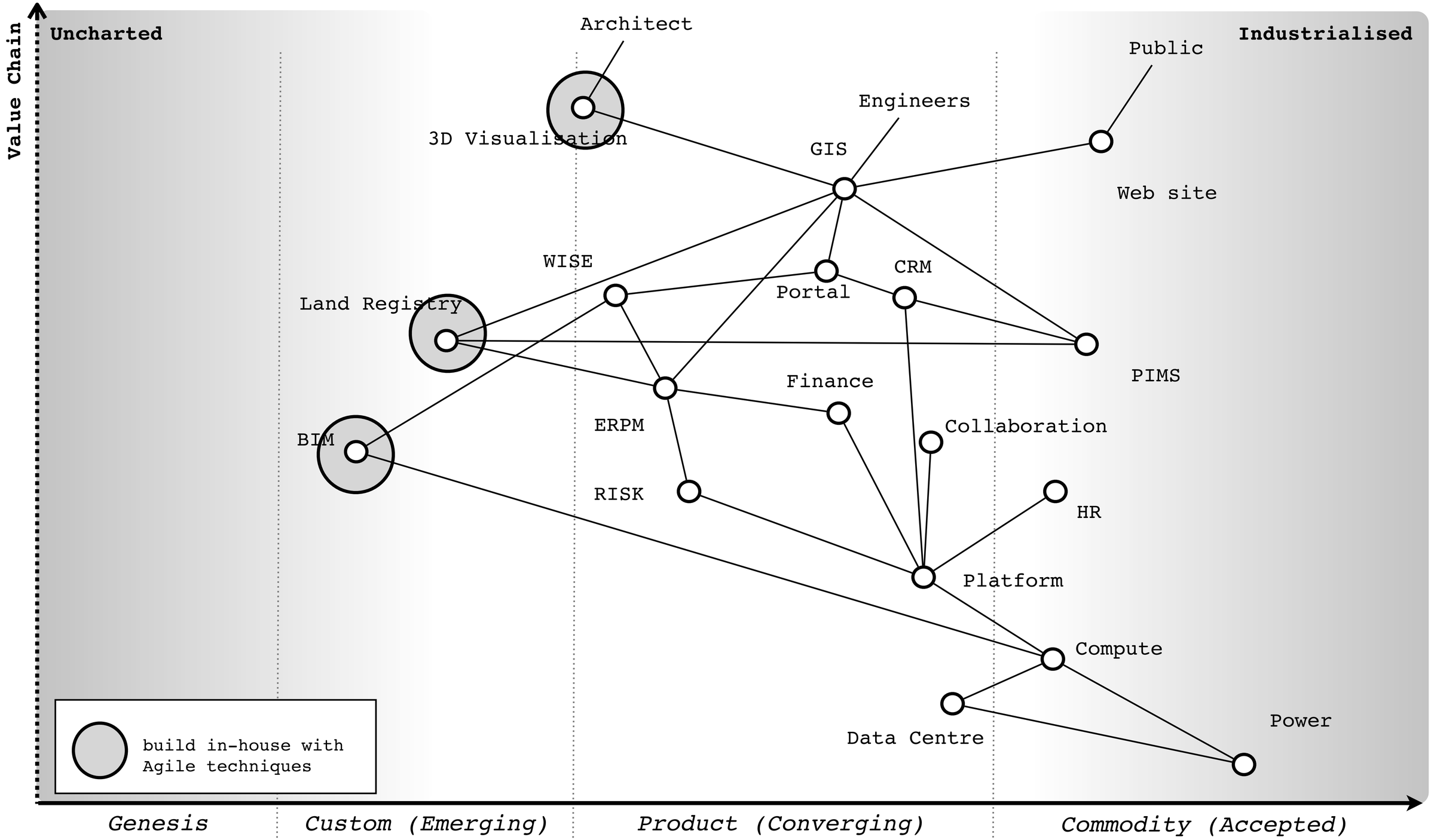
Commodity (+ utility)

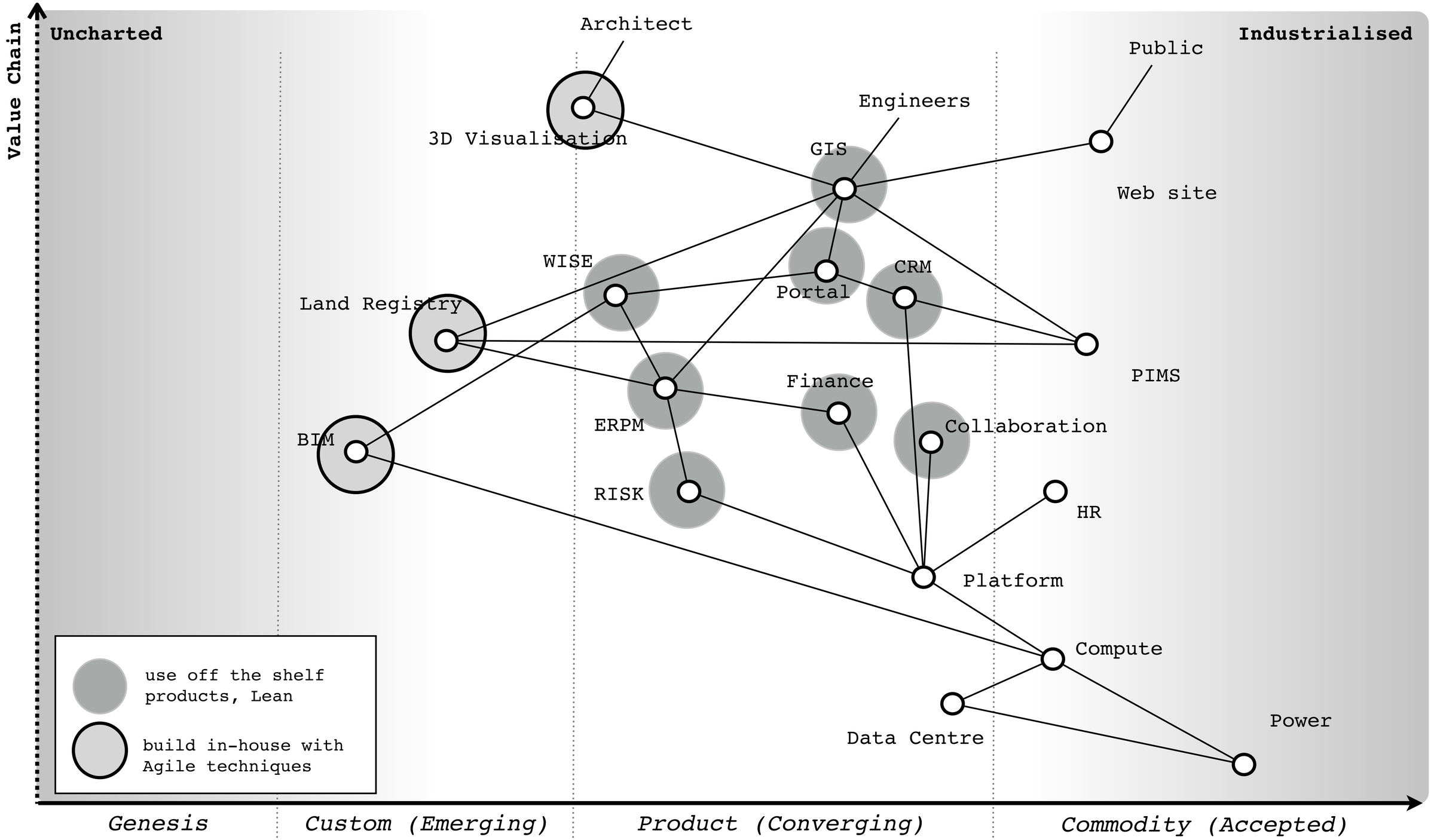
Evolution

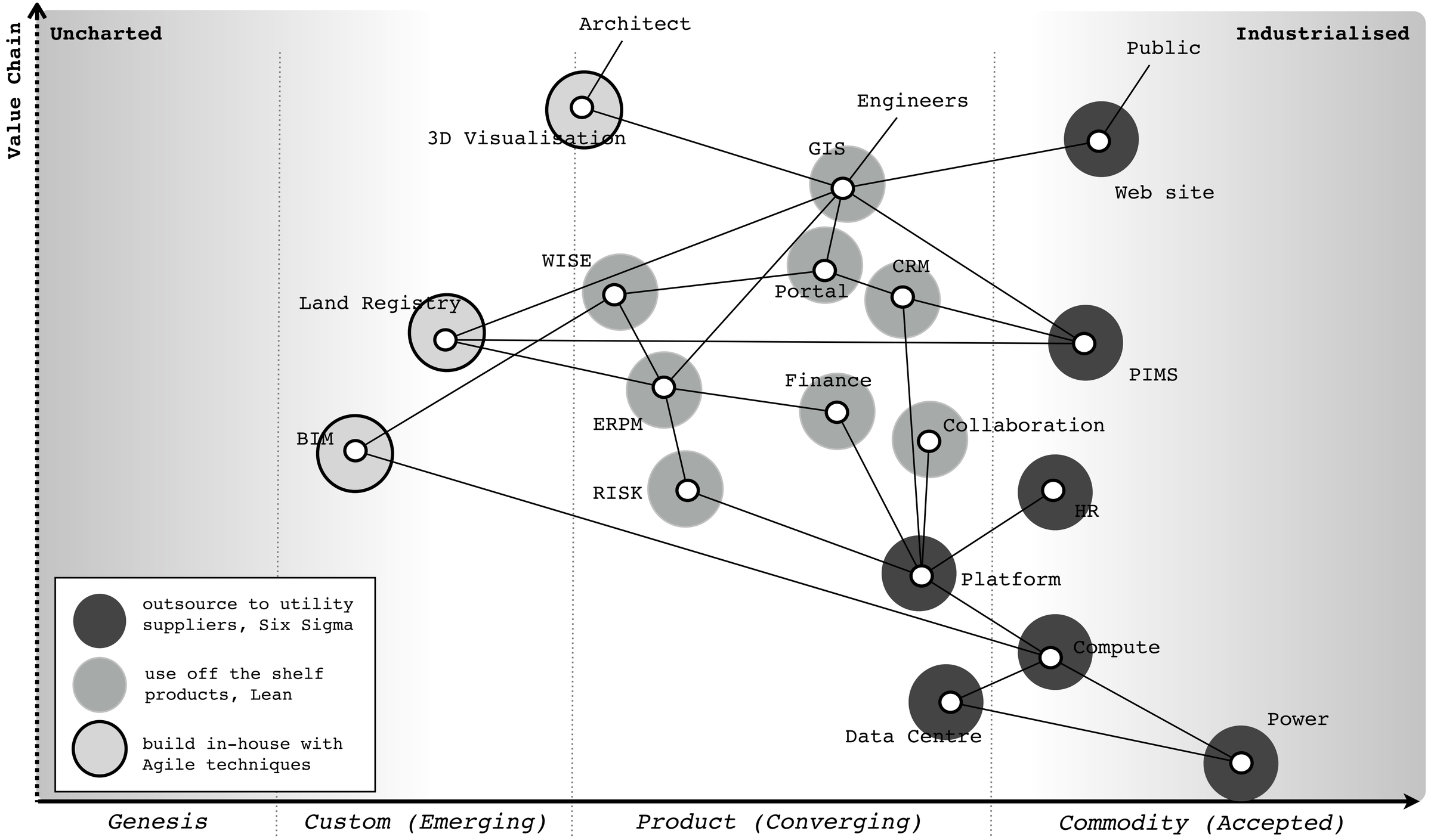

Value Chain
Architect
Public
Engineers
3D Visualisation
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
2012
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

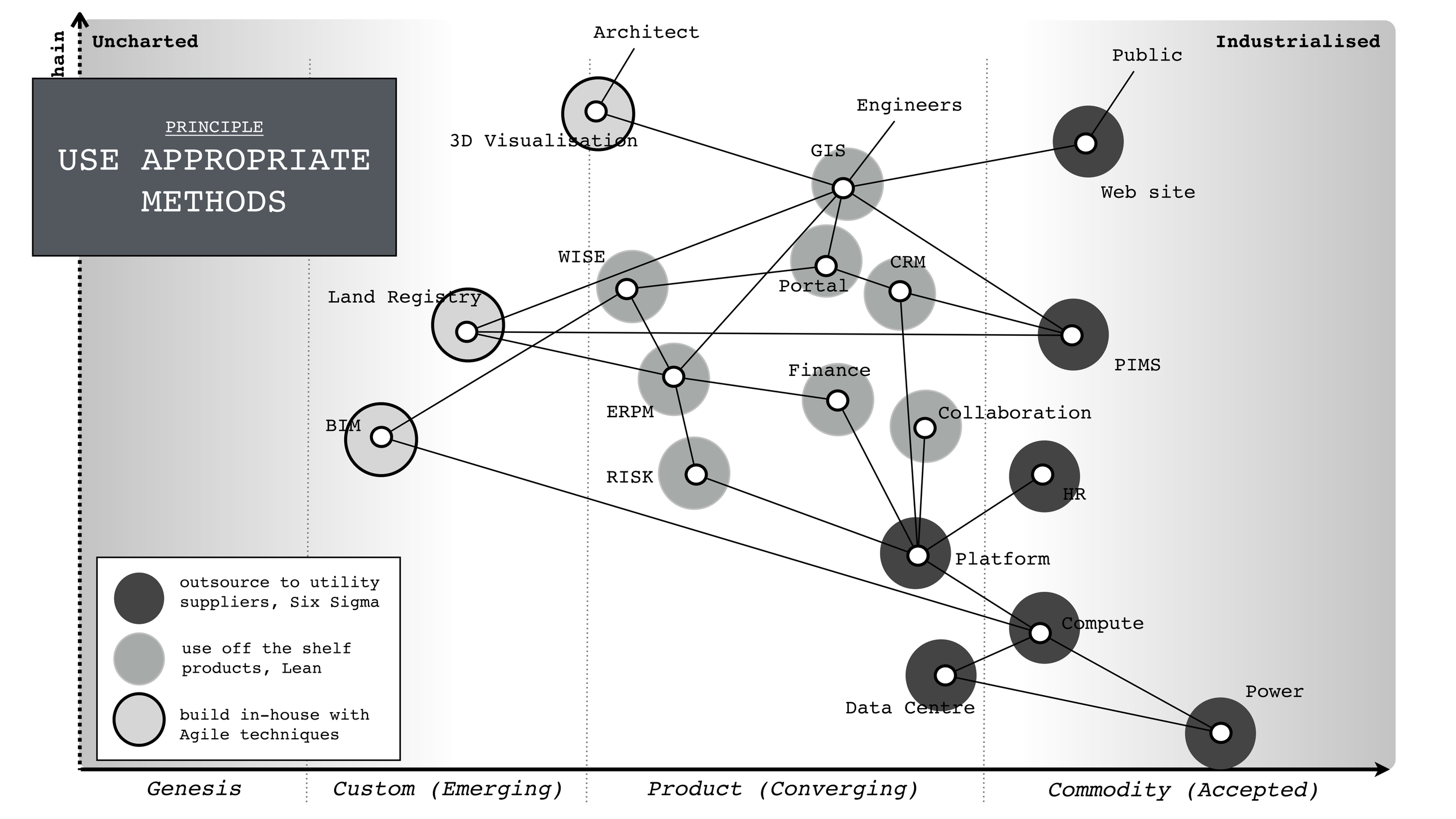

Value Chain
Uncharted
Industrialised
Architect
Public
Engineers
3D Visualisation
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
2012
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Uncharted
Industrialised
AGILE / In-house
Strong
Weak
focus on reducing cost of change
LEAN / Off the shelf product
Weak
Strong
Weak
focus on learning & reducing waste
SIX SIGMA / Outsource
Weak
Strong
focus on reducing deviation
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

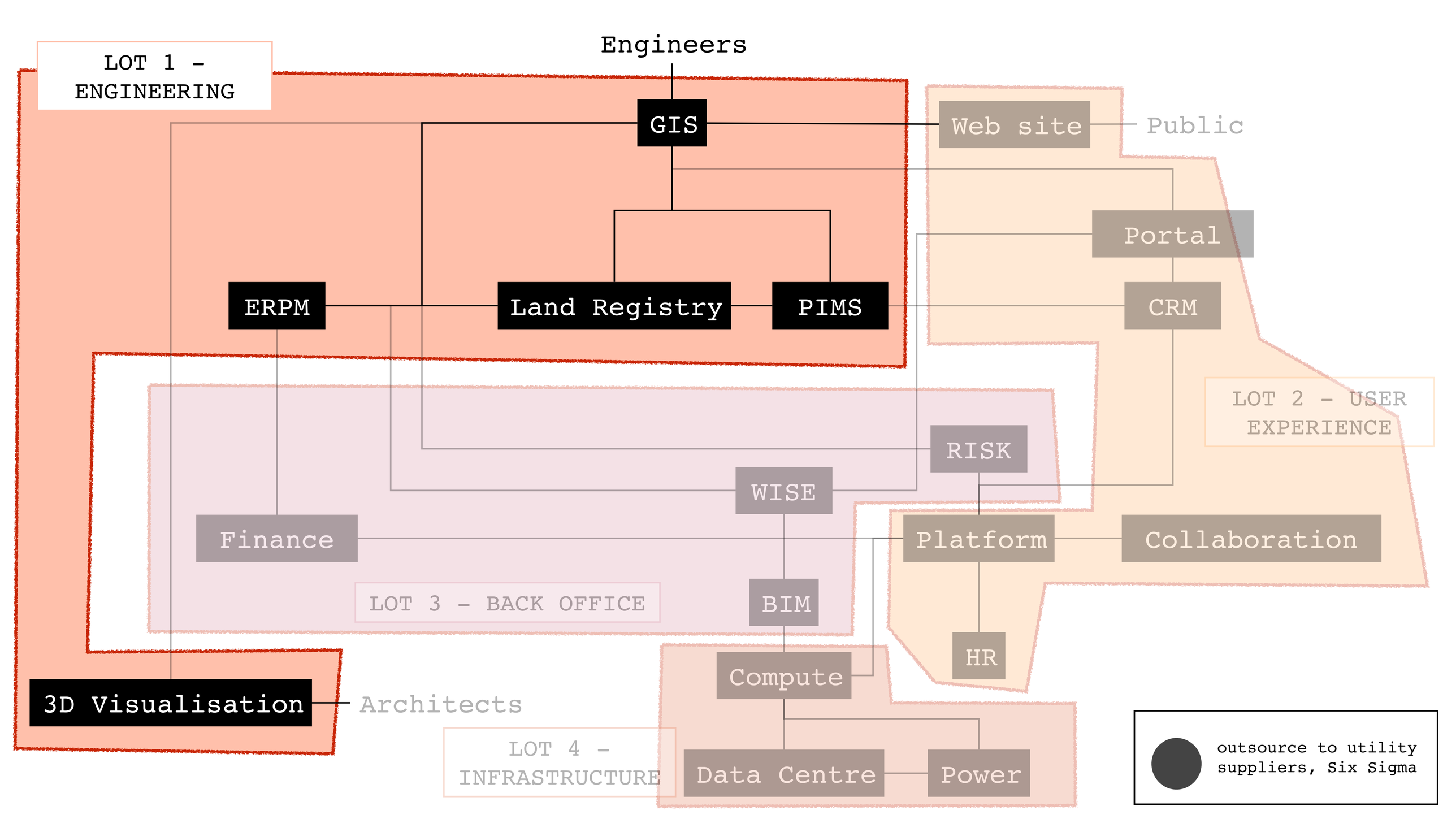

Value Chain
Uncharted
Industrialised
Architect
Public
Engineers
3D Visualisation
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
build in-house with
Agile techniques
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

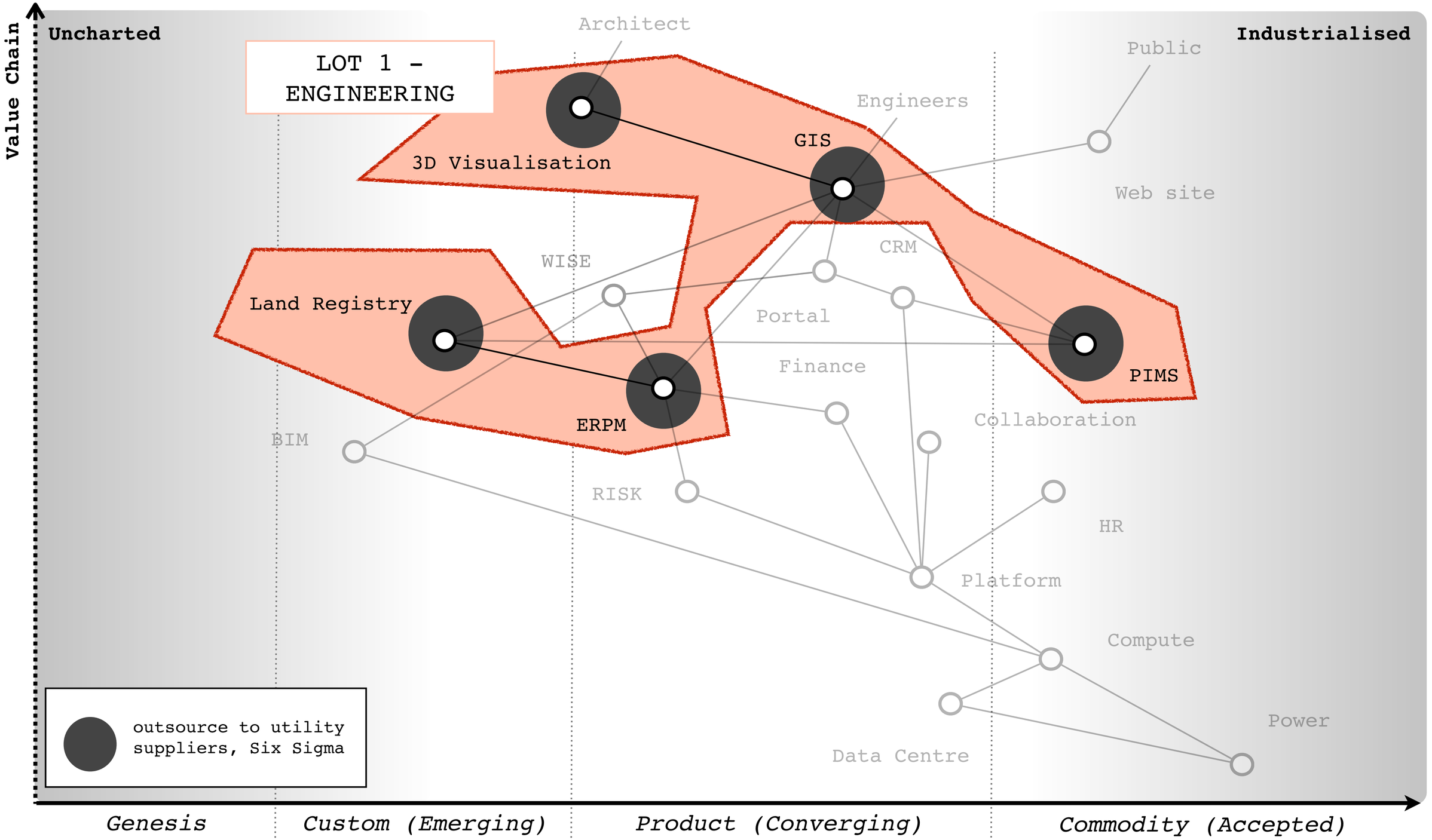

Value Chain
Uncharted
Industrialised
Architect
3D Visualisation
Public
Engineers
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

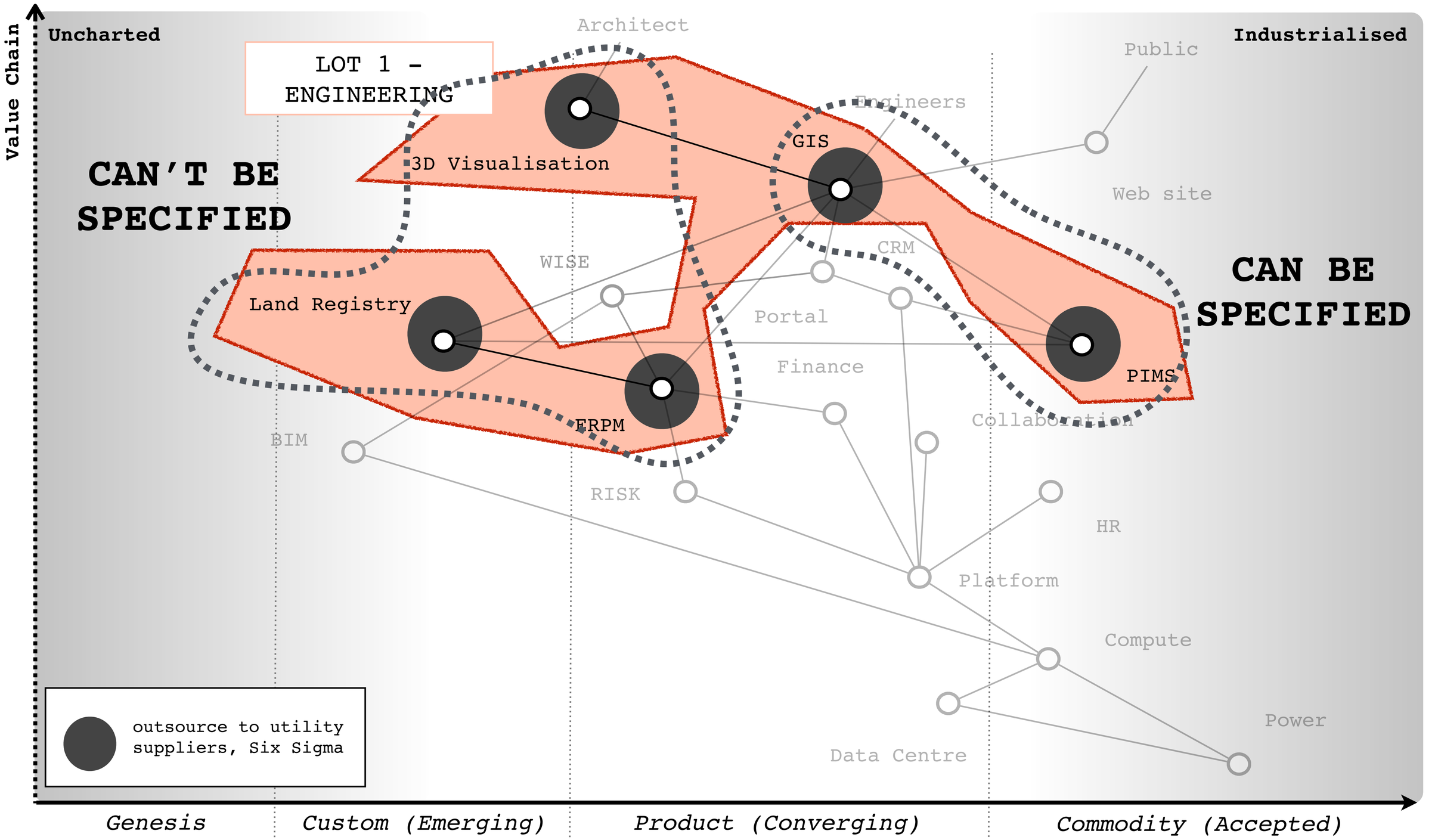

Value Chain
Uncharted
Industrialised
Architect
3D Visualisation
Public
Engineers
GIS
Web site
WISE
CRM
Portal
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

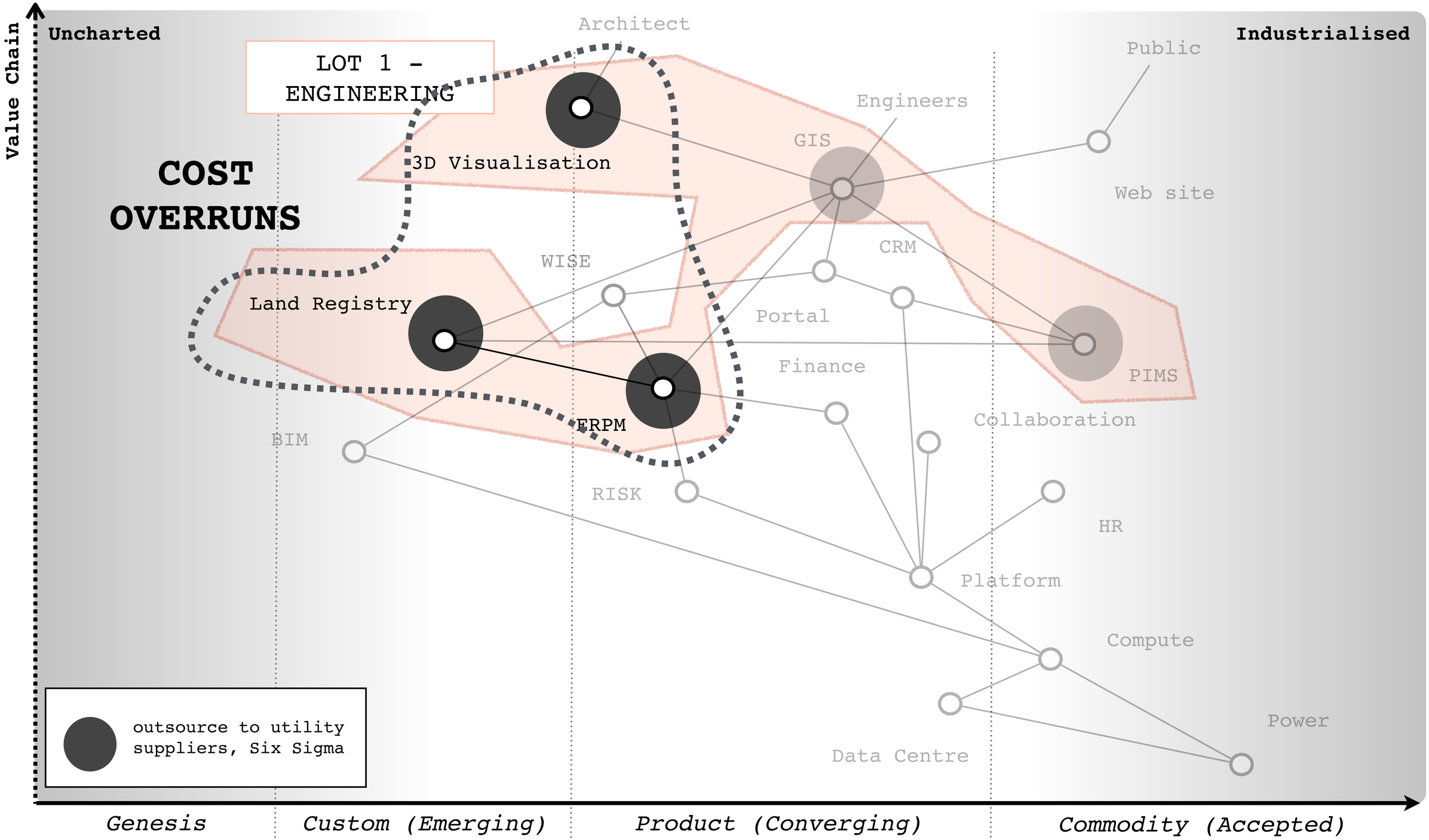

hain
Uncharted
Industrialised
PRINCIPLE
USE APPROPRIATE METHODS
Architect
3D Visualisation
Engineers
GIS
Public
Web site
WISE
Portal
CRM
Land Registry
PIMS
Finance
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)




LOT 1 - ENGINEERING
Engineers
GIS
Web site
Public
Portal
ERPM
Land Registry
PIMS
CRM
LOT 2 - USER EXPERIENCE
RISK
WISE
Finance
Platform
Collaboration
LOT 3 - BACK OFFICE
BIM
HR
Compute
3D Visualisation
Architects
LOT 4 - INFRASTRUCTURE
Data Centre
Power
outsource to utility suppliers, Six Sigma


Value Chain
Uncharted
Industrialised
LOT 1 - ENGINEERING
Architect
Public
Engineers
GIS
3D Visualisation
Web site
WISE
CRM
Land Registry
Portal
Finance
PIMS
ERPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
LOT 1 - ENGINEERING
CAN'T BE SPECIFIED
CAN BE SPECIFIED
Architect
Public
Engineers
GIS
3D Visualisation
Web site
CRM
WISE
Land Registry
Portal
Finance
PIMS
FRPM
Collaboration
BIM
RISK
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
LOT 1 - ENGINEERING
COST OVERRUNS
Architect
3D Visualisation
Land Registry
WISE
BIM
FRPM
RISK
Public
Engineers
GIS
Web site
CRM
Portal
Finance
PIMS
Collaboration
HR
Platform
Compute
Power
Data Centre
outsource to utility suppliers, Six Sigma
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)



Liam Maxwell @liammax Aug 26

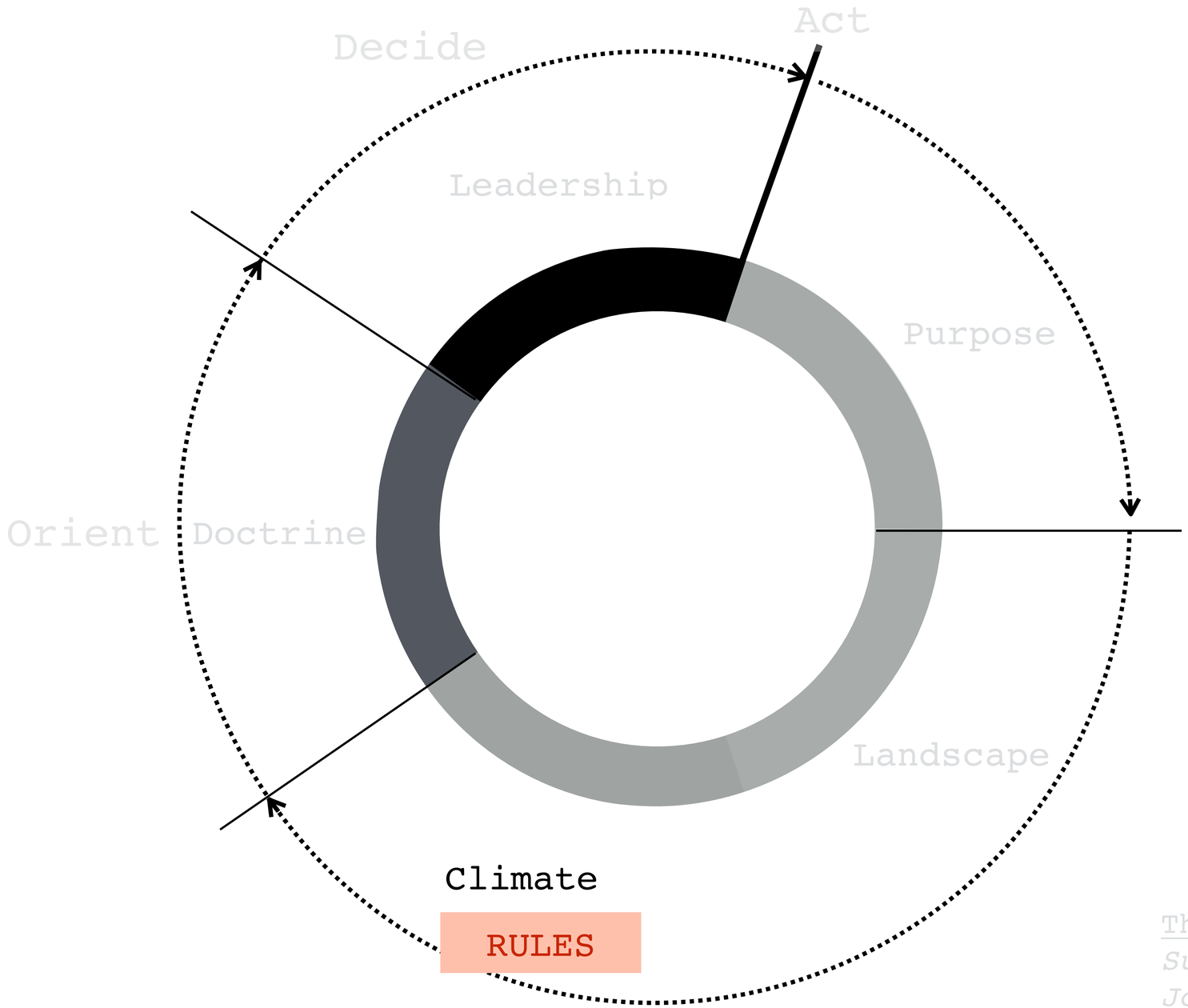
Replying to @adrianco @swardley

In 2014 using a Wardley Map we plotted how to remove one of the biggest blockers to tech reform. The service we created in 2015 has saved ..

Liam Maxwell @liammax Aug 26

Replying to @adrianco @swardley

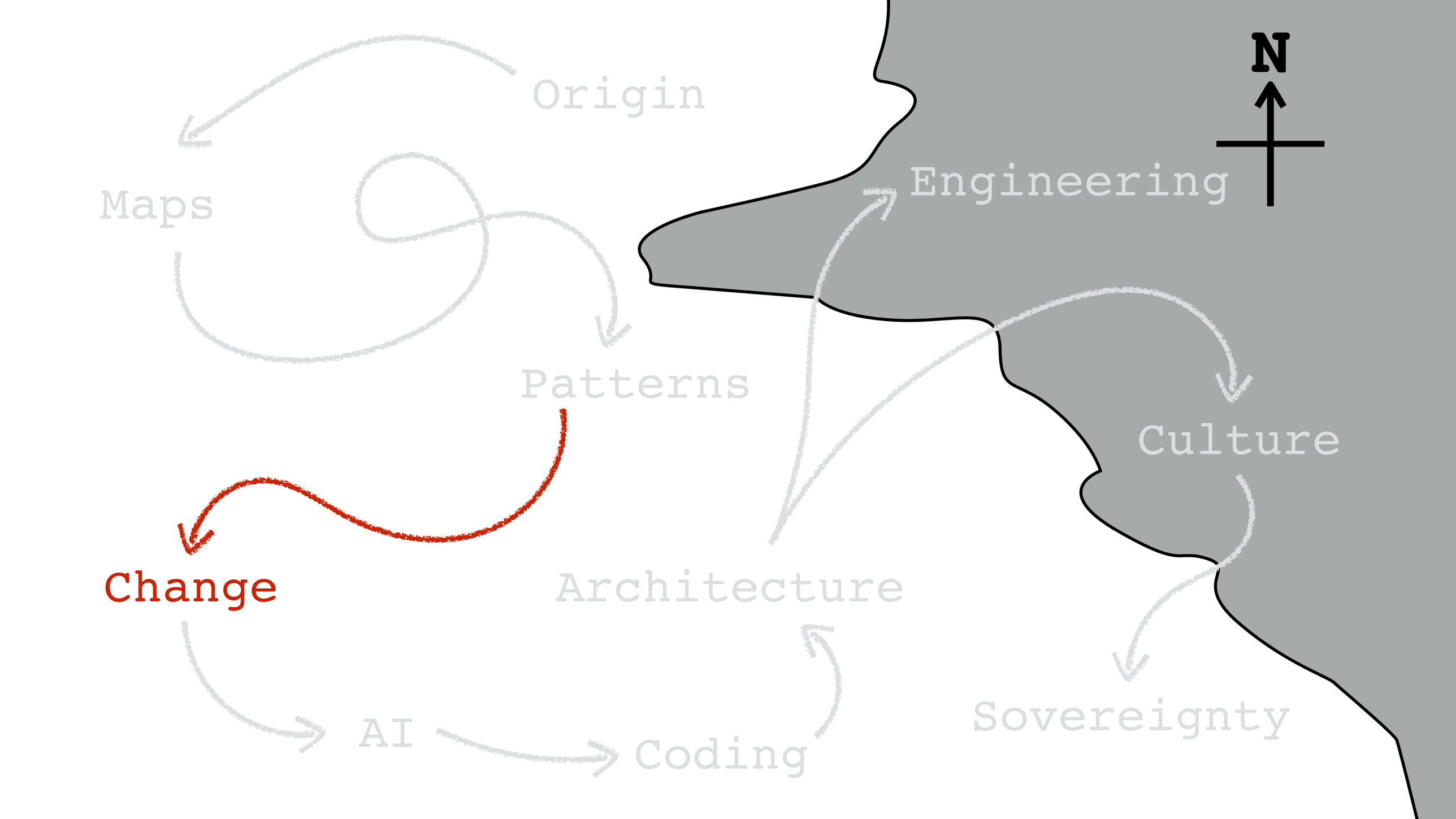
£425m and will likely save north of £1.5bn in its lifetime. At MapCamp I'll show how we spotted it and why

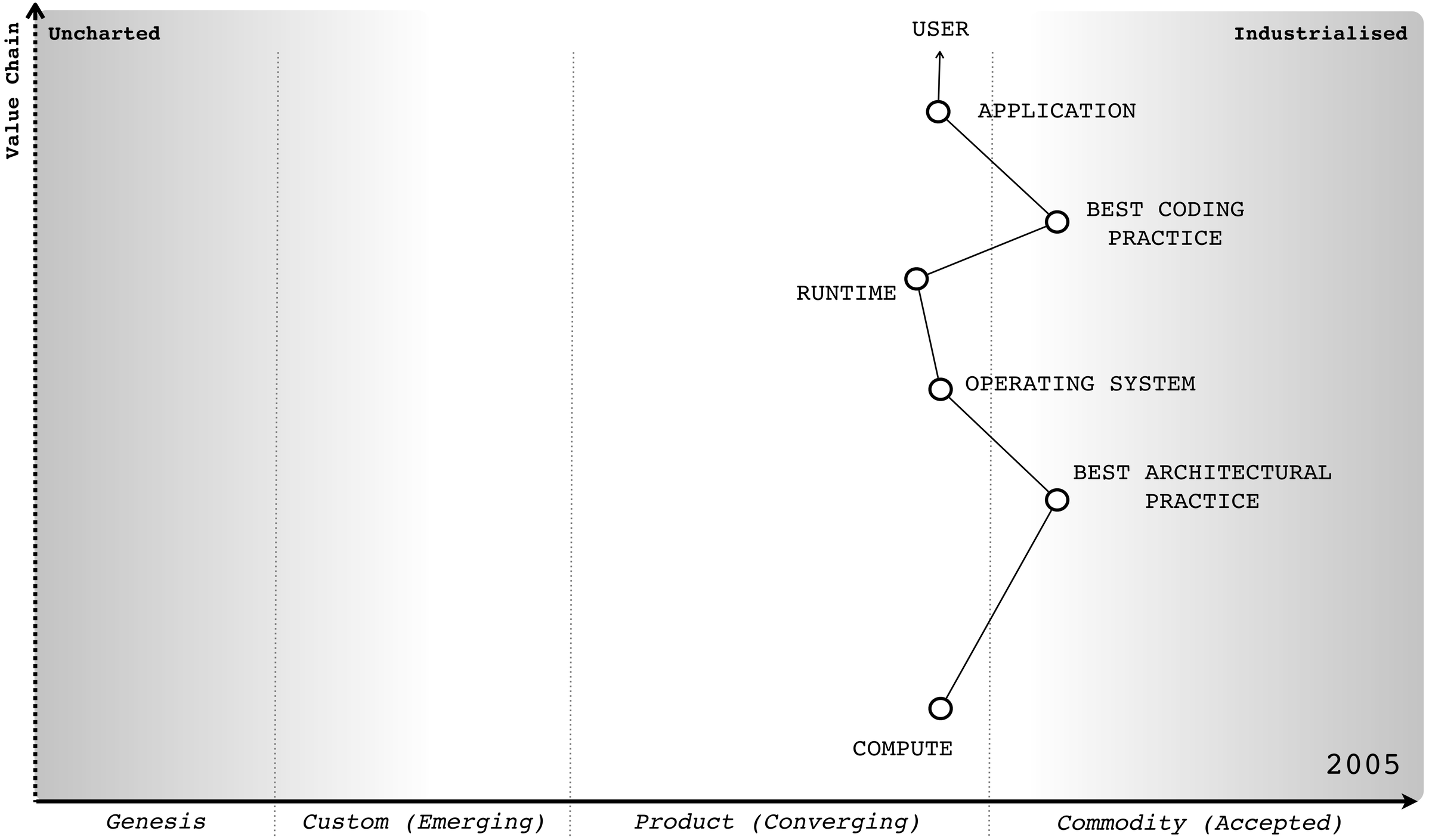


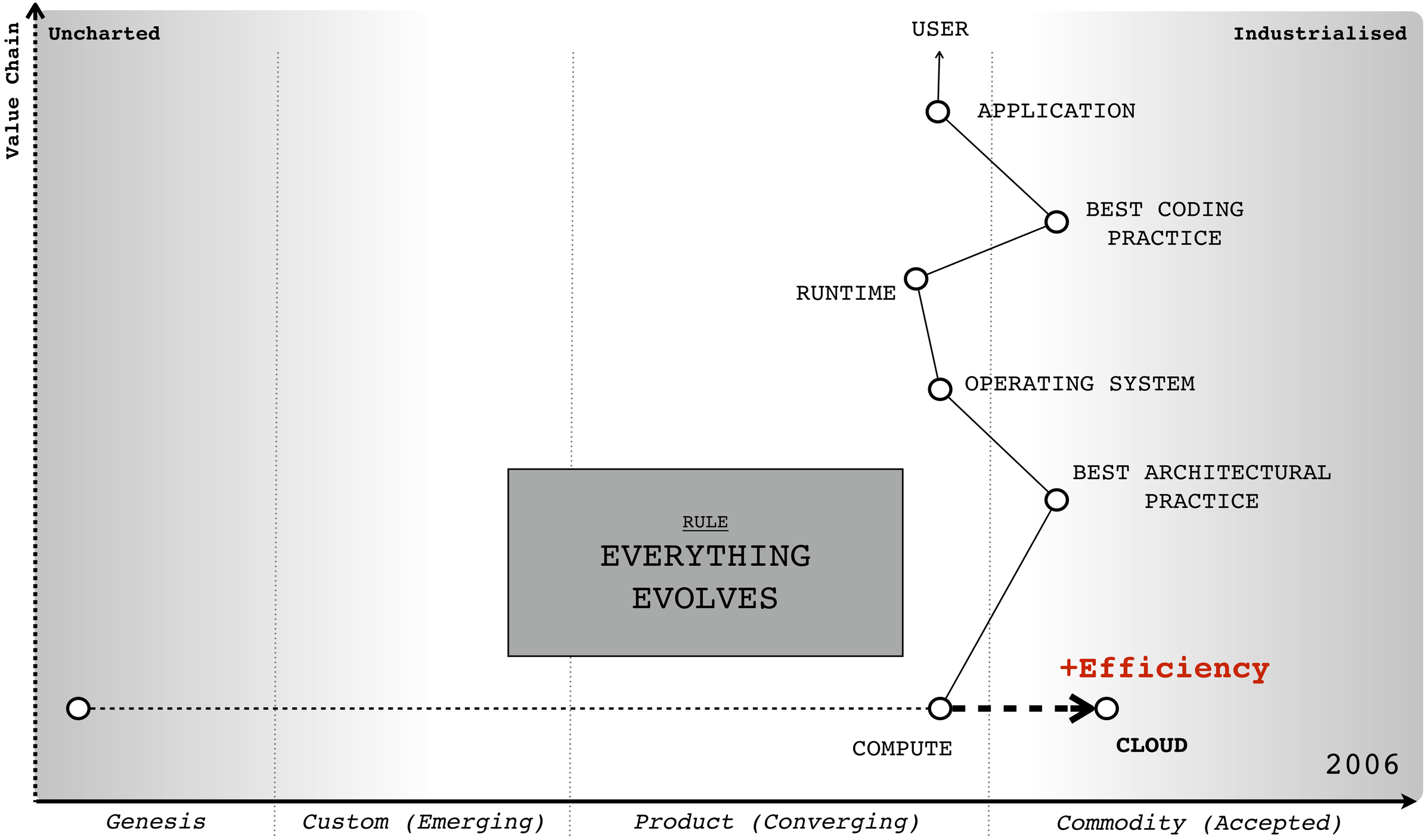
The Strategy Cycle

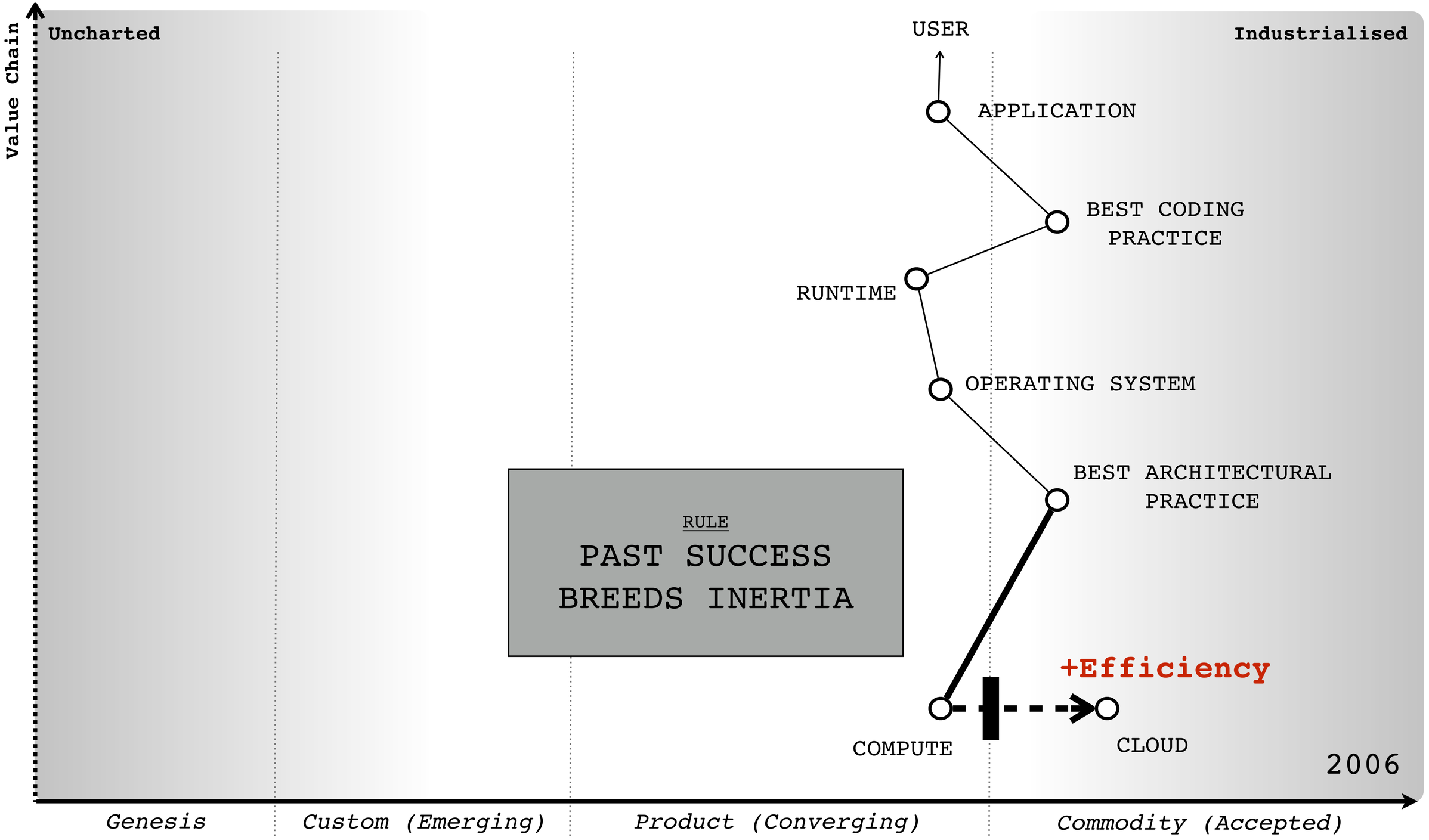
Sun Tzu's five factors

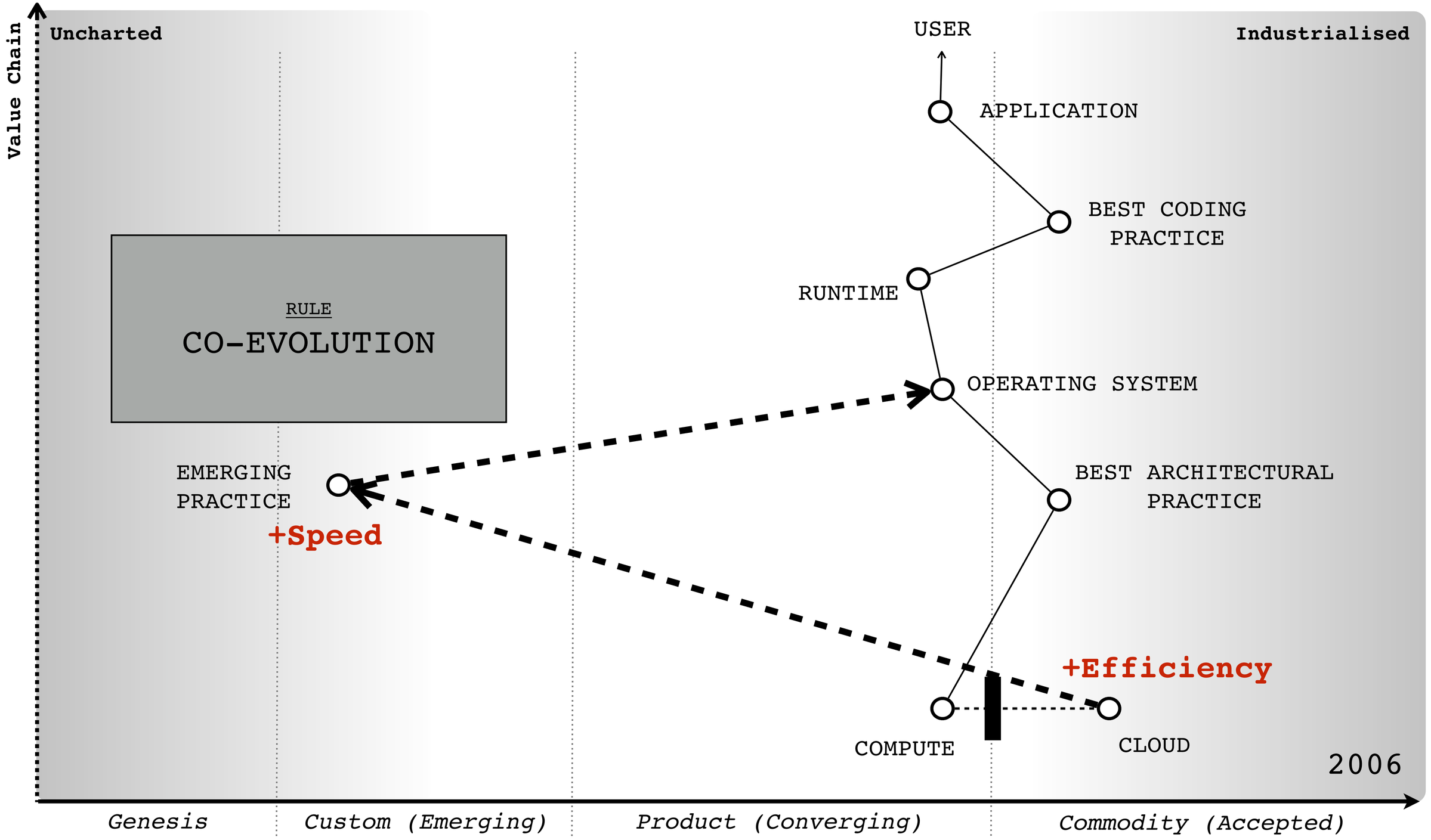
John Boyd's OODA loop

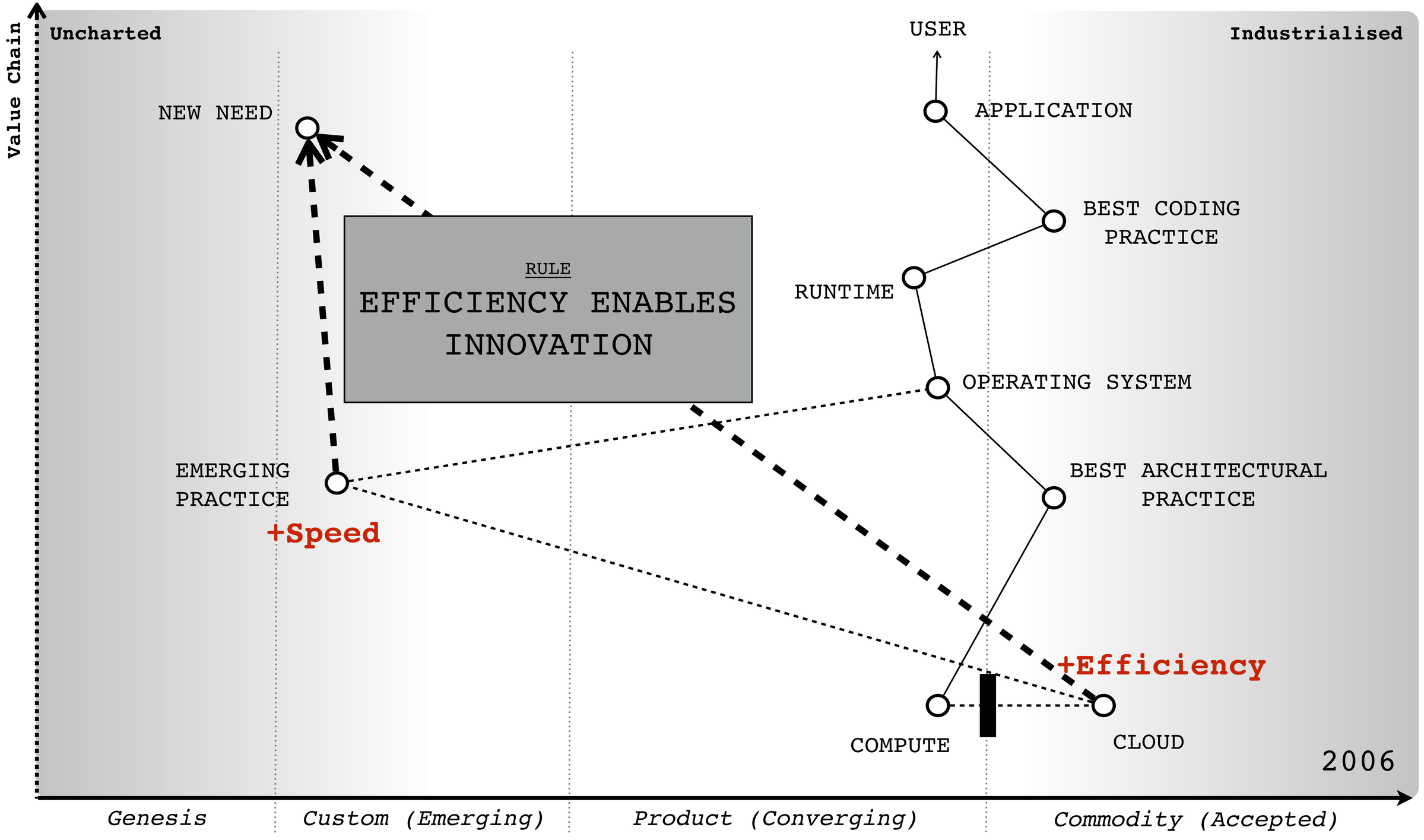

Origin
Maps
Patterns
Change
Architecture
AI
Coding
Engineering
Culture
Sovereignty
N

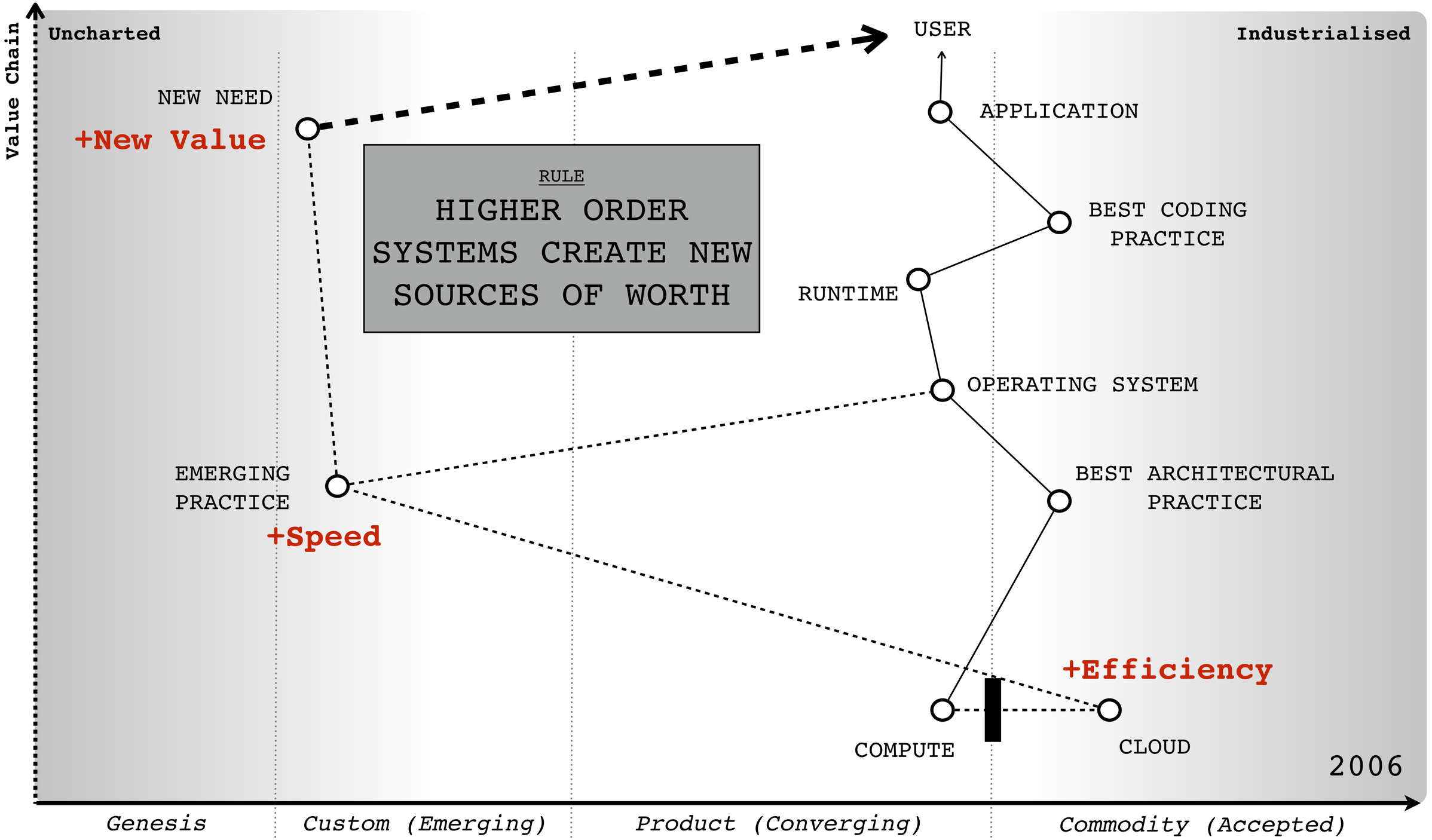

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
COMPUTE
2005
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

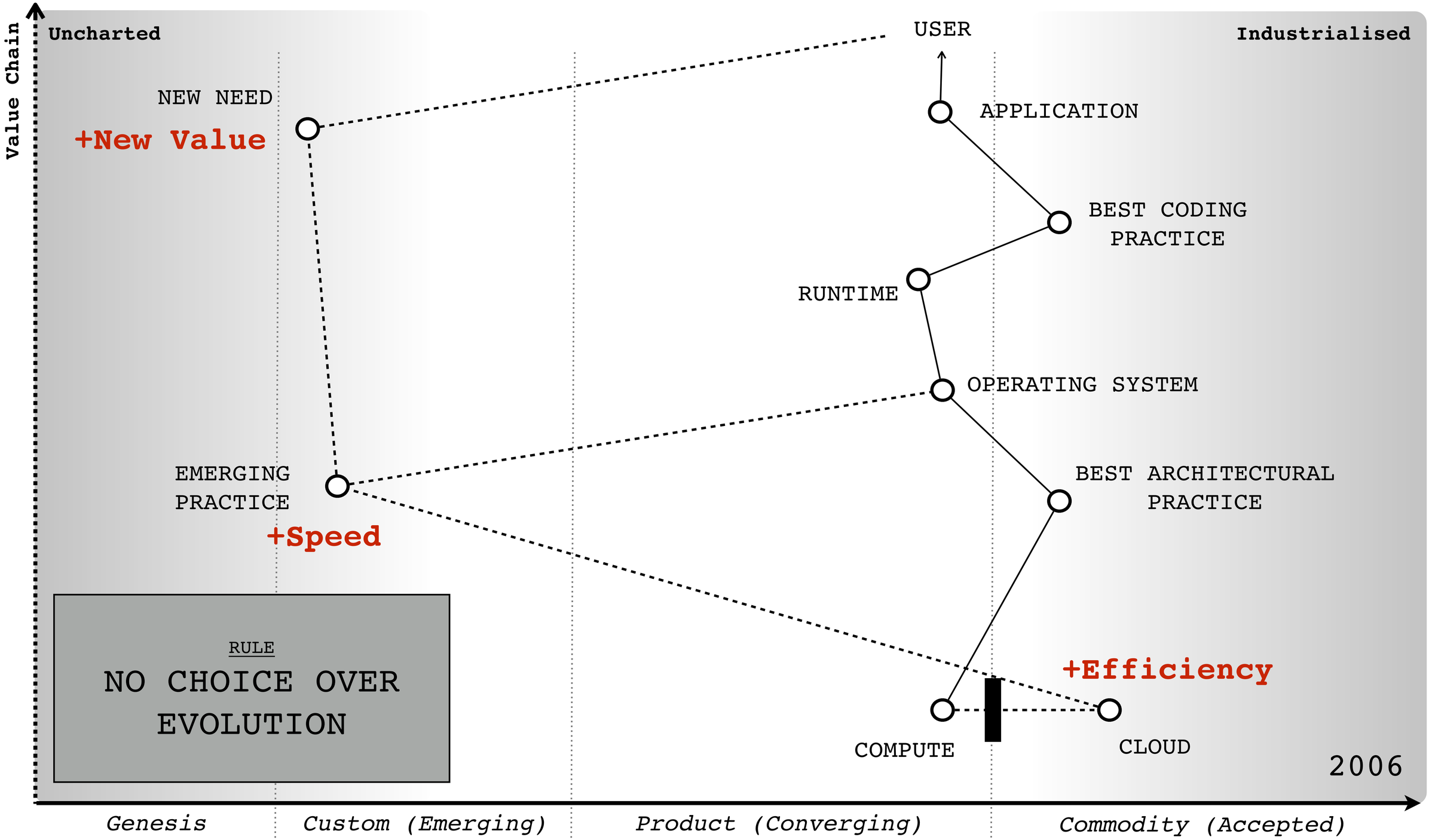

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
RULE
EVERYTHING EVOLVES
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

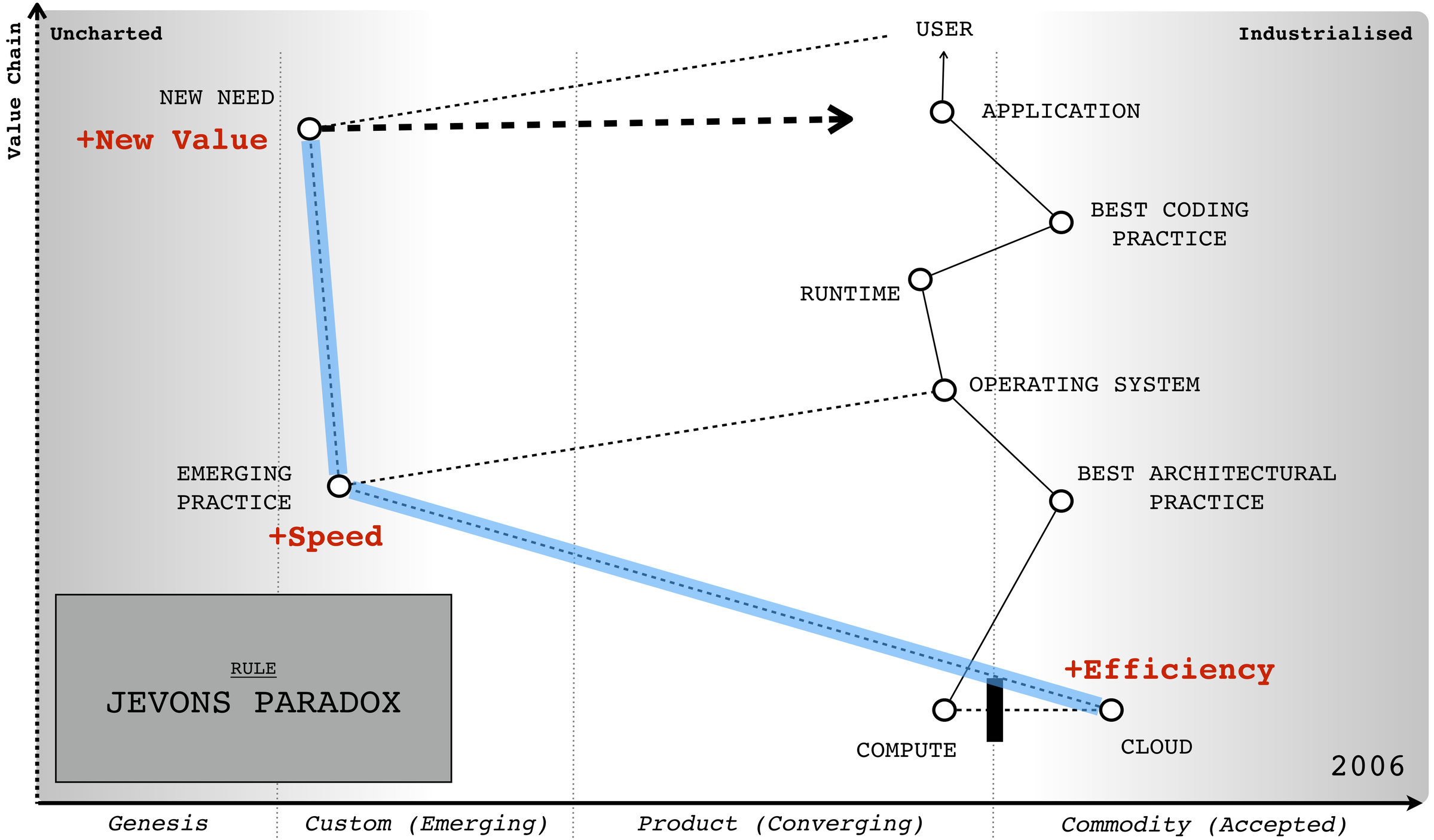

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
RULE
PAST SUCCESS BREEDS INERTIA
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
BEST ARCHITECTURAL PRACTICE
RULE
CO-EVOLUTION
EMERGING PRACTICE
+Speed
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
BEST CODING PRACTICE
RUNTIME
RULE
EFFICIENCY ENABLES INNOVATION
OPERATING SYSTEM
EMERGING PRACTICE
BEST ARCHITECTURAL PRACTICE
+Speed
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
RULE
HIGHER ORDER SYSTEMS CREATE NEW SOURCES OF WORTH
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
+Speed
BEST ARCHITECTURAL PRACTICE
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
+Speed
BEST ARCHITECTURAL PRACTICE
RULE
NO CHOICE OVER EVOLUTION
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
+Speed
BEST ARCHITECTURAL PRACTICE
RULE
JEVONS PARADOX
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

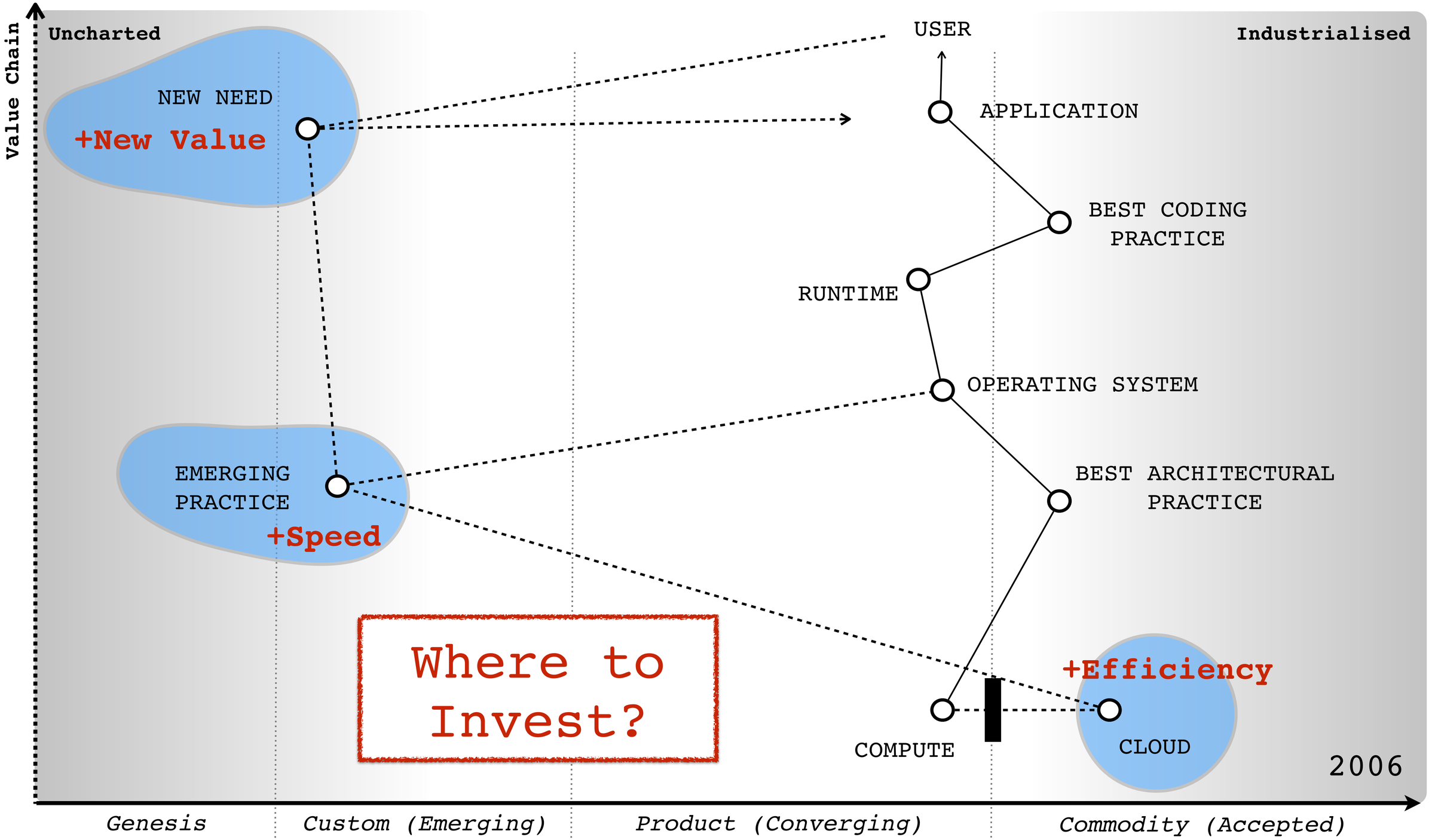
Cloud and The Death of the Sysadmin

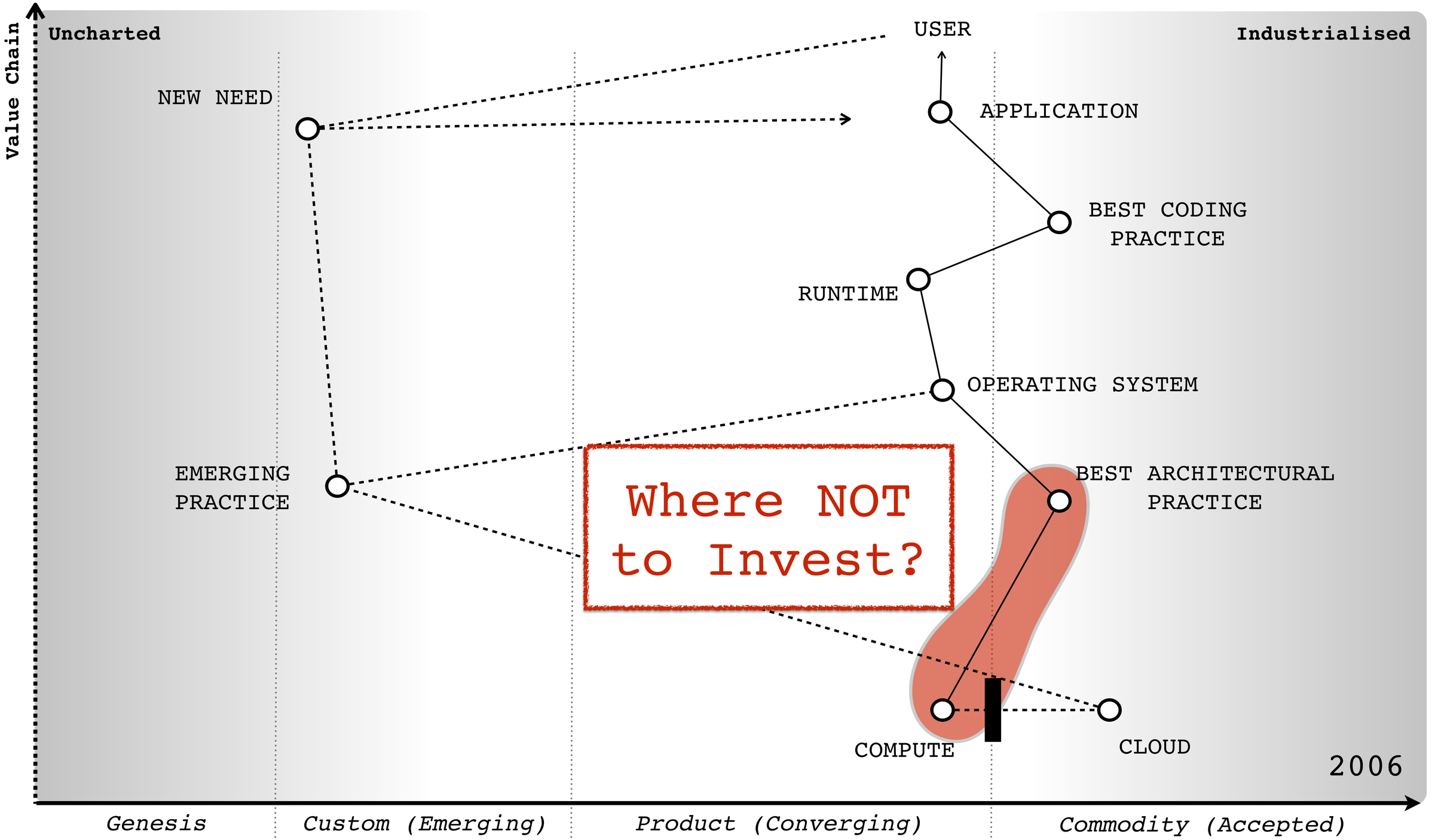
By **Reuters**

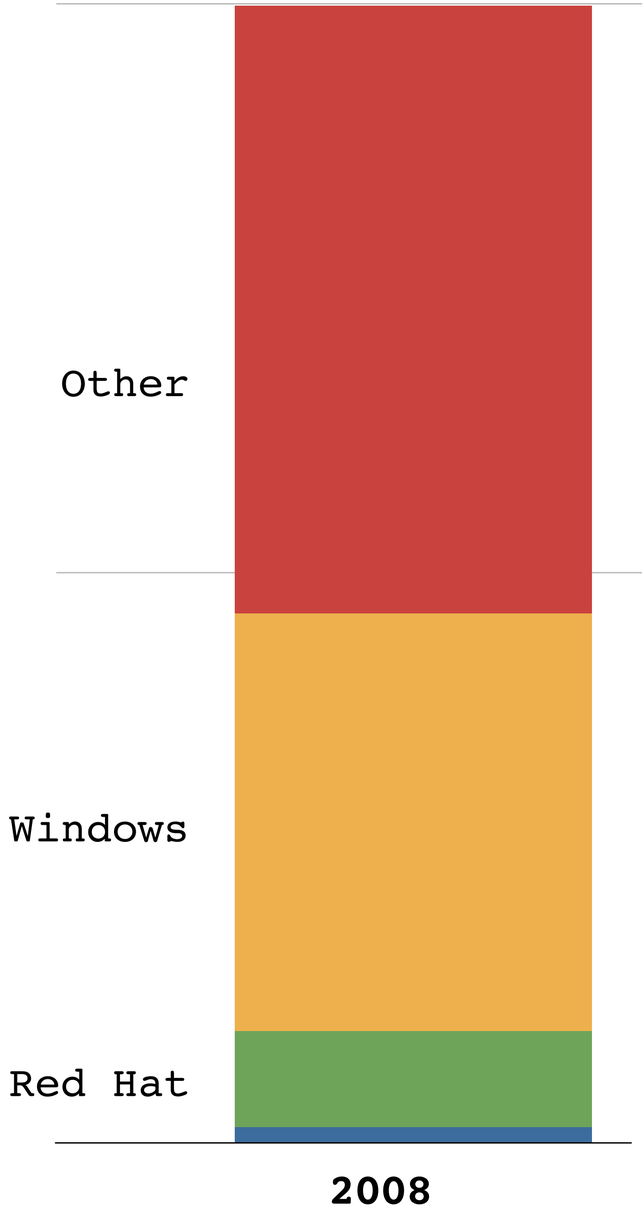
March 11, 2010 1:43 AM GMT · Updated March 11, 2010

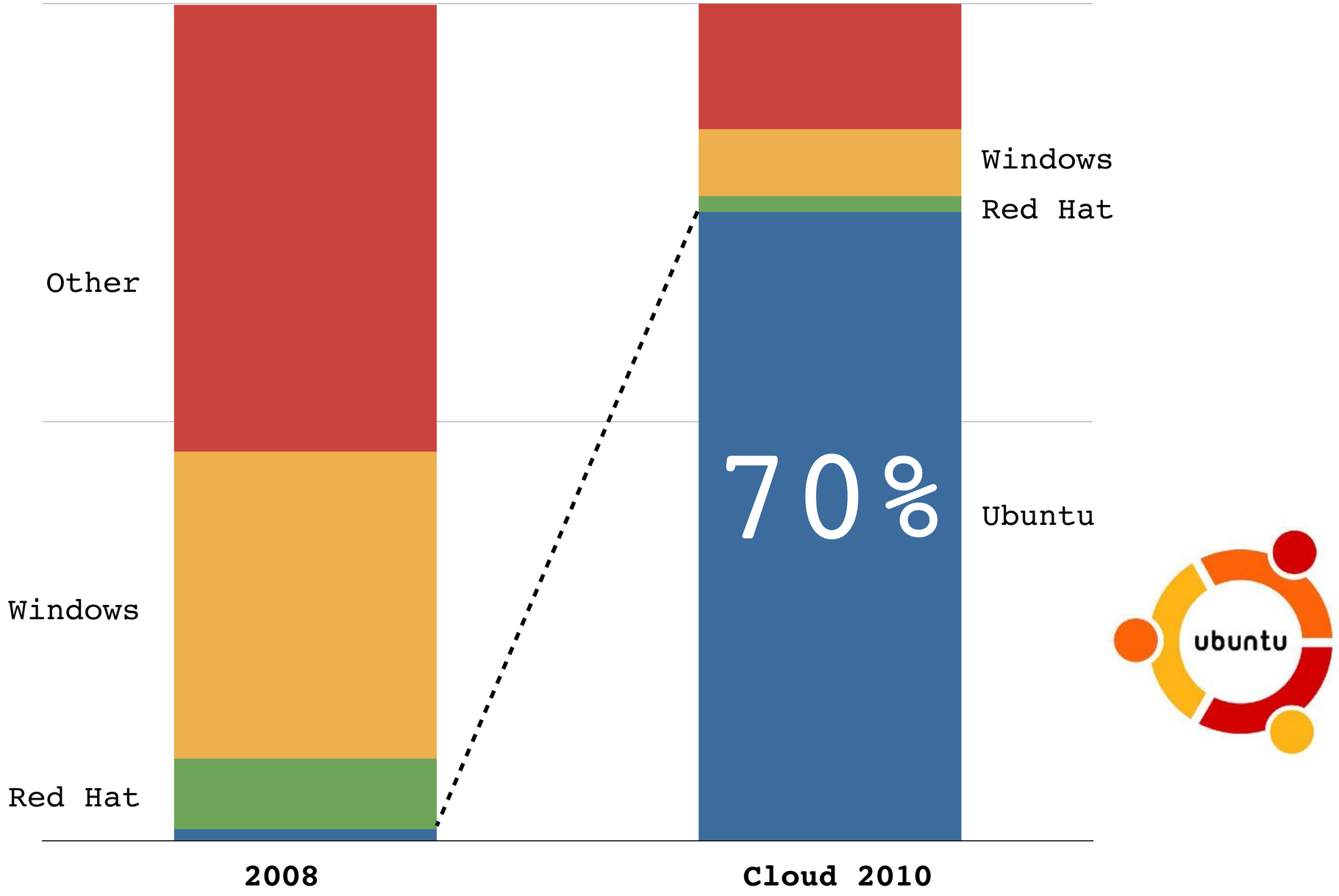
For as long as there have been computer systems, there have been system administrators. These hardy souls are the glue of data centers, provisioning and managing systems: a mix of hardware, storage, OS, middleware, and application software. The best system administrators are like human Swiss Army Knives, armed with every skill needed to keep a system up and humming. In some respects, system administrators function like auto mechanics, needing keen diagnostic skills and repair capabilities to keep a complex mixture of disparate systems operating as a whole.

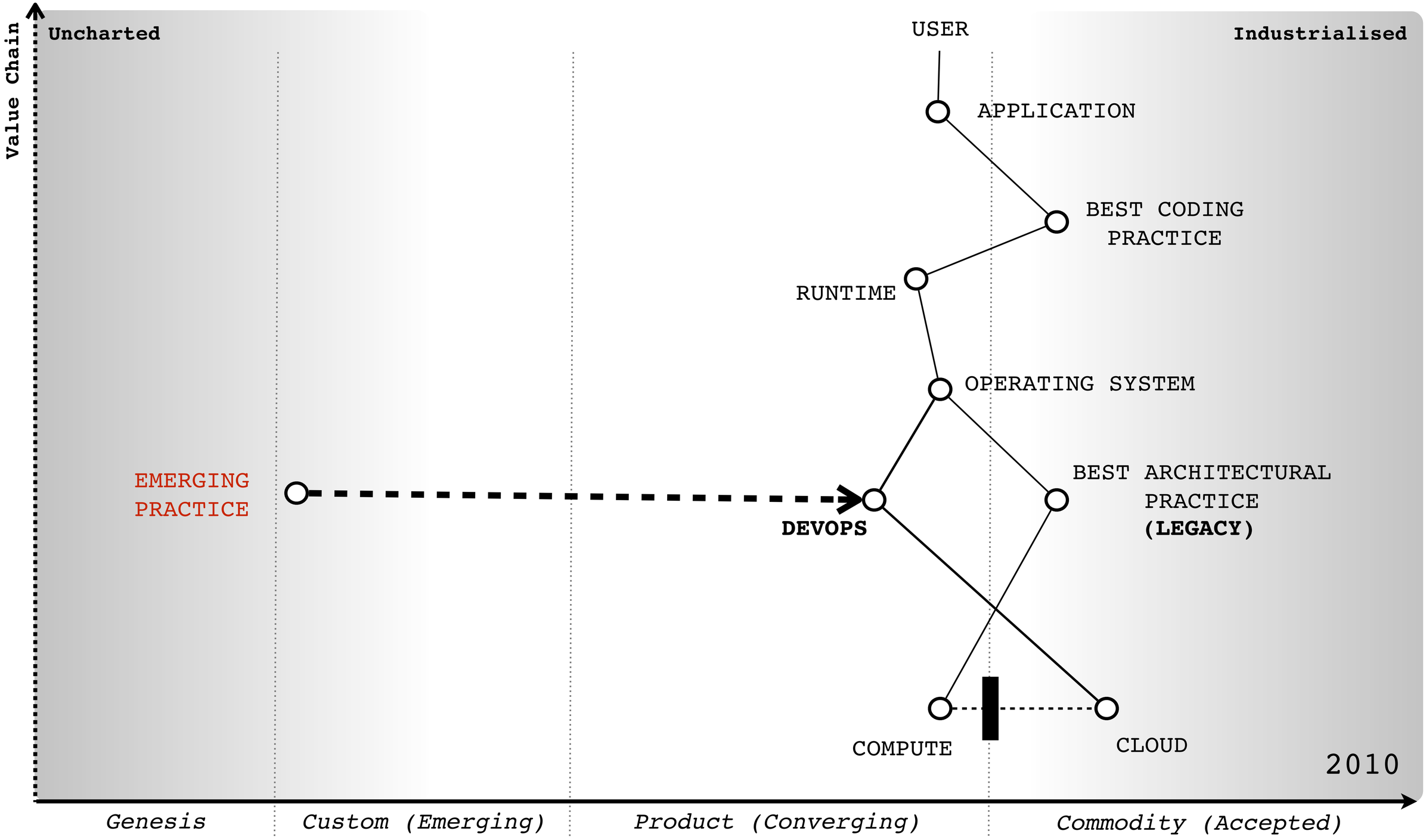

SO WHAT?

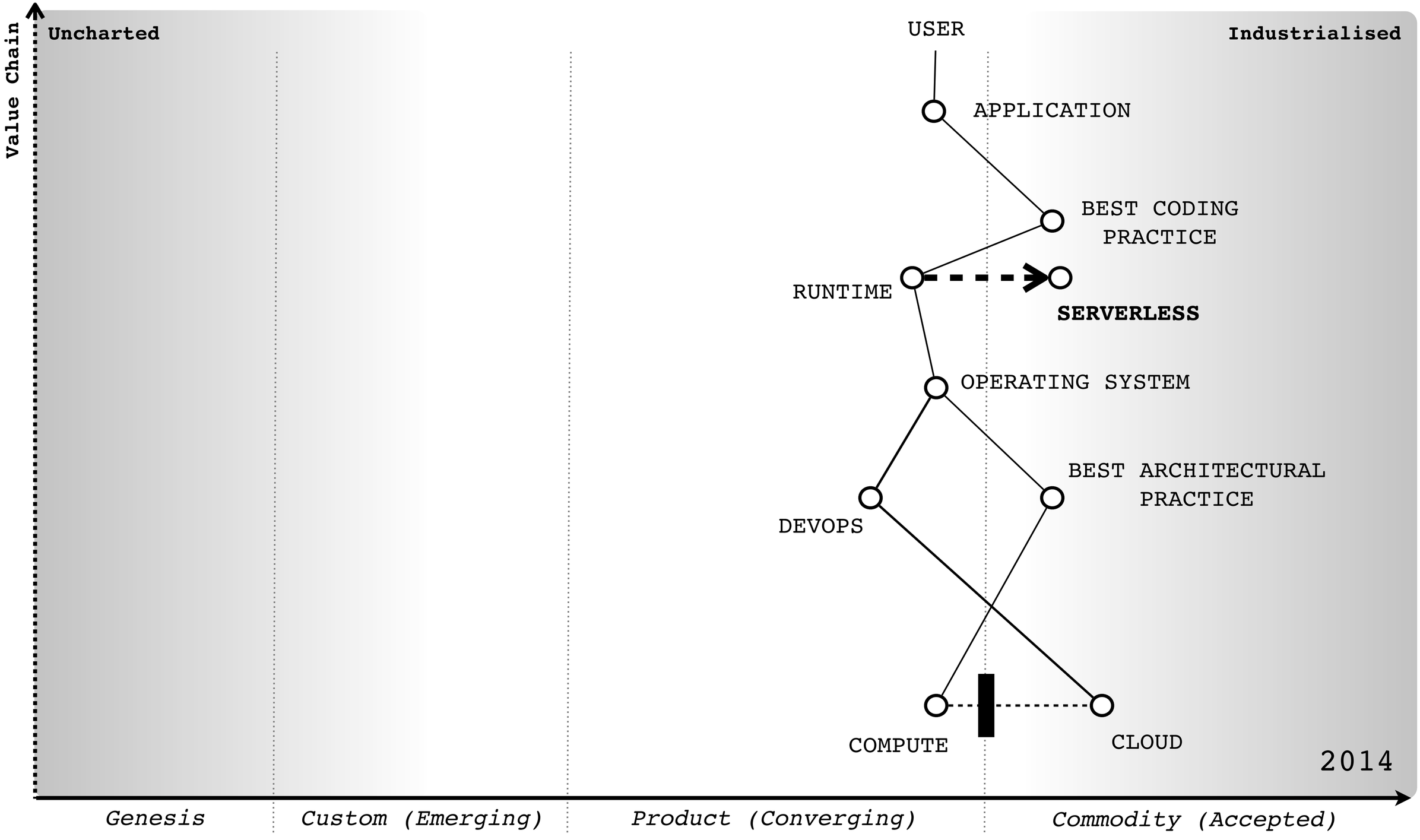

Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
+Speed
BEST ARCHITECTURAL PRACTICE
Where to Invest?
+Efficiency
COMPUTE
CLOUD
2006
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

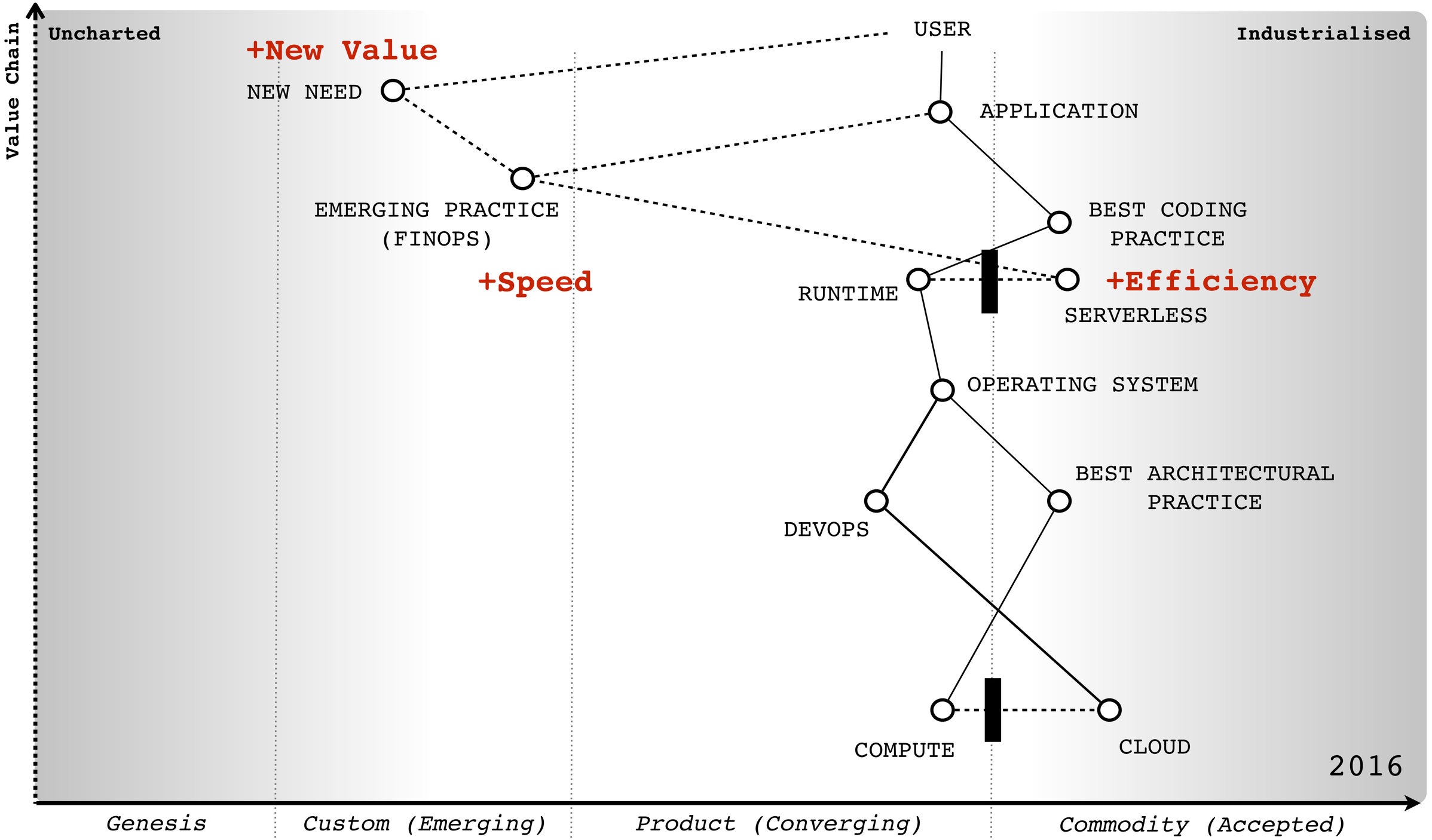

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
BEST ARCHITECTURAL PRACTICE
Where NOT to Invest?
COMPUTE
CLOUD
2006
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

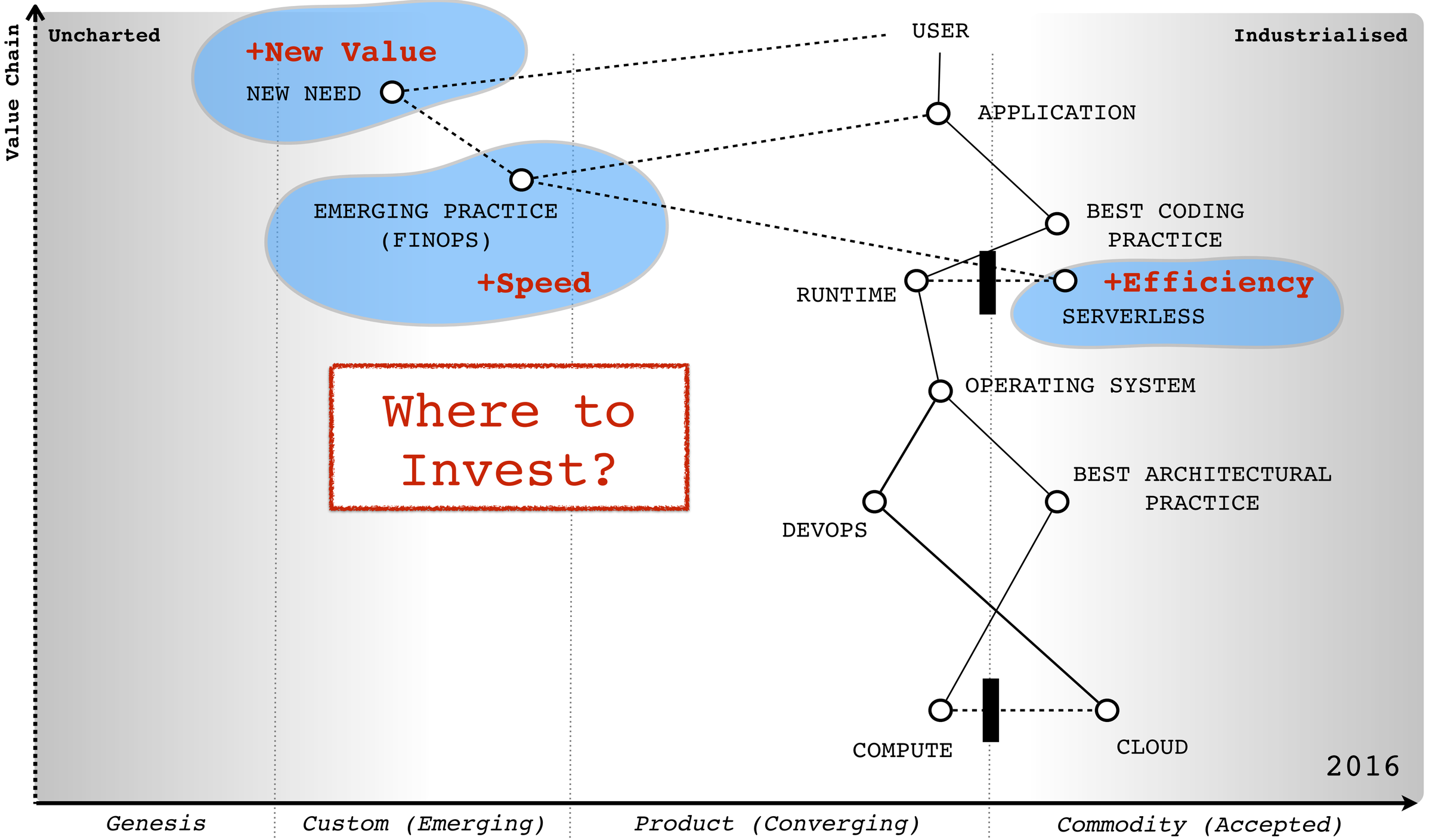

Other
Windows
Red Hat
2008

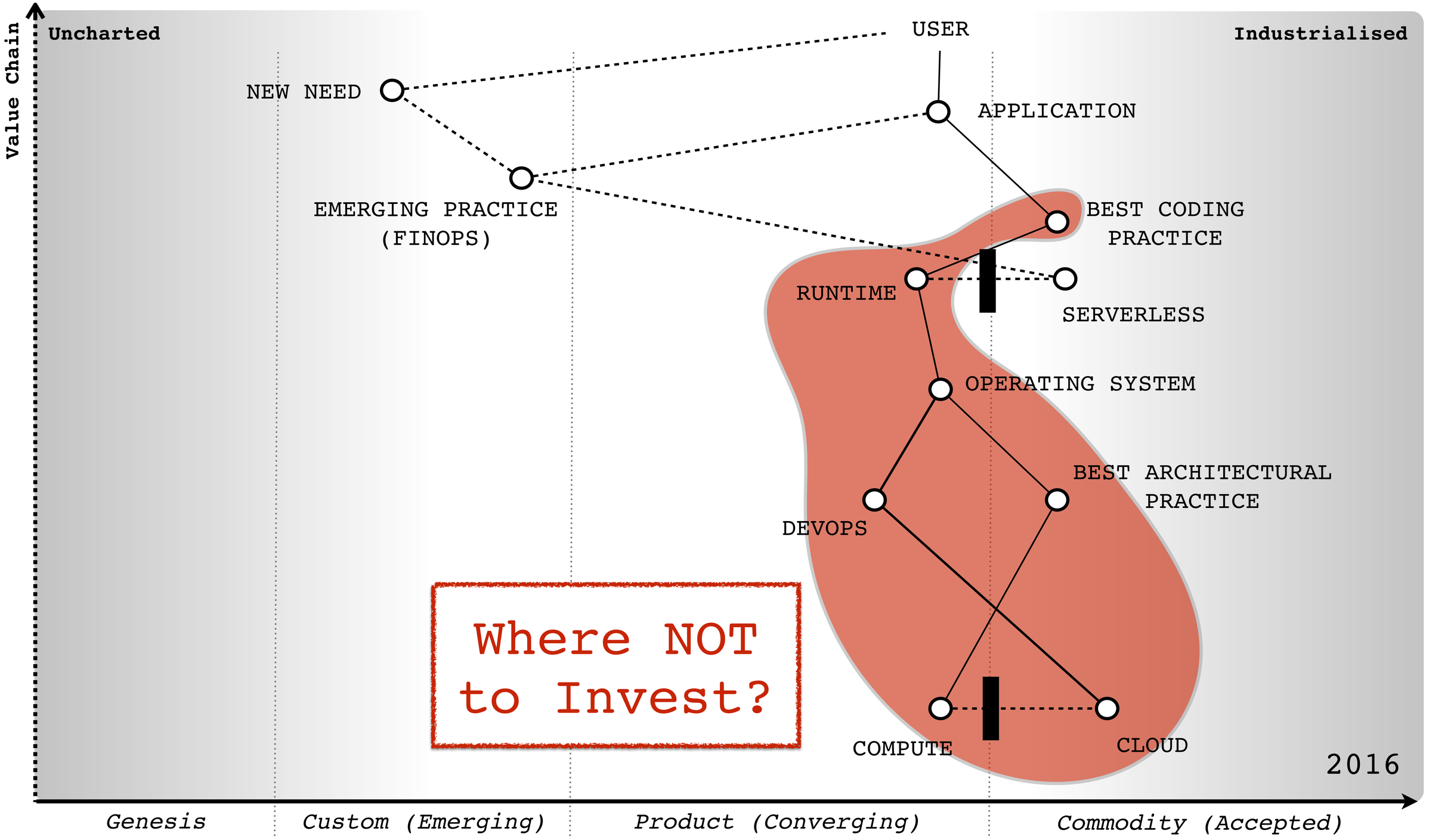

Other
Windows
Red Hat
70%
Windows
Red Hat
Ubuntu
2008
Cloud 2010


Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING PRACTICE
RUNTIME
OPERATING SYSTEM
EMERGING PRACTICE
DEVOPS
BEST ARCHITECTURAL PRACTICE (LEGACY)
COMPUTE
CLOUD
2010
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

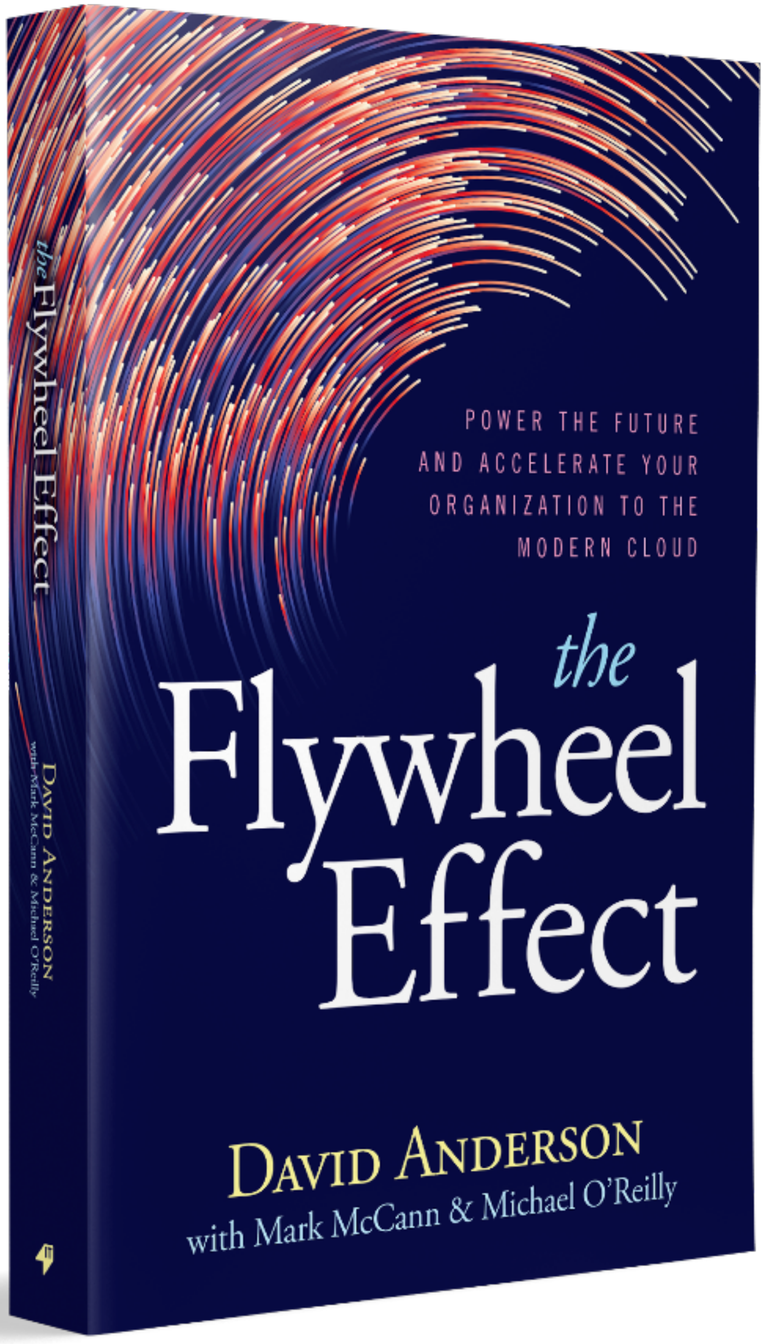

Value Chain
Uncharted
Industrialised
USER
APPLICATION
BEST CODING
PRACTICE
RUNTIME
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
2014
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

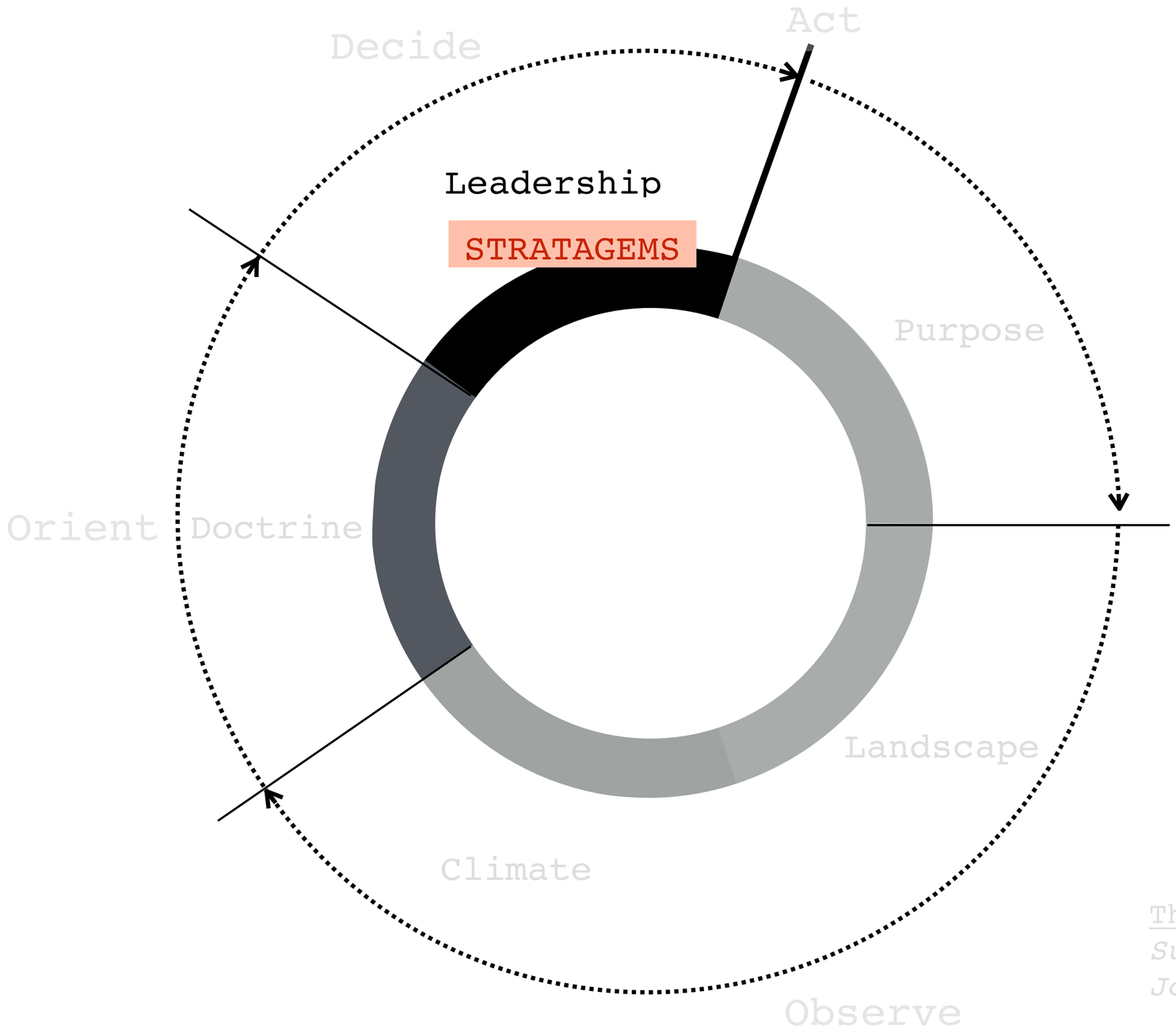

Value Chain
Uncharted
Industrialised
+New Value
USER
NEW NEED
APPLICATION
EMERGING PRACTICE
(FINOPS)
BEST CODING
PRACTICE
+Speed
RUNTIME
+Efficiency
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
2016
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
+New Value
NEW NEED
USER
APPLICATION
EMERGING PRACTICE
(FINOPS)
+Speed
BEST CODING
PRACTICE
RUNTIME
+Efficiency
SERVERLESS
Where to
Invest?
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
2016
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
EMERGING PRACTICE
(FINOPS)
BEST CODING
PRACTICE
RUNTIME
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
Where NOT
to Invest?
COMPUTE
CLOUD
2016
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)



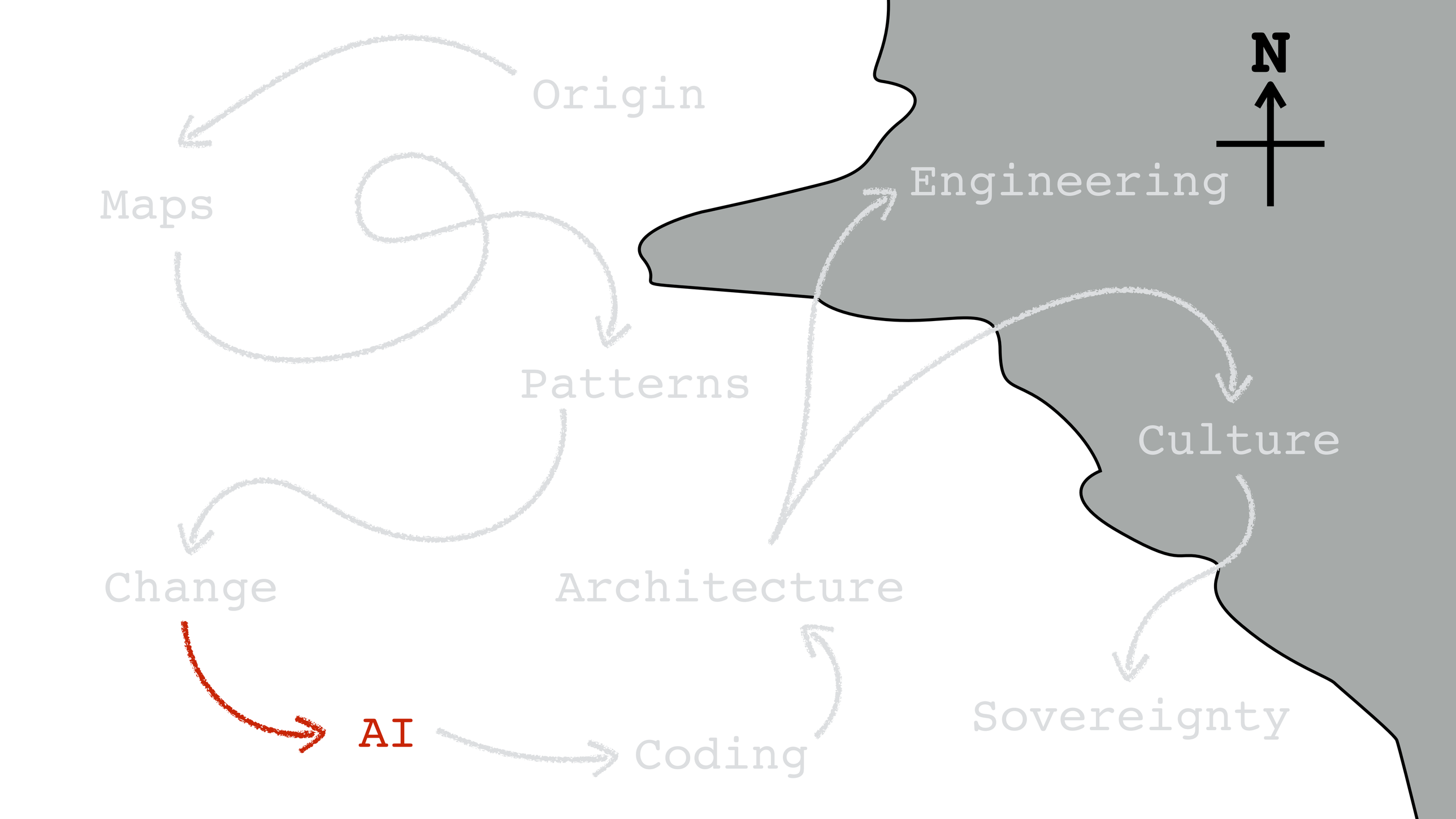

the Flywheel Effect
David Anderson
with Mark McCann & Michael O'Reilly
POWER THE FUTURE
AND ACCELERATE YOUR
ORGANIZATION TO THE
MODERN CLOUD
the
Flywheel
Effect
David Anderson
with Mark McCann & Michael O'Reilly

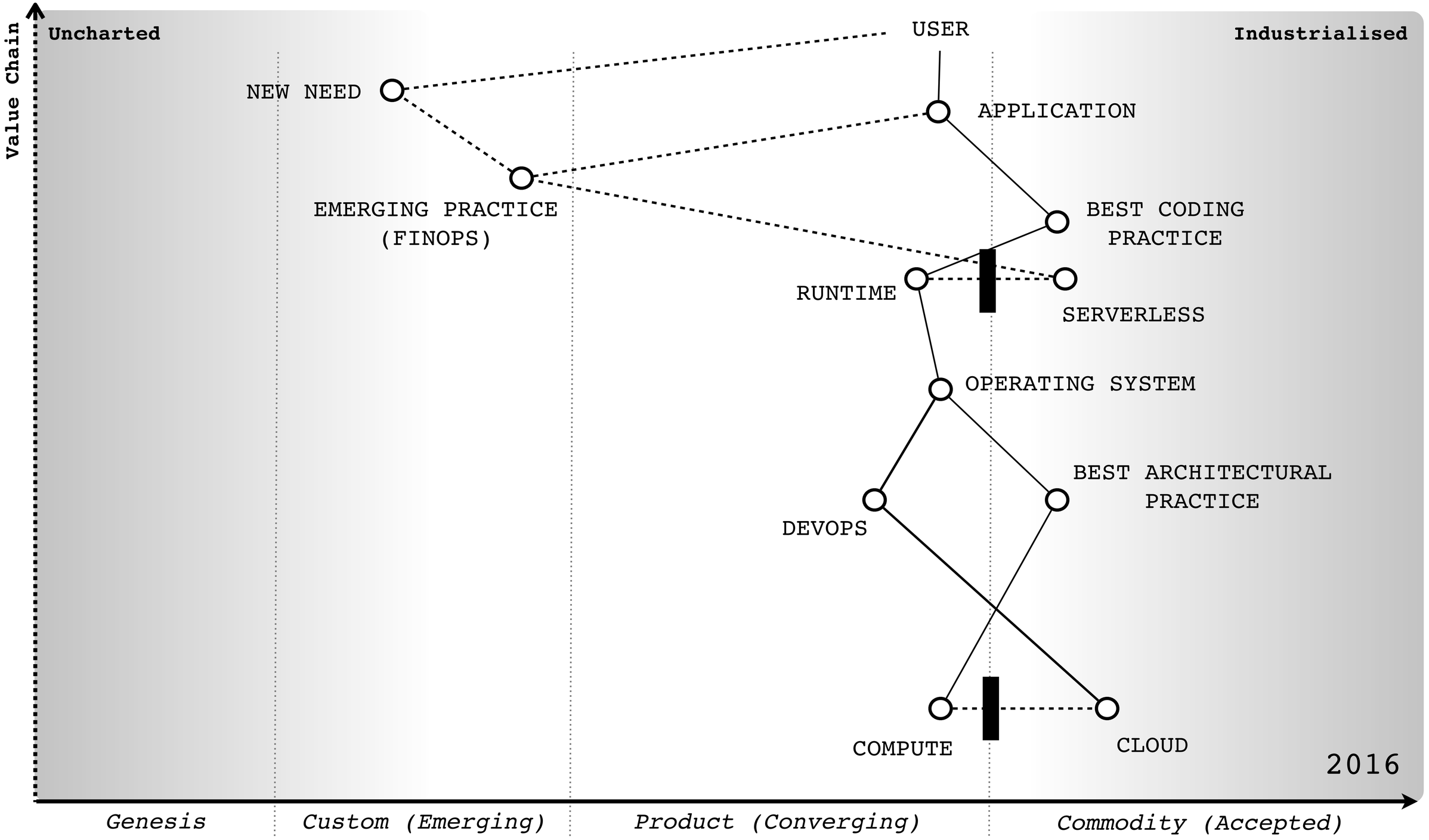


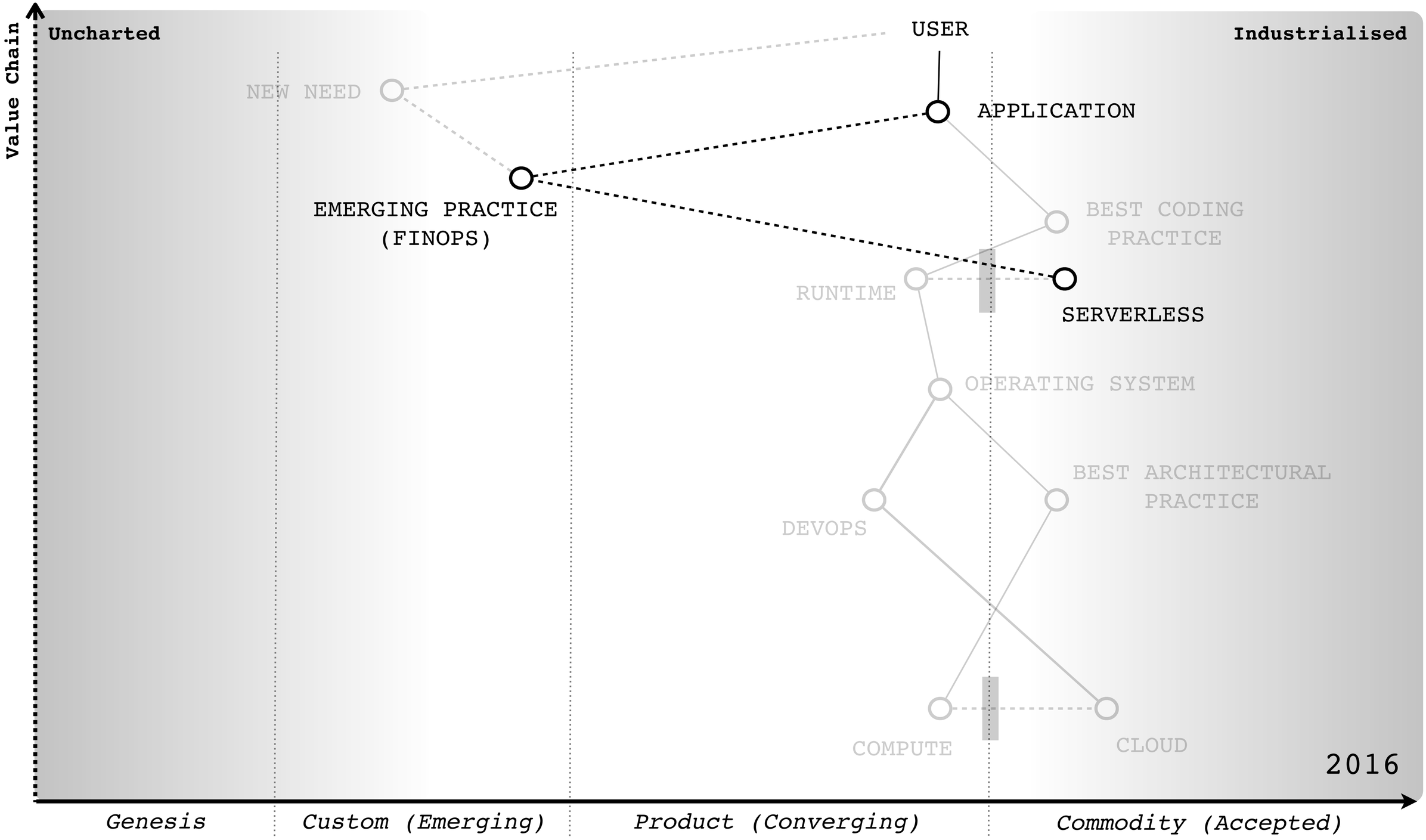
The Strategy Cycle

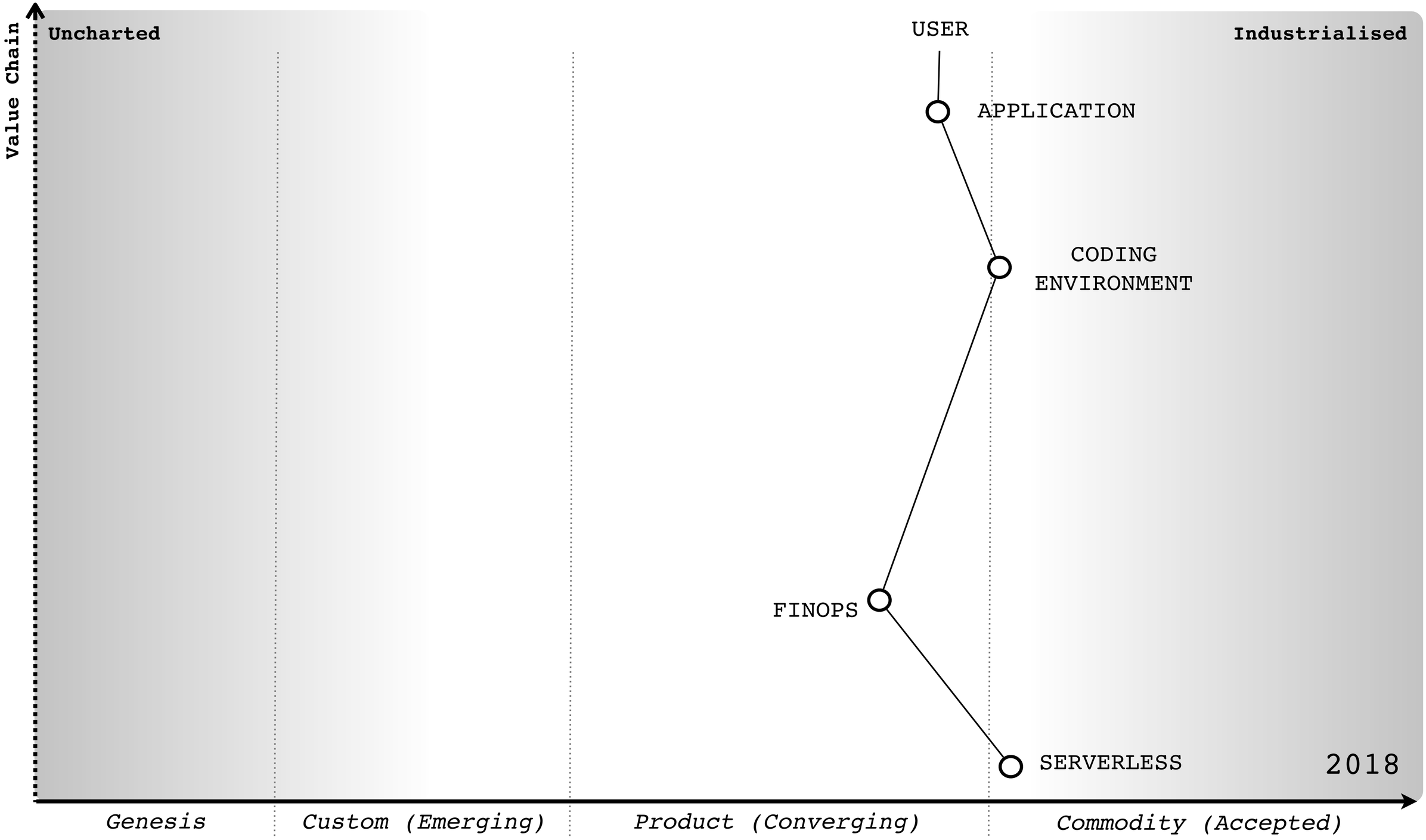
Sun Tzu's five factors

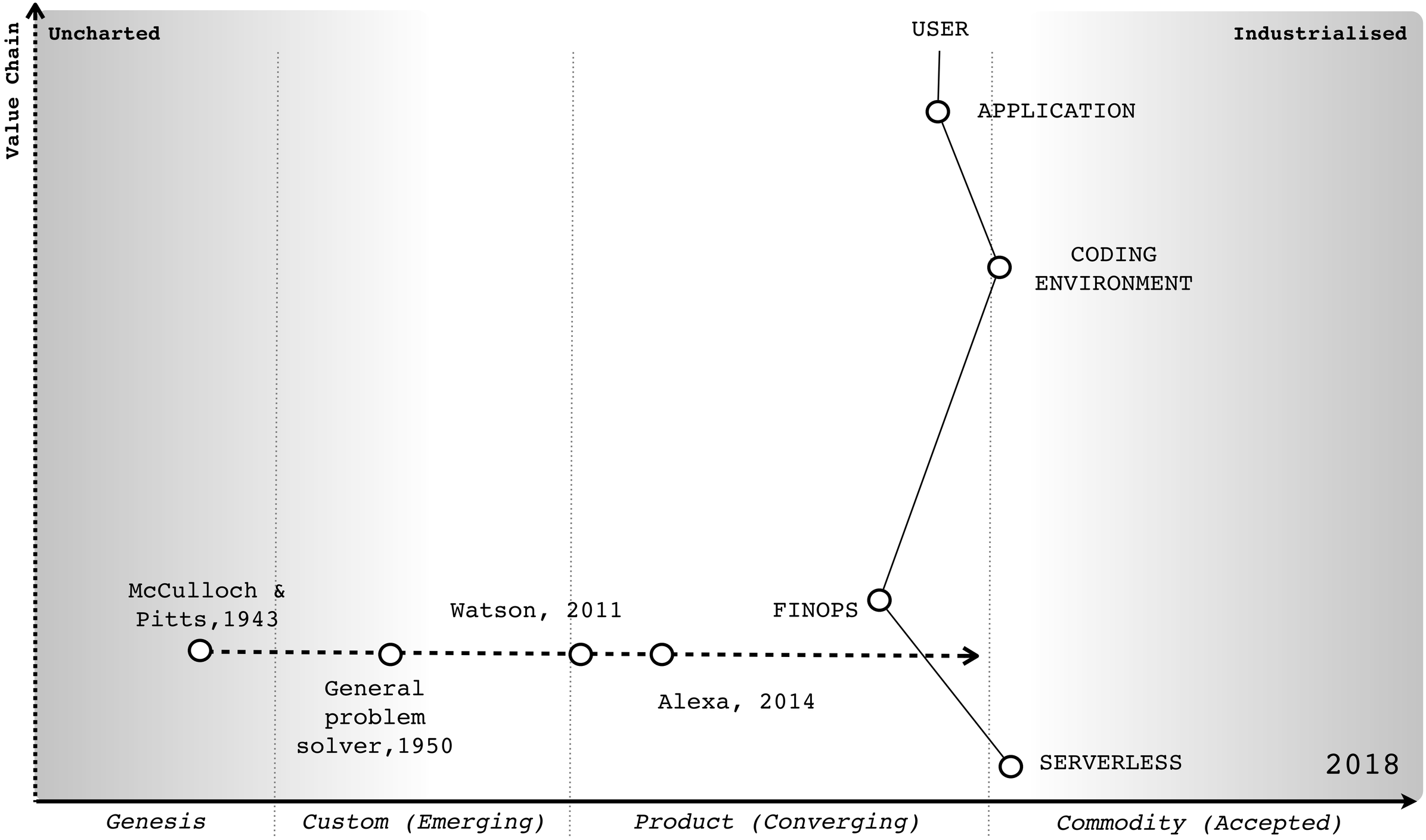
John Boyd's OODA loop

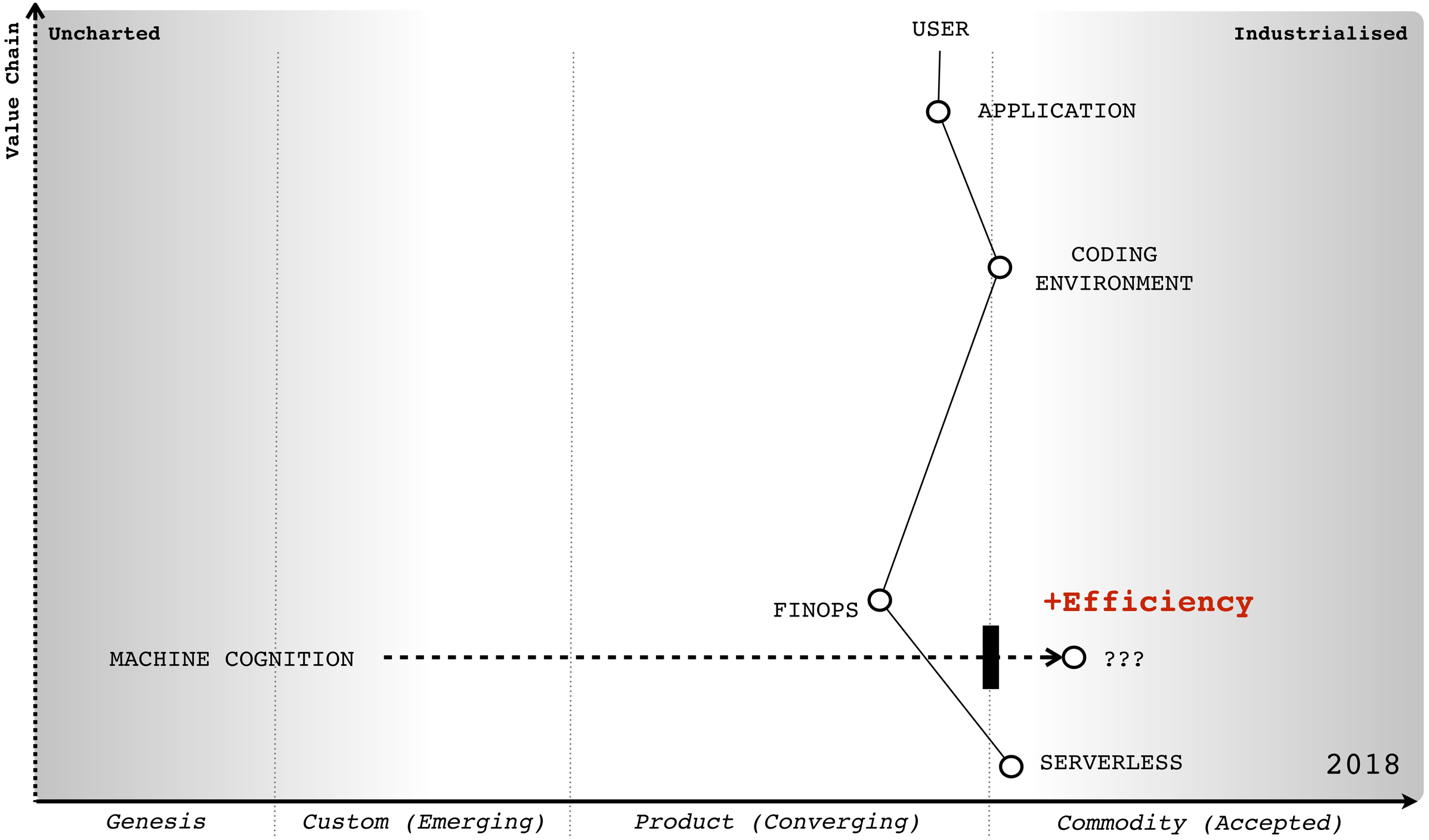

Origin
Maps
Patterns
Change
AI
Coding
Architecture
Engineering
Culture
Sovereignty
N

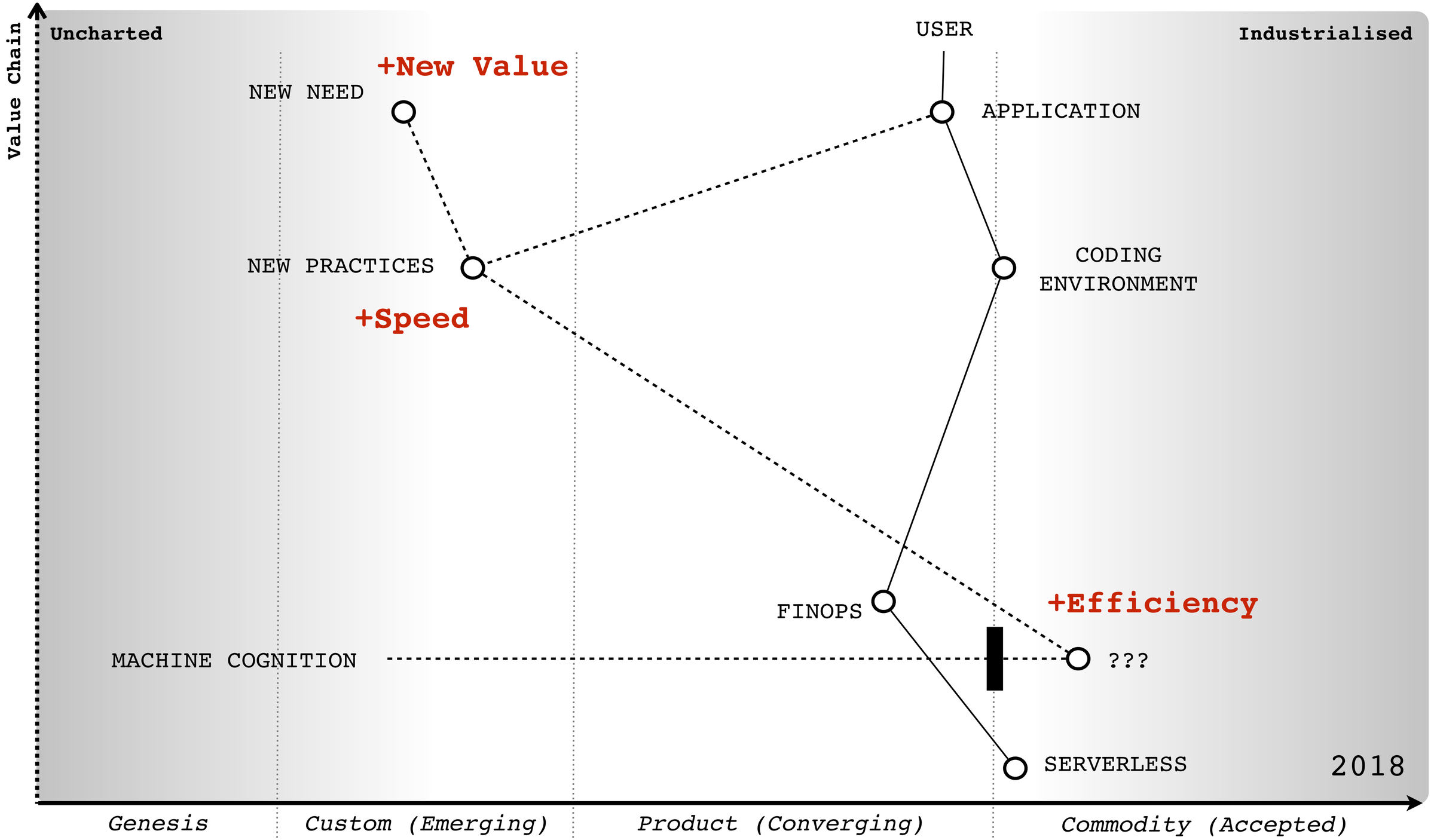

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
EMERGING PRACTICE
(FINOPS)
BEST CODING
PRACTICE
RUNTIME
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
2016
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

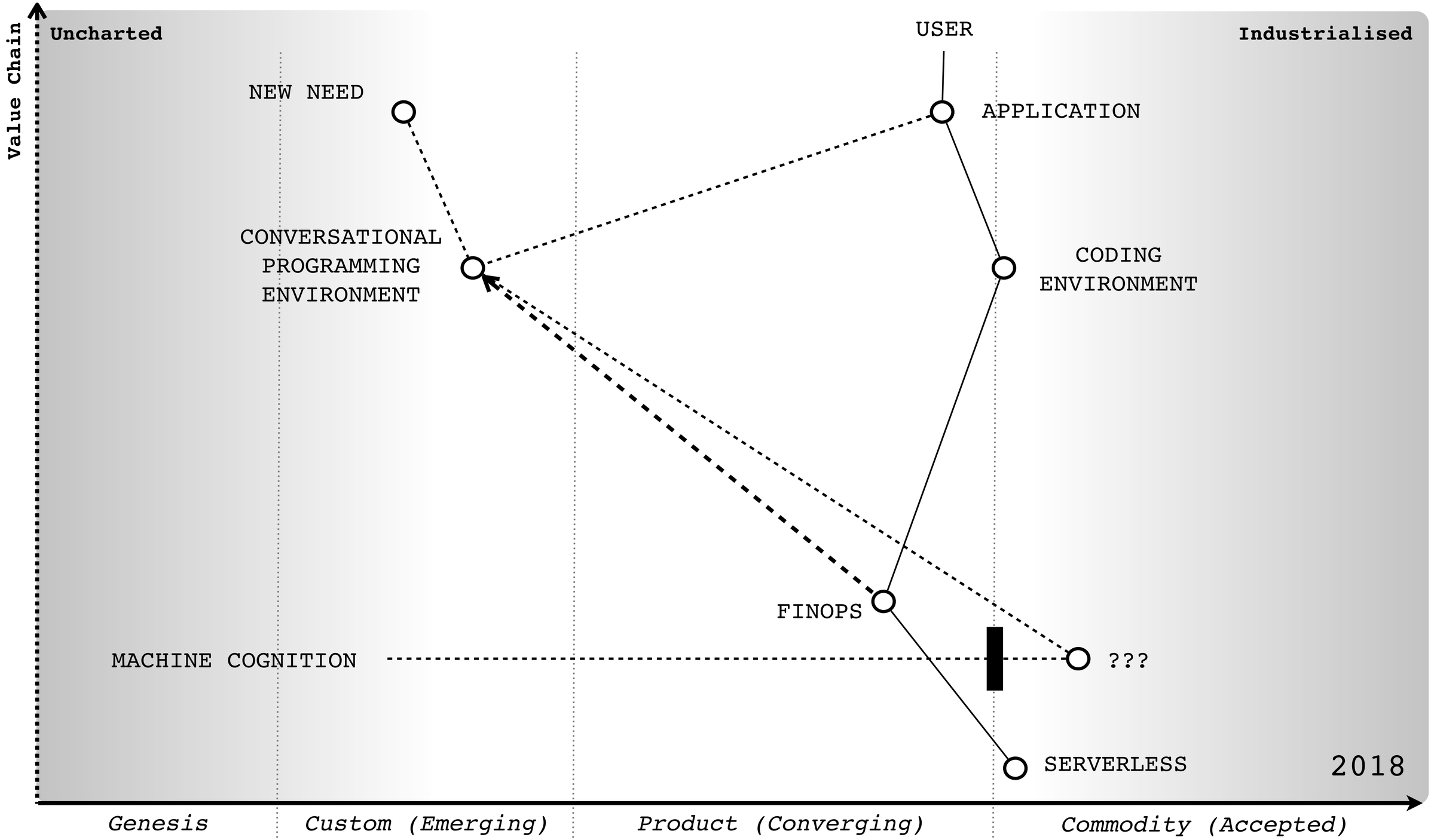

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
EMERGING PRACTICE
(FINOPS)
BEST CODING
PRACTICE
RUNTIME
SERVERLESS
OPERATING SYSTEM
BEST ARCHITECTURAL
PRACTICE
DEVOPS
COMPUTE
CLOUD
2016
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CODING
ENVIRONMENT
FINOPS
SERVERLESS
2018
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CODING
ENVIRONMENT
FINOPS
SERVERLESS
McCulloch &
Pitts,1943
Watson, 2011
General
problem
solver,1950
Alexa, 2014
2018
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
APPLICATION
CODING
ENVIRONMENT
FINOPS
+Efficiency
MACHINE COGNITION
???
SERVERLESS
2018
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
+New Value
NEW NEED
APPLICATION
NEW PRACTICES
CODING
ENVIRONMENT
+Speed
FINOPS
+Efficiency
MACHINE COGNITION
???
SERVERLESS
2018
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
CONVERSATIONAL
PROGRAMMING
ENVIRONMENT
CODING
ENVIRONMENT
FINOPS
MACHINE COGNITION
???
SERVERLESS
2018
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

Graphical Conversation Theory

The design process can be viewed as a conversation, taking place between different perspectives, which may exist within the mind of one or of several designers.

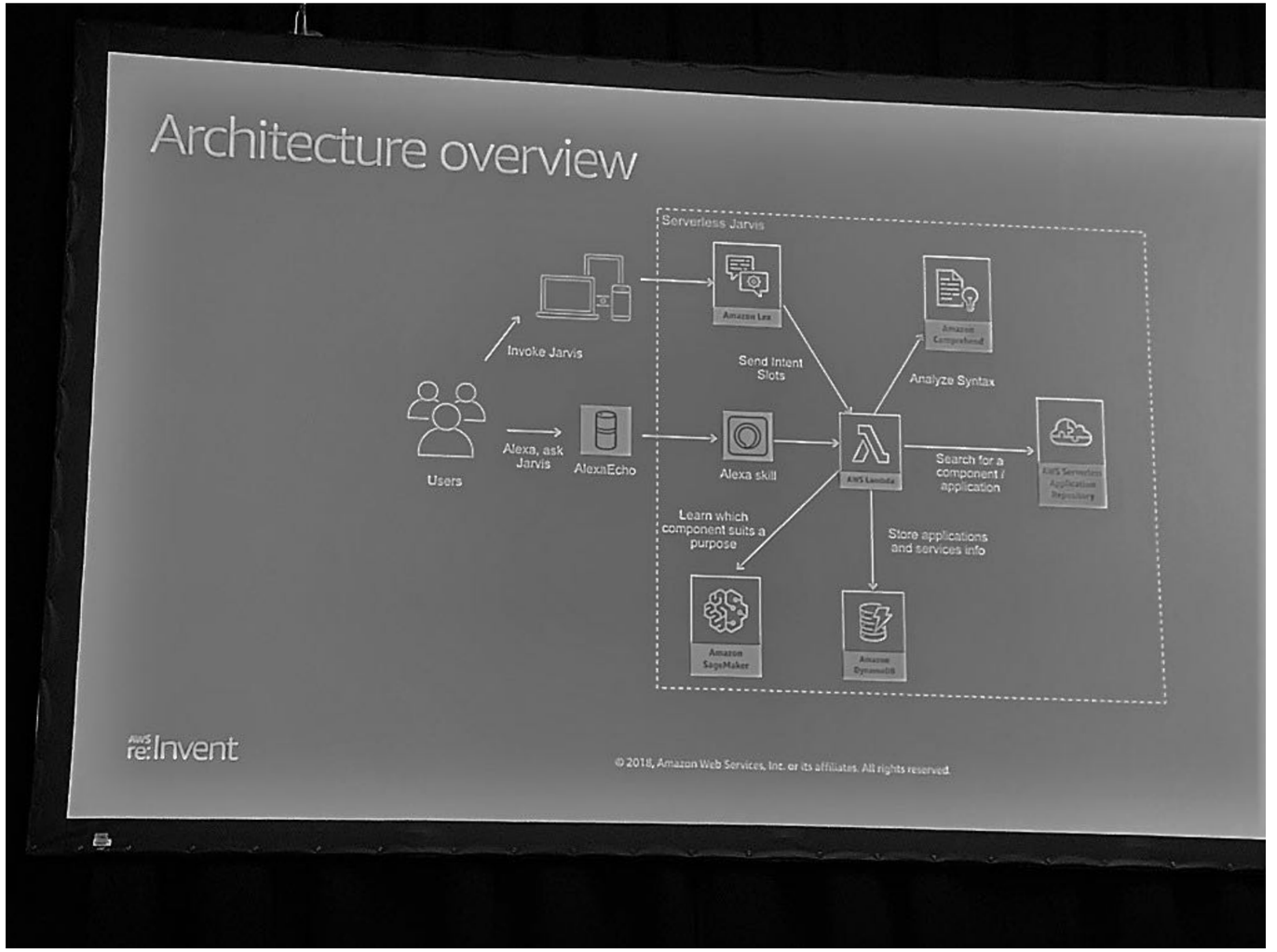
Nicholas Negroponte & Guy Weinzapfel “ARCHITECTURE-BY-YOURSELF, An Experiment with Computer Graphics for House Design”



ONE OF THE DESIGNERS IS THE MACHINE

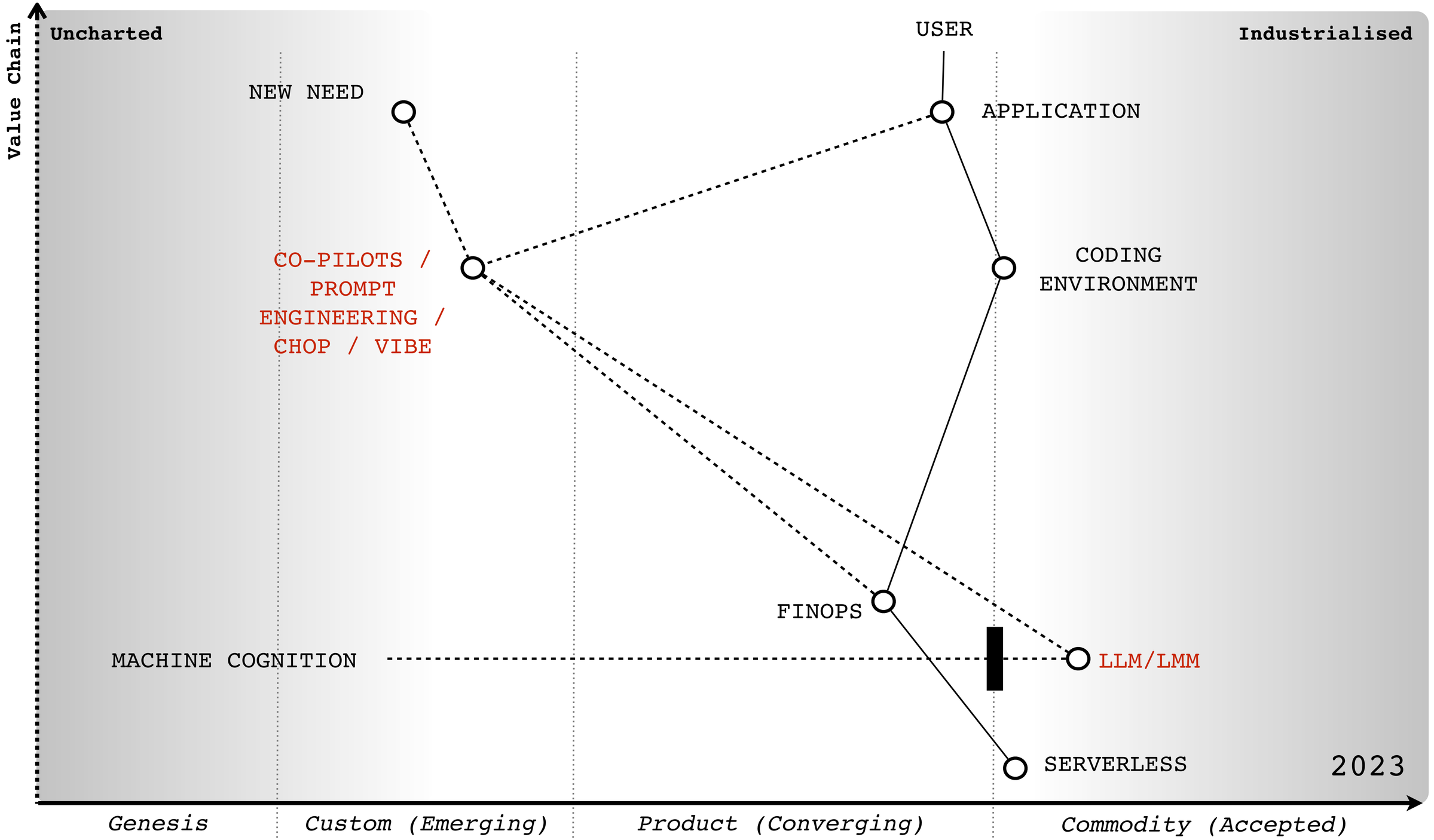
AWS re:Invent 2018: Workshop – Alexa, Ask Jarvis to Create a Serverless App for Me – SRV315

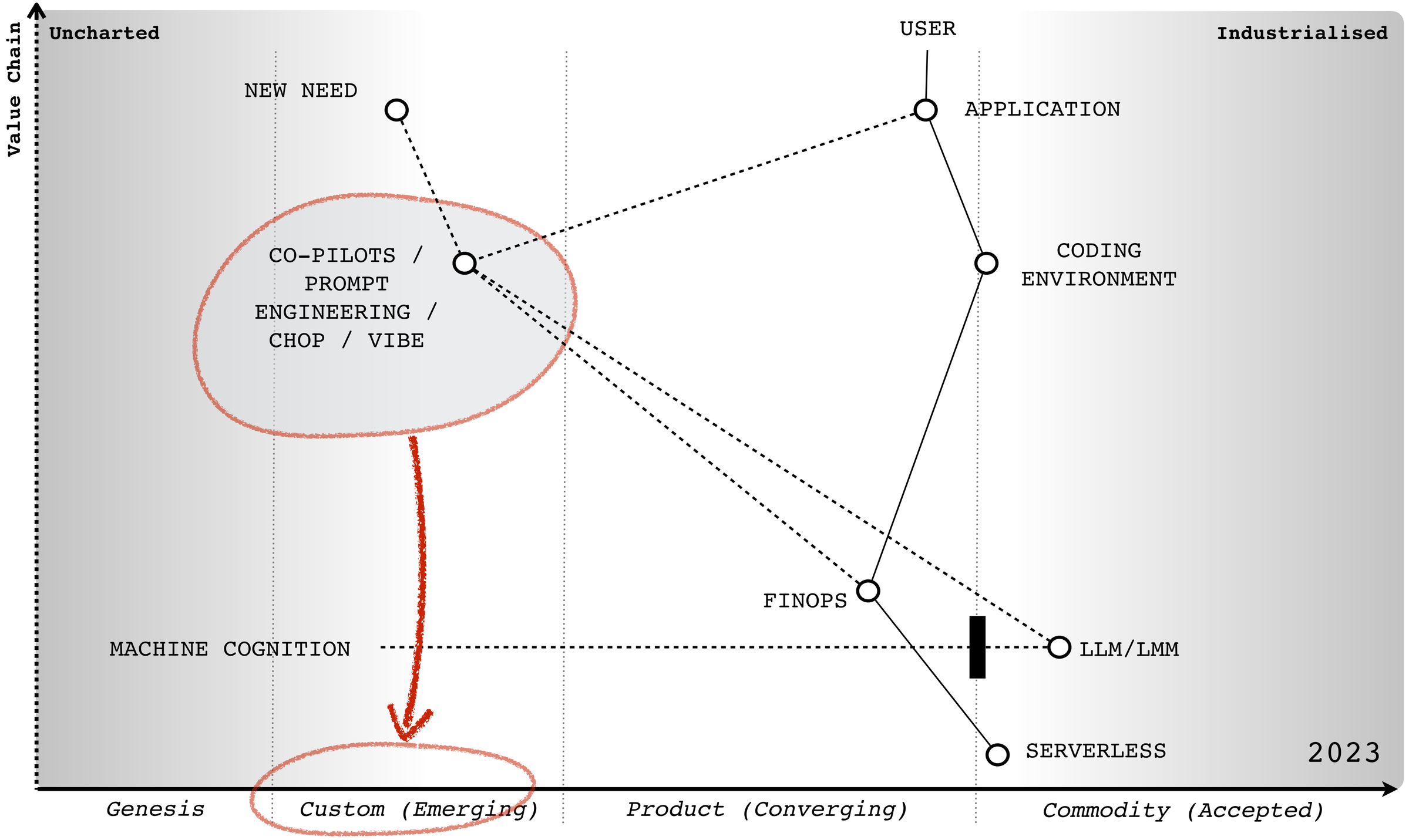
November 27th, 2018 Julian Wood

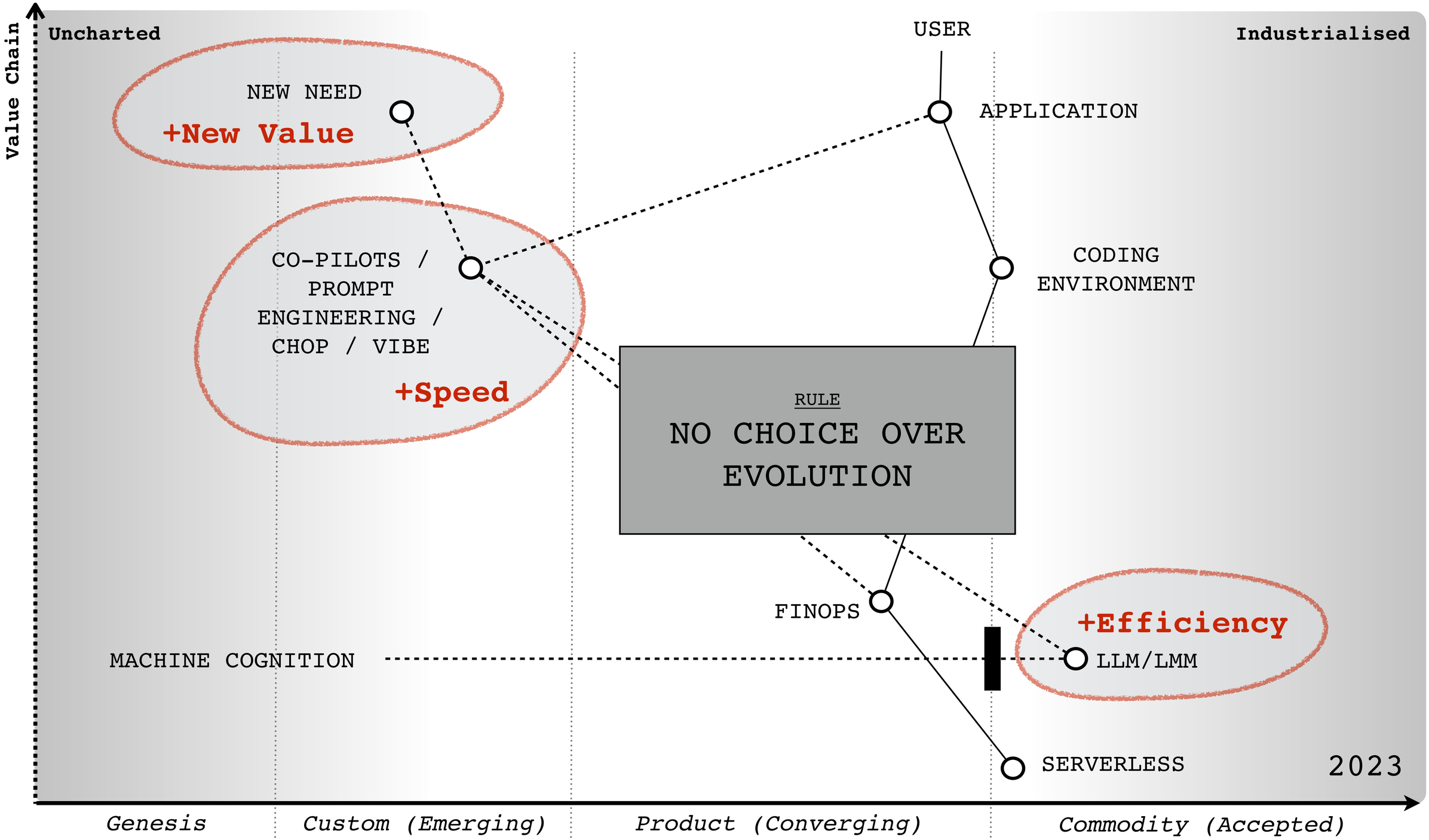


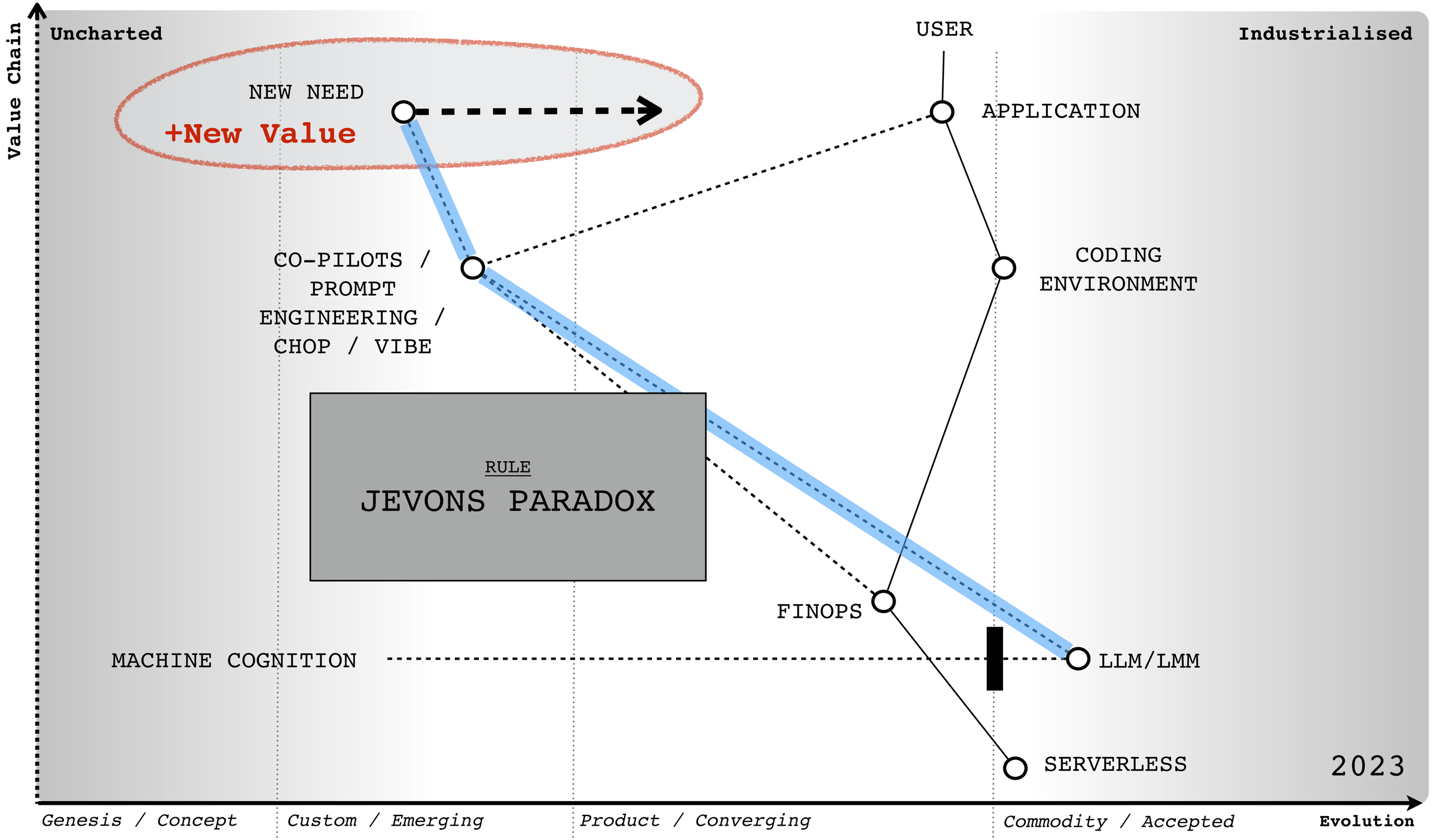


ALEXSANDER SIMOVIC


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
CO-PILOTS /
PROMPT
ENGINEERING /
CHOP / VIBE
CODING
ENVIRONMENT
FINOPS
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
CO-PILOTS / PROMPT ENGINEERING / CHOP / VIBE
CODING ENVIRONMENT
FINOPS
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
CO-PILOTS / PROMPT ENGINEERING / CHOP / VIBE
+Speed
CODING ENVIRONMENT
RULE
NO CHOICE OVER EVOLUTION
FINOPS
+Efficiency
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
CO-PILOTS /
PROMPT
ENGINEERING /
CHOP / VIBE
CODING
ENVIRONMENT
RULE
JEVONS PARADOX
FINOPS
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis / Concept
Custom / Emerging
Product / Converging
Commodity / Accepted
Evolution

Former Google CEO predicts AI will replace most programmers in a year

Apr 22, 2025 at 09:44 PM GMT+1

Kalé Carey (Anchor)

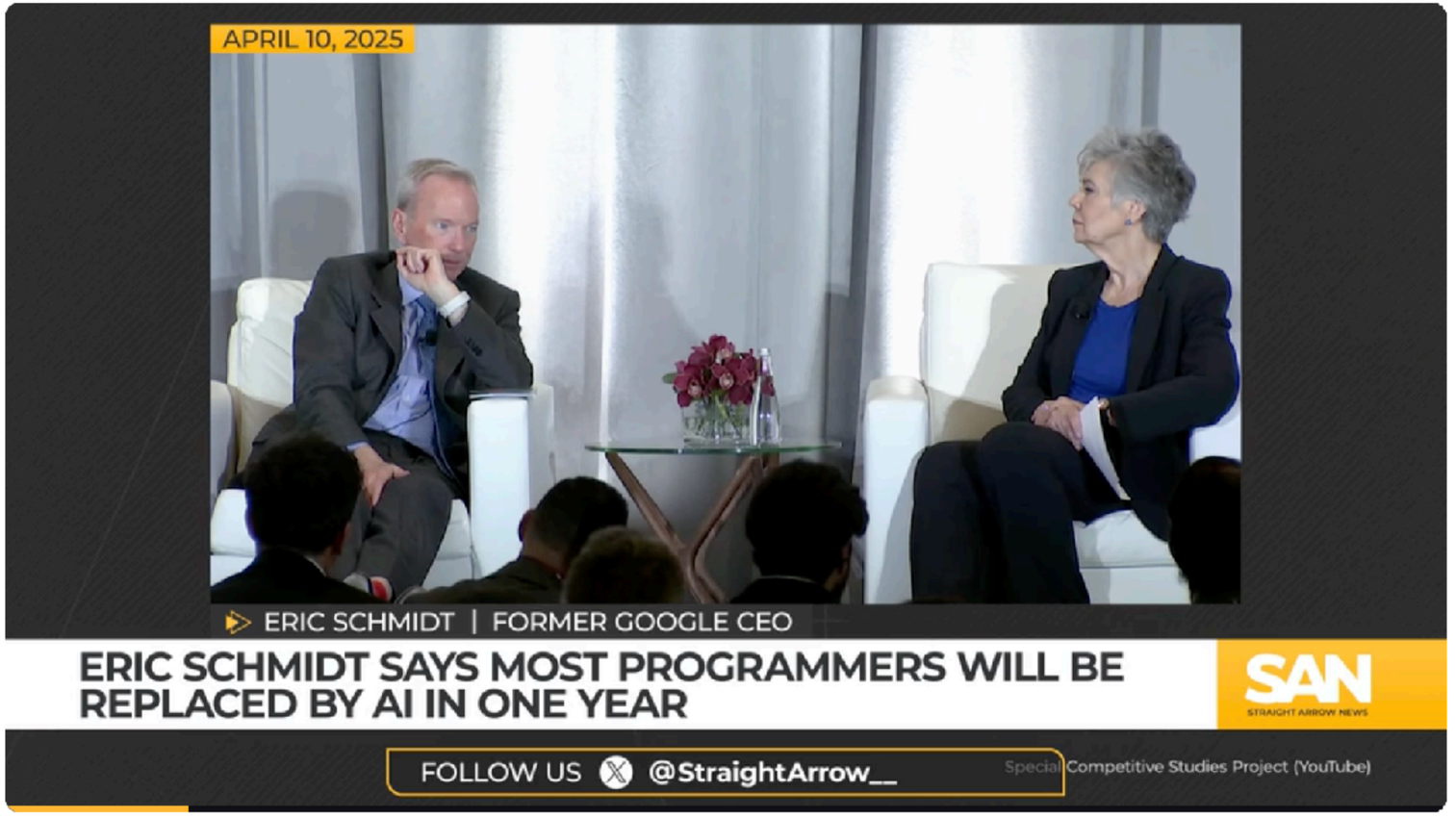


Image credit: Getty Images

Why this story matters

This story highlights the imminent advanceme technology and their potential impact on vario society as a whole.

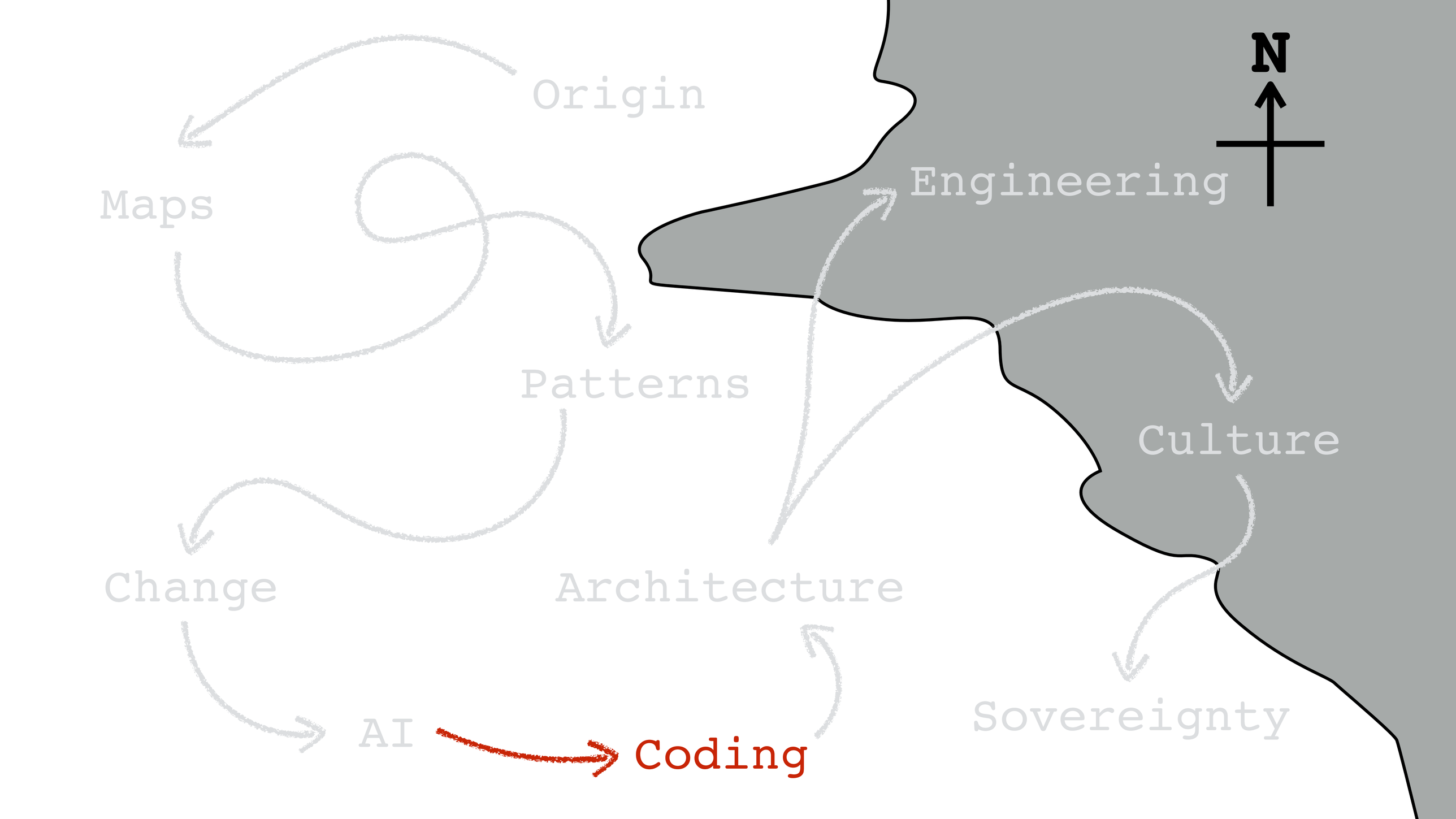
Advancements in AI

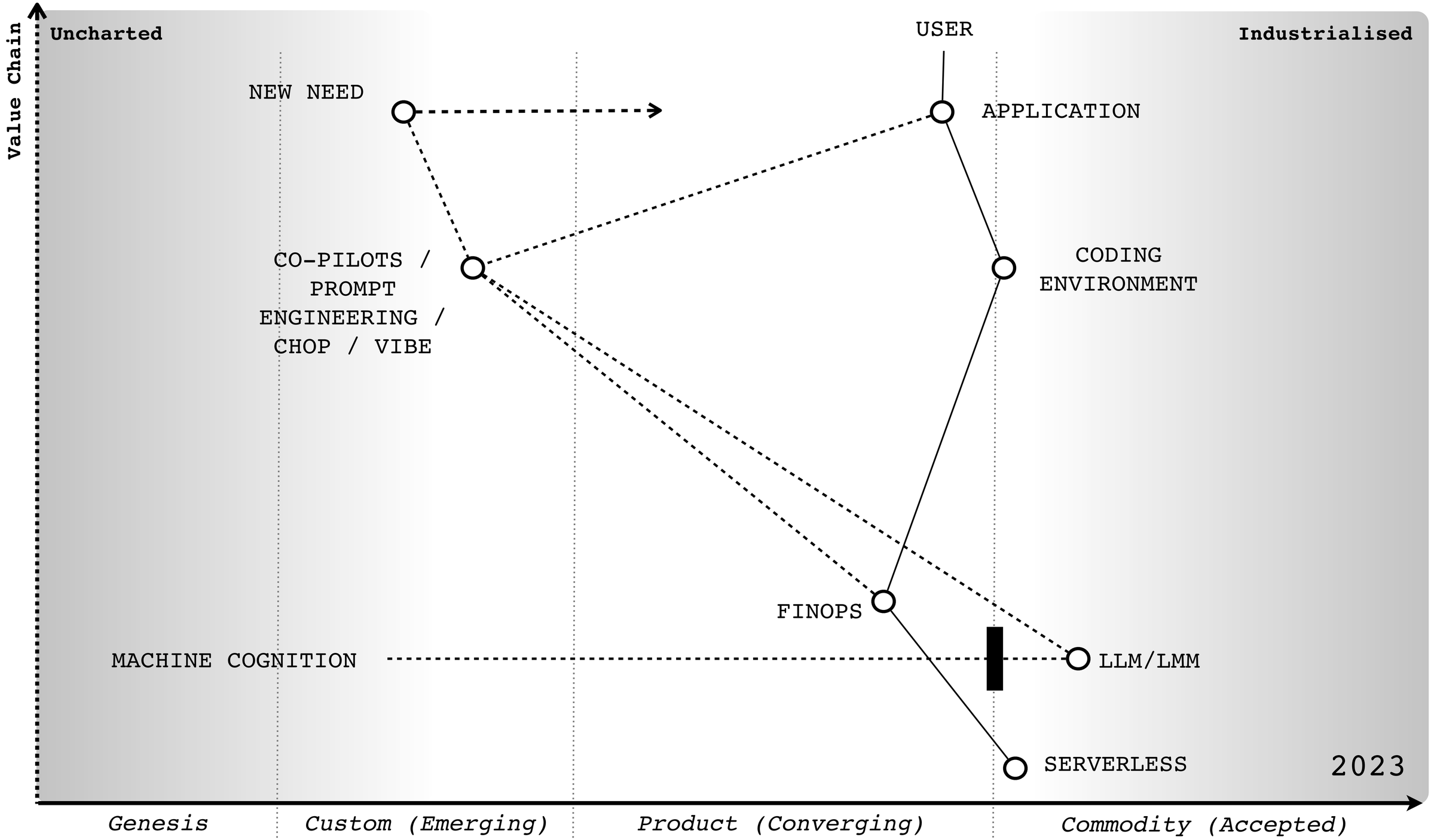
The rapid development of AI indicates transfor changes in industries, affecting both job marke work is conducted.

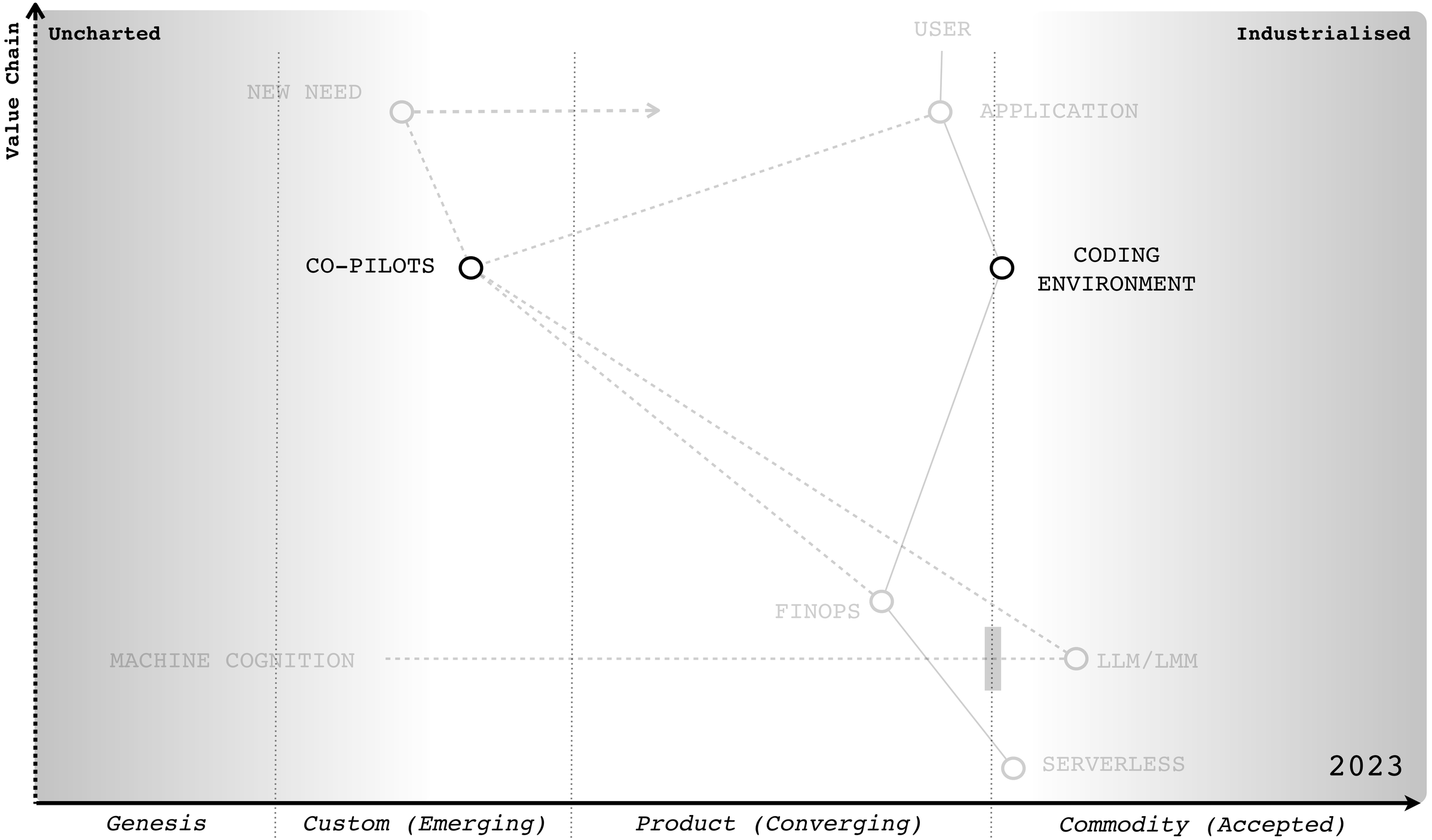
Artificial General Intelligence

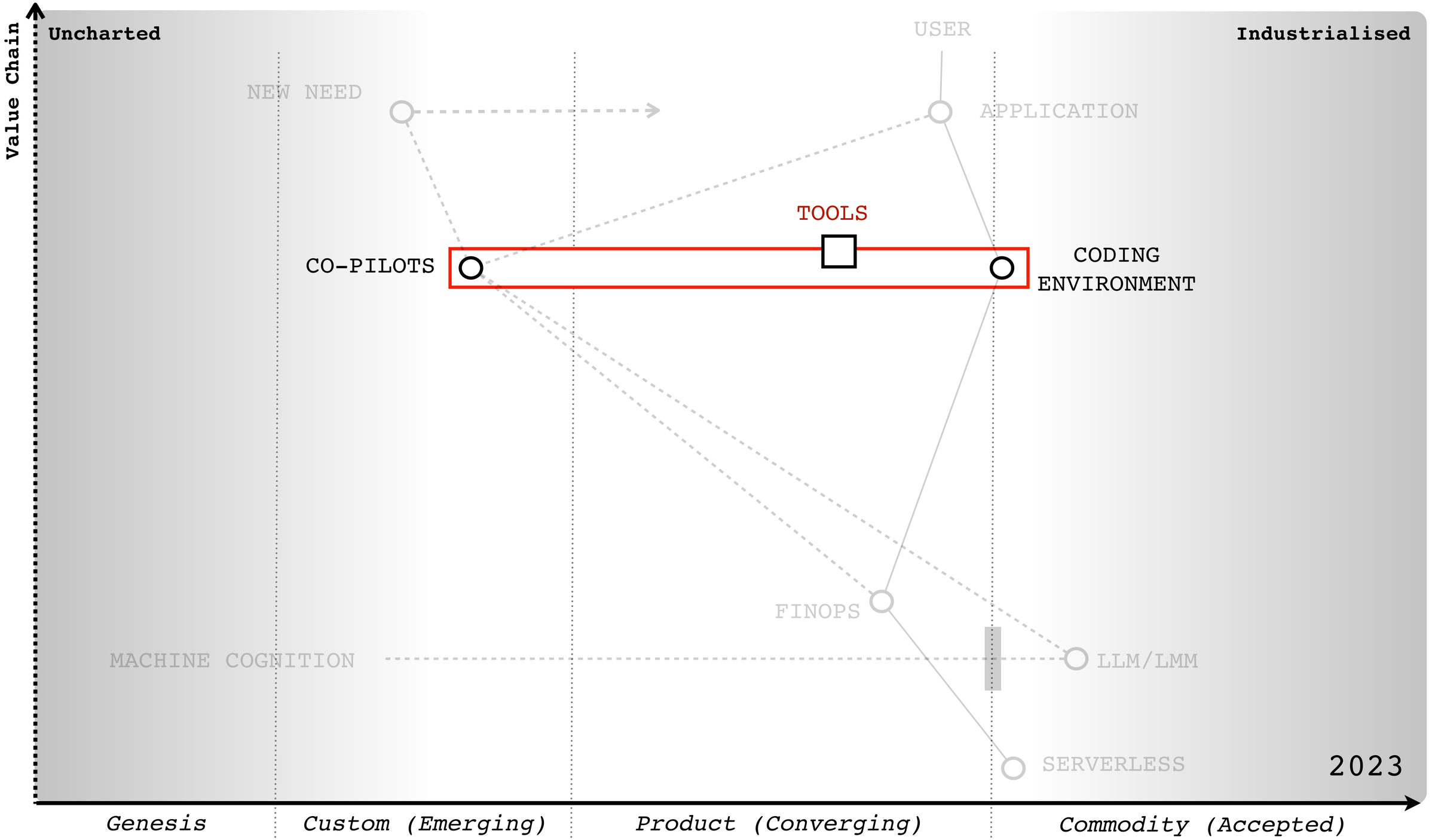
The progression towards artificial general intel raises critical questions about the capabilities of AI systems, which could revolutionize proble an unprecedented scale.

Ethical considerations


Origin
Maps
Patterns
Change
Architecture
AI
Coding
Engineering
Culture
Sovereignty
N

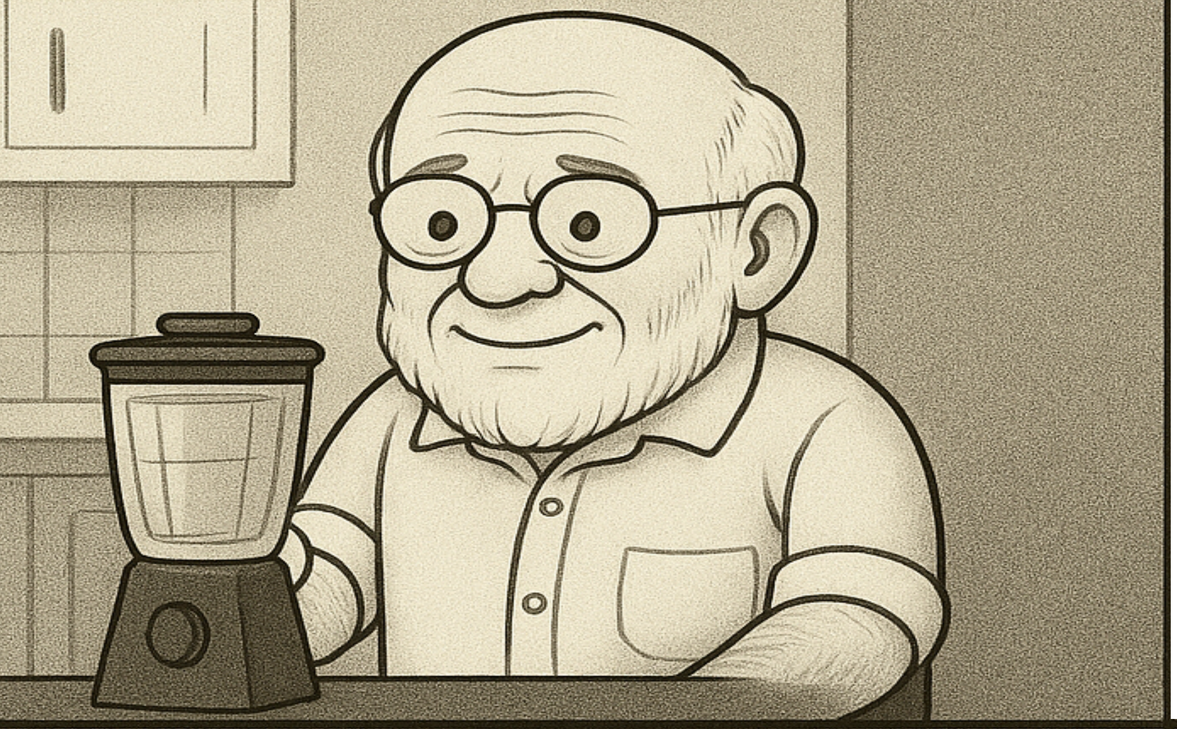

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
CO-PILOTS /
PROMPT
ENGINEERING /
CHOP / VIBE
CODING
ENVIRONMENT
FINOPS
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
CO-PILOTS
CODING
ENVIRONMENT
FINOPS
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

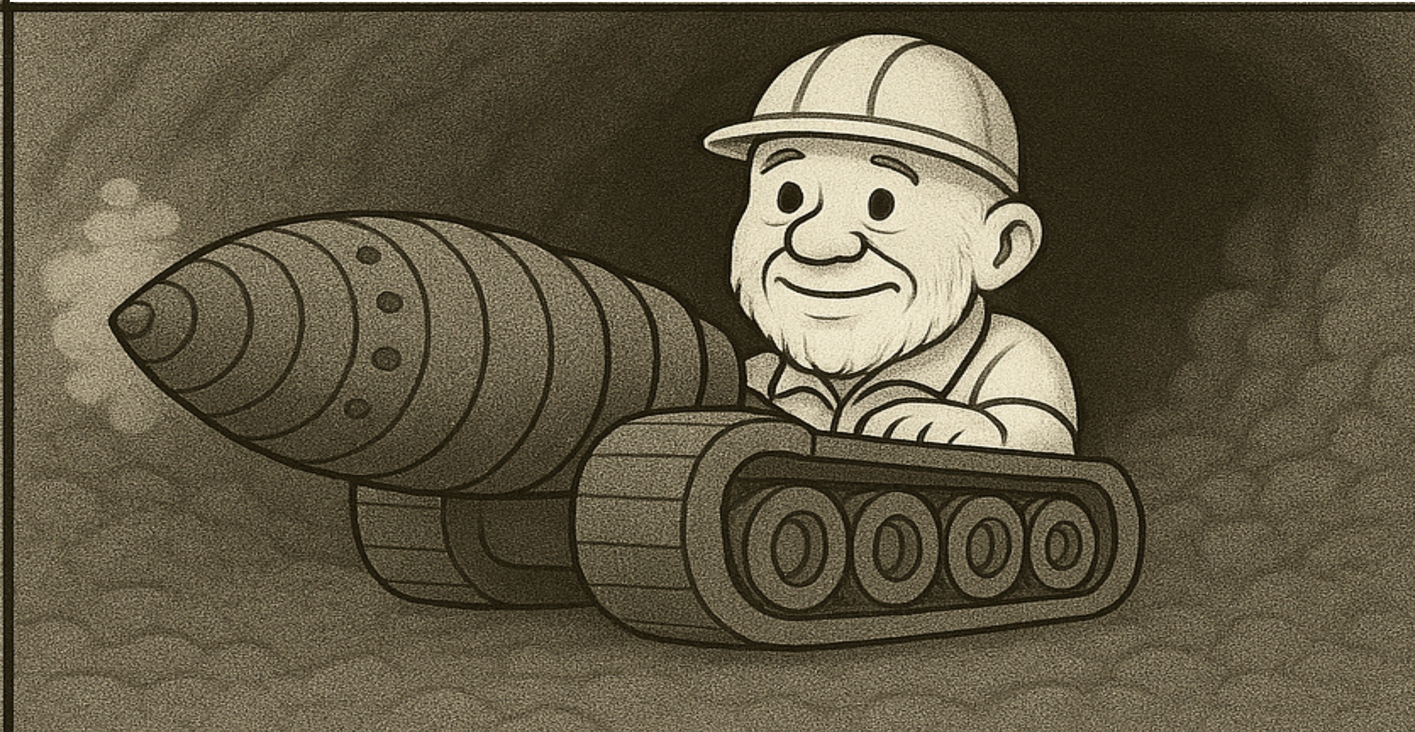

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
TOOLS
CO-PILOTS
CODING
ENVIRONMENT
FINOPS
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

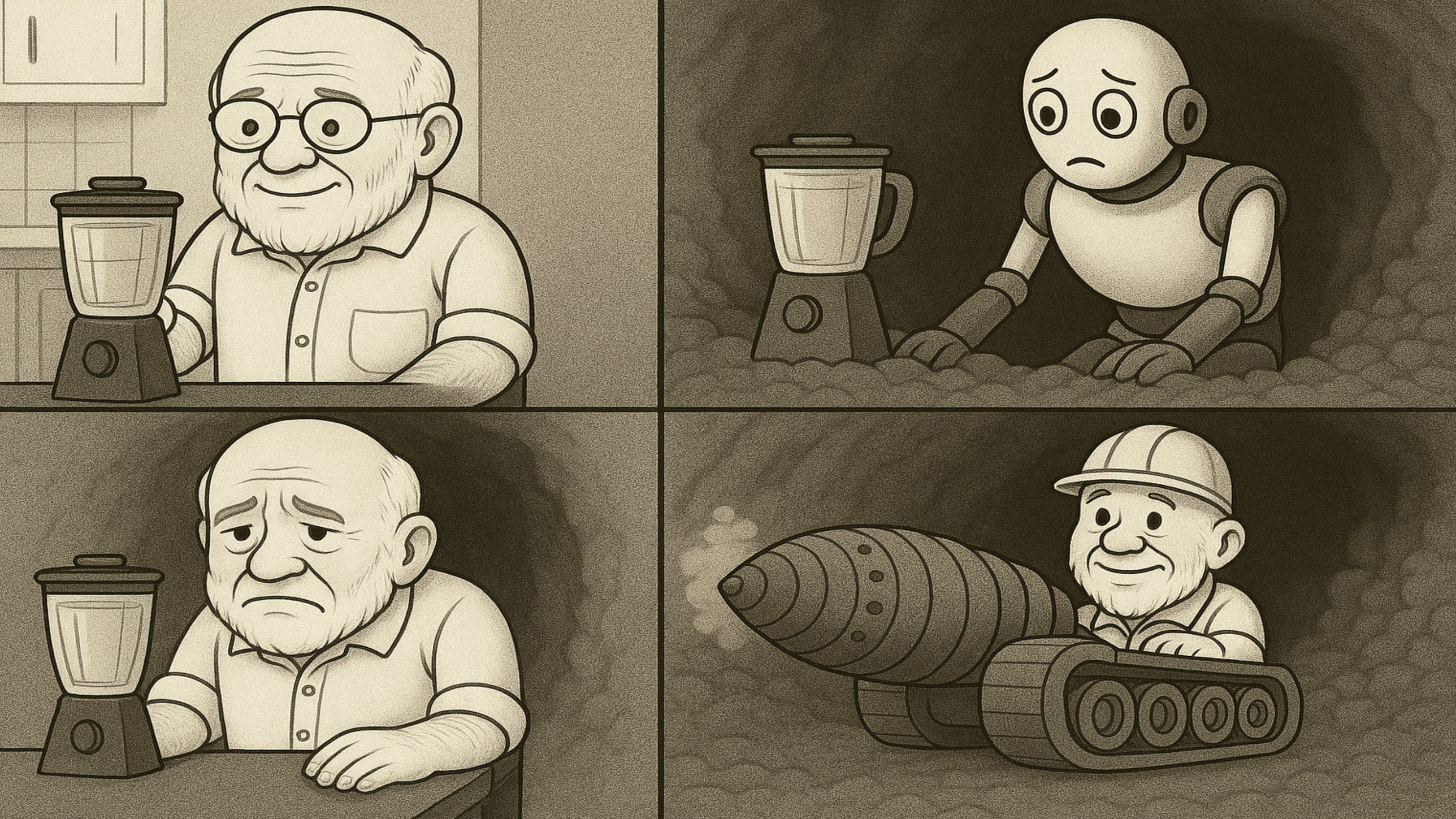


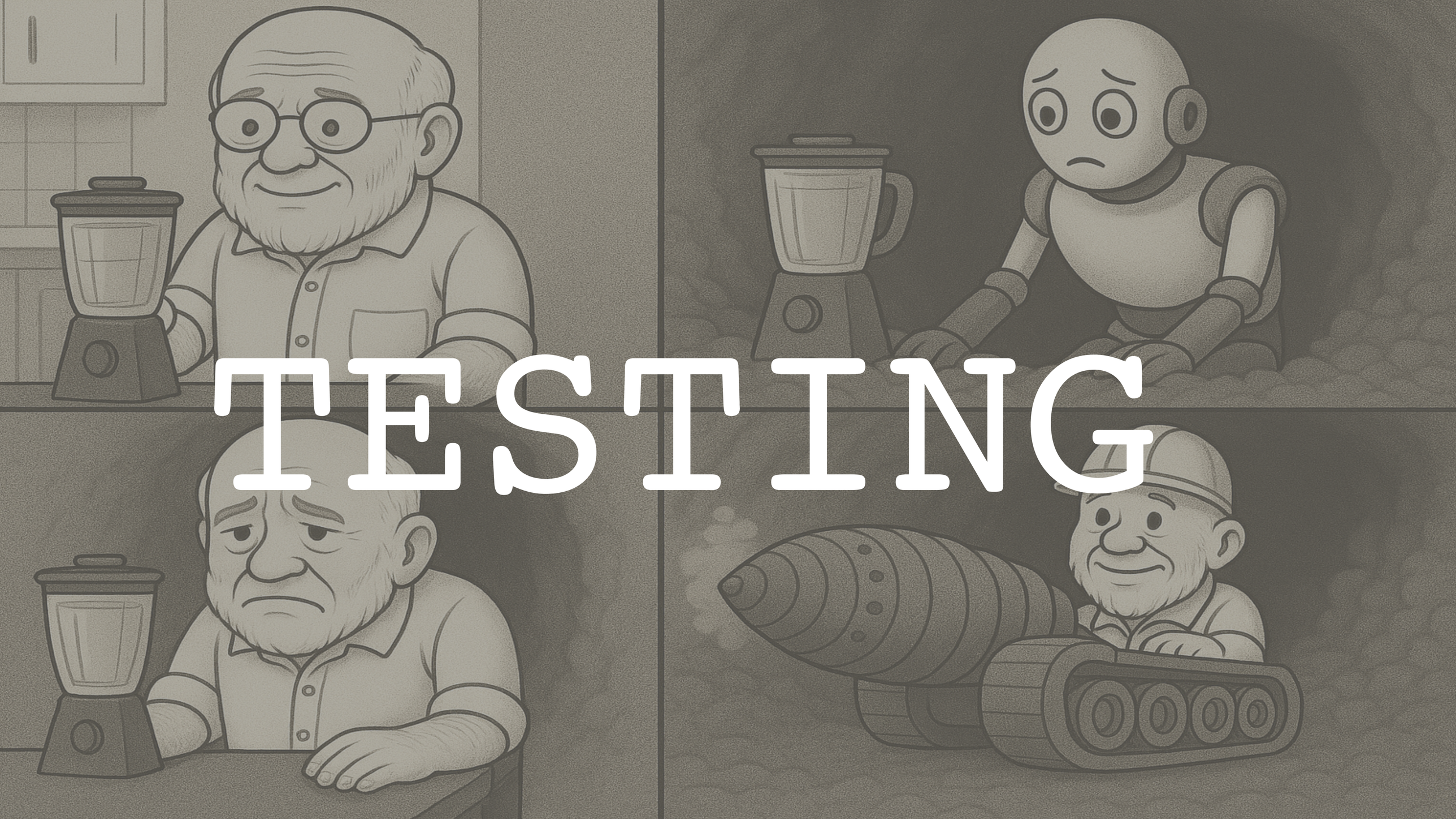


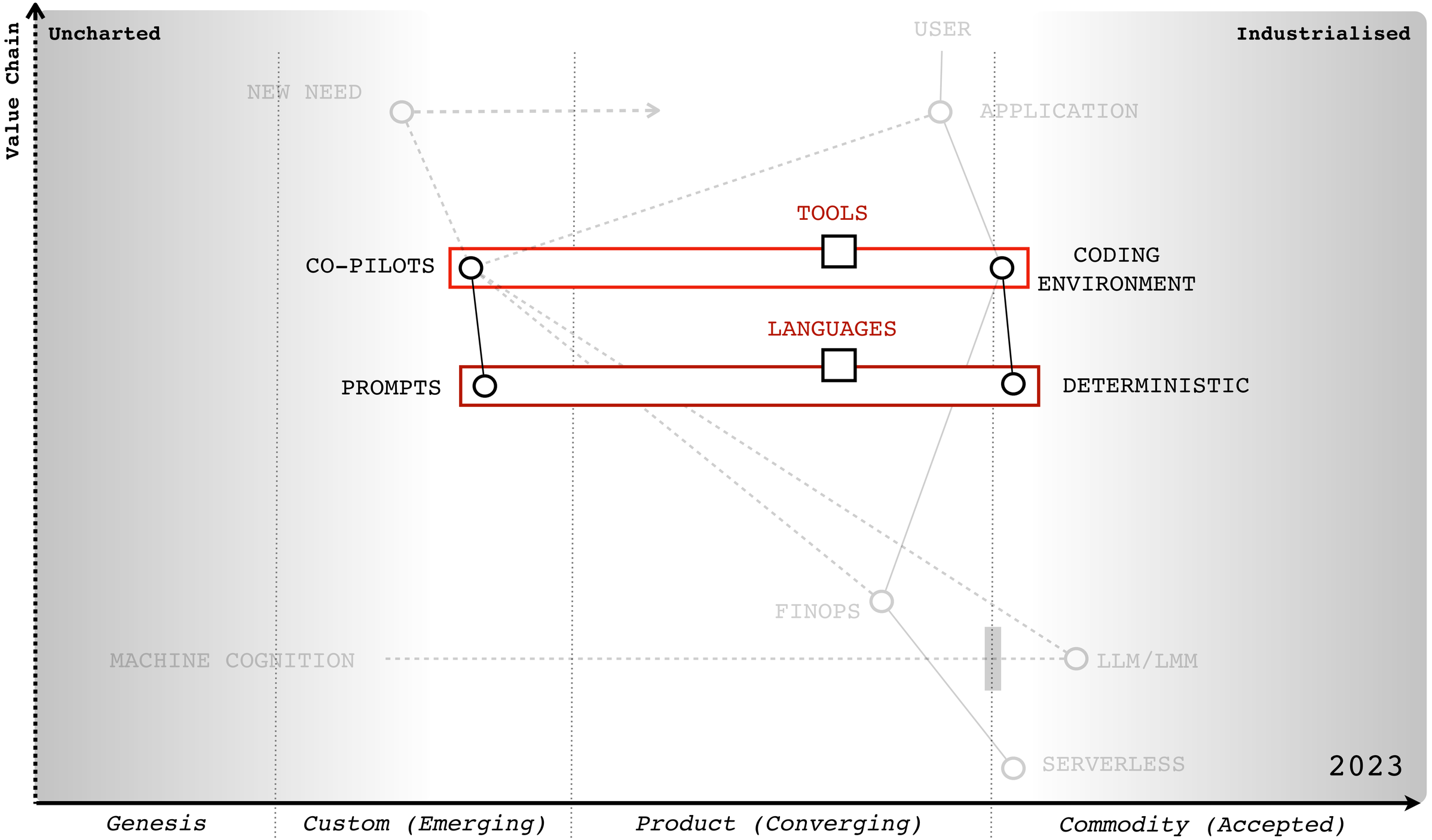


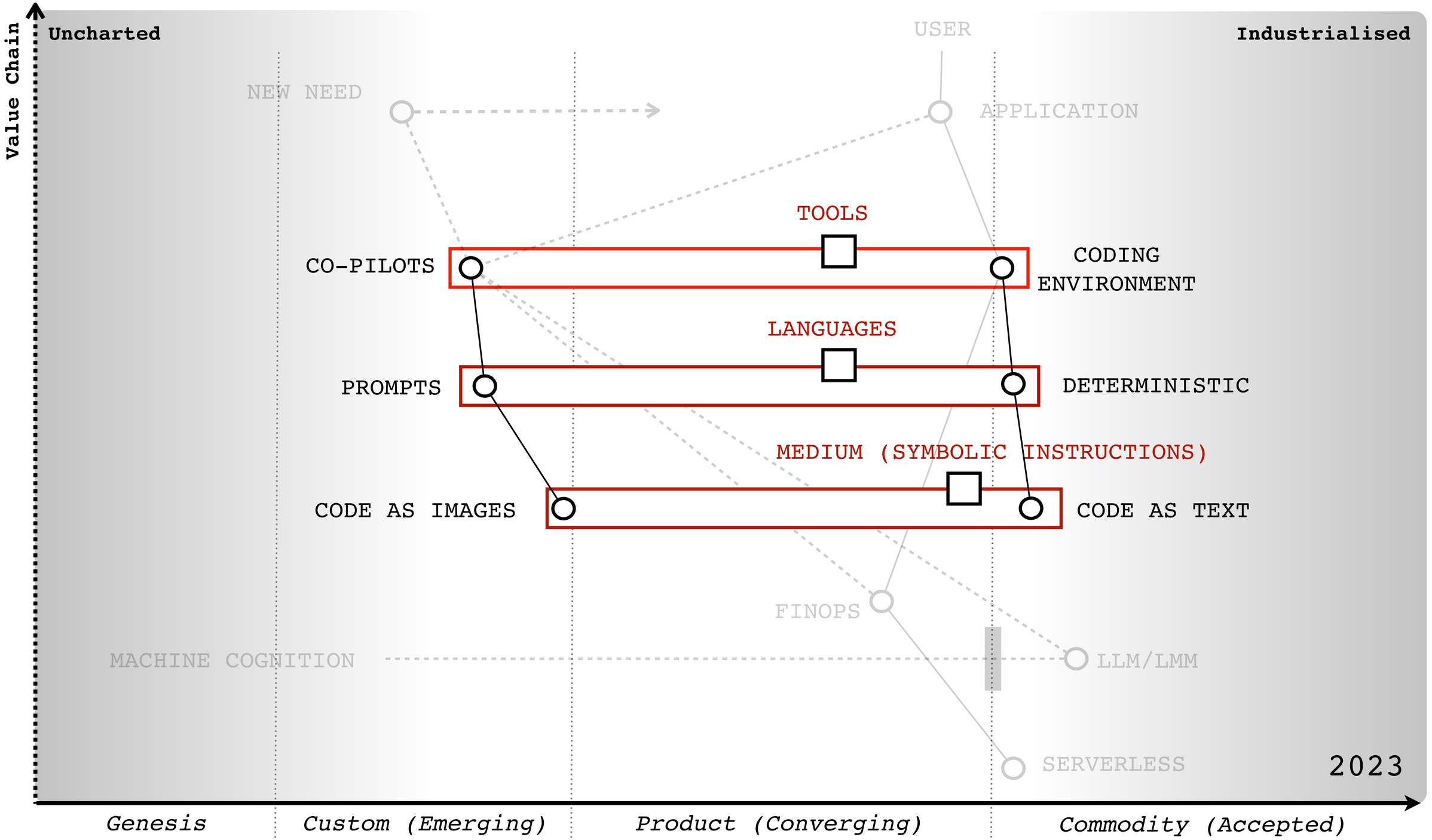







TESTING


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
TOOLS
CO-PILOTS
CODING
ENVIRONMENT
LANGUAGES
PROMPTS
DETERMINISTIC
FINOPS
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Genesis
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Product (Converging)
Commodity (Accepted)

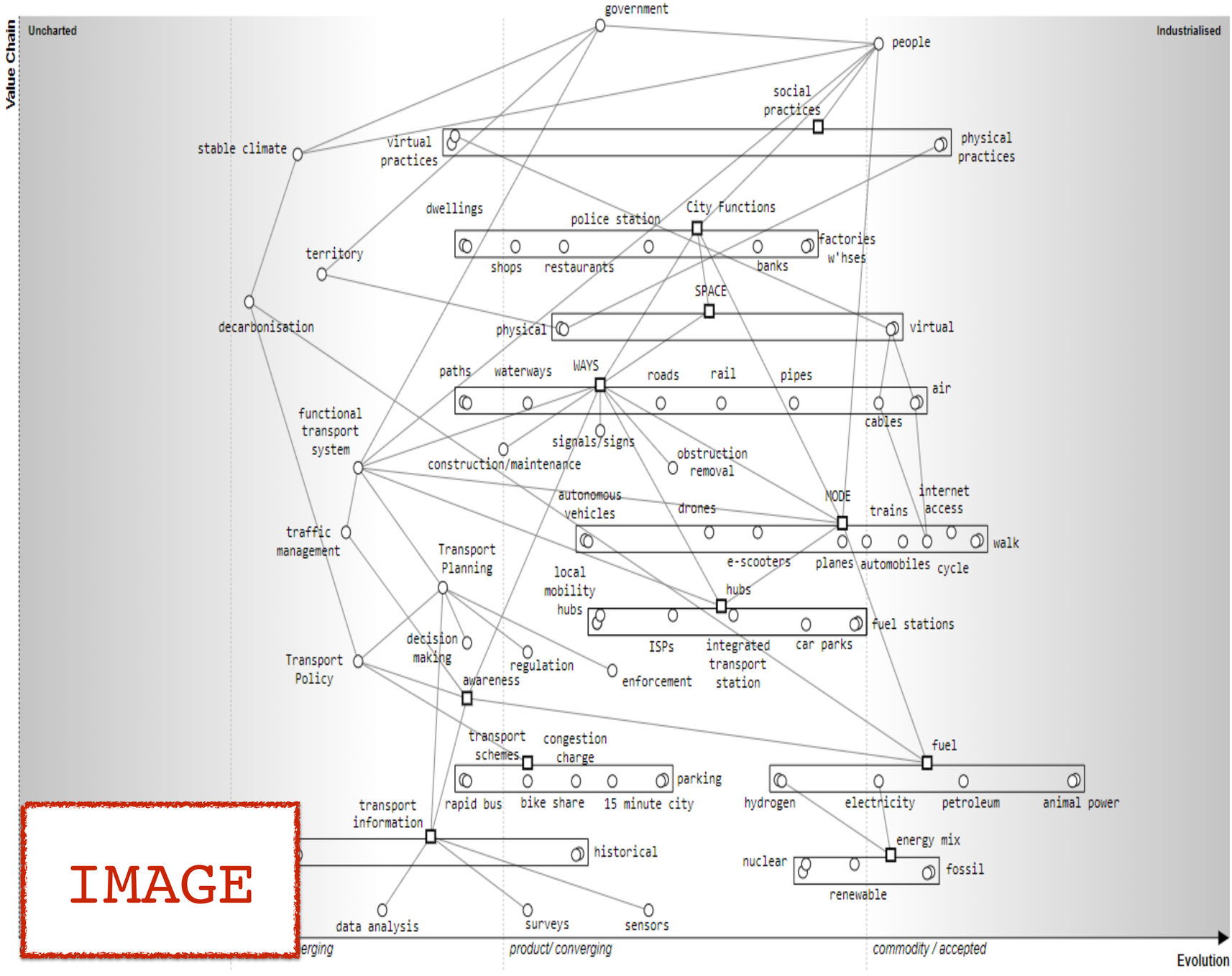

Value Chain
Uncharted
Industrialised
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NEW NEED
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TOOLS
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ENVIRONMENT
LANGUAGES
PROMPTS
DETERMINISTIC
MEDIUM (SYMBOLIC INSTRUCTIONS)
CODE AS IMAGES
CODE AS TEXT
FINOPS
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

```
title Coherent City Transport, Oct 2022
title mobility - coherence city transport // and micromobility
evolution genesis / concept -> custom / emerging -> product/ converging -> commodity / accepted
style wardley

component people [0.97, 0.71] label [15, 3]
component government [0.99, 0.48] label [5, -10]
component City Functions [0.77, 0.56] label [-12, -13]
component social practices [0.88, 0.66] label [-59, -35]
pipeline social practices [0.35, 0.77]
component physical practices [0.86, 0.76] label [23, -12]
component virtual practices [0.87, 0.36] label [-81, -1]
pipeline City Functions [0.36, 0.66]
component dwellings [0.75, 0.37] label [-46, -27]
component shops [0.75, 0.41] label [-28, 21]
component banks [0.75, 0.61] label [-1, 20]
component police station [0.75, 0.52] label [-87, -19]
component factories w'hses [0.75, 0.65] label [16, -12]
component restaurants [0.75, 0.45] label [-22, 21]
component SPACE [0.68, 0.57] label [-16, -12]
pipeline SPACE [0.44, 0.73]
component physical [0.66, 0.45] label [-76, 4]
component virtual [0.66, 0.72] label [21, 2]
component WAYS [0.60, 0.48] label [-30, -12]
pipeline WAYS [0.36, 0.75]
component paths [0.58, 0.37] label [-31, -23]
component cables [0.58, 0.71] label [-16, 19]
component roads [0.58, 0.53] label [-15, -19]
component waterways [0.58, 0.42] label [-37, -22]
component rail [0.58, 0.58] label [-12, -20]
component pipes [0.58, 0.64] label [-15, -19]
component territory [0.72, 0.25] label [-18, -13]
component air [0.58, 0.74] label [19, -8]
component construction/maintenance [0.53, 0.40] label [-29, 6]
component signals/signs [0.55, 0.48] label [-54, 13]
// component roundabouts [0.34, 0.69] label [16, 2]
component ISPs [0.35, 0.54] label [-27, 30]
component integrated transport station [0.35, 0.59] label [-25, 19]
component decarbonisation [0.69, 0.19] label [-11, 15]
component transport schemes [0.19, 0.42] label [-64, -28]
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component MODE [0.45, 0.68] label [-19, -18]
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component walk [0.43, 0.79] label [20, 5]
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component trains [0.43, 0.73] label [-37, -21]
component automobiles [0.43, 0.70] label [-7, 23]
component planes [0.43, 0.68] label [-30, 22]
component e-scooters [0.44, 0.61] label [-34, 28]
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component internet access [0.43, 0.75] label [-11, -48]
component functional transport system [0.51, 0.28] la
component obstruction removal [0.51, 0.54] label [14,
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component transport information [0.11, 0.34] label [-
pipeline transport information [0.22, 0.47]
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component digital twin [0.09, 0.23] label [-114, 1]
component regulation [0.31, 0.42] label [-20, 15]
component decision making [0.32, 0.37] label [-69, -9]
```

TEXT

IMAGE

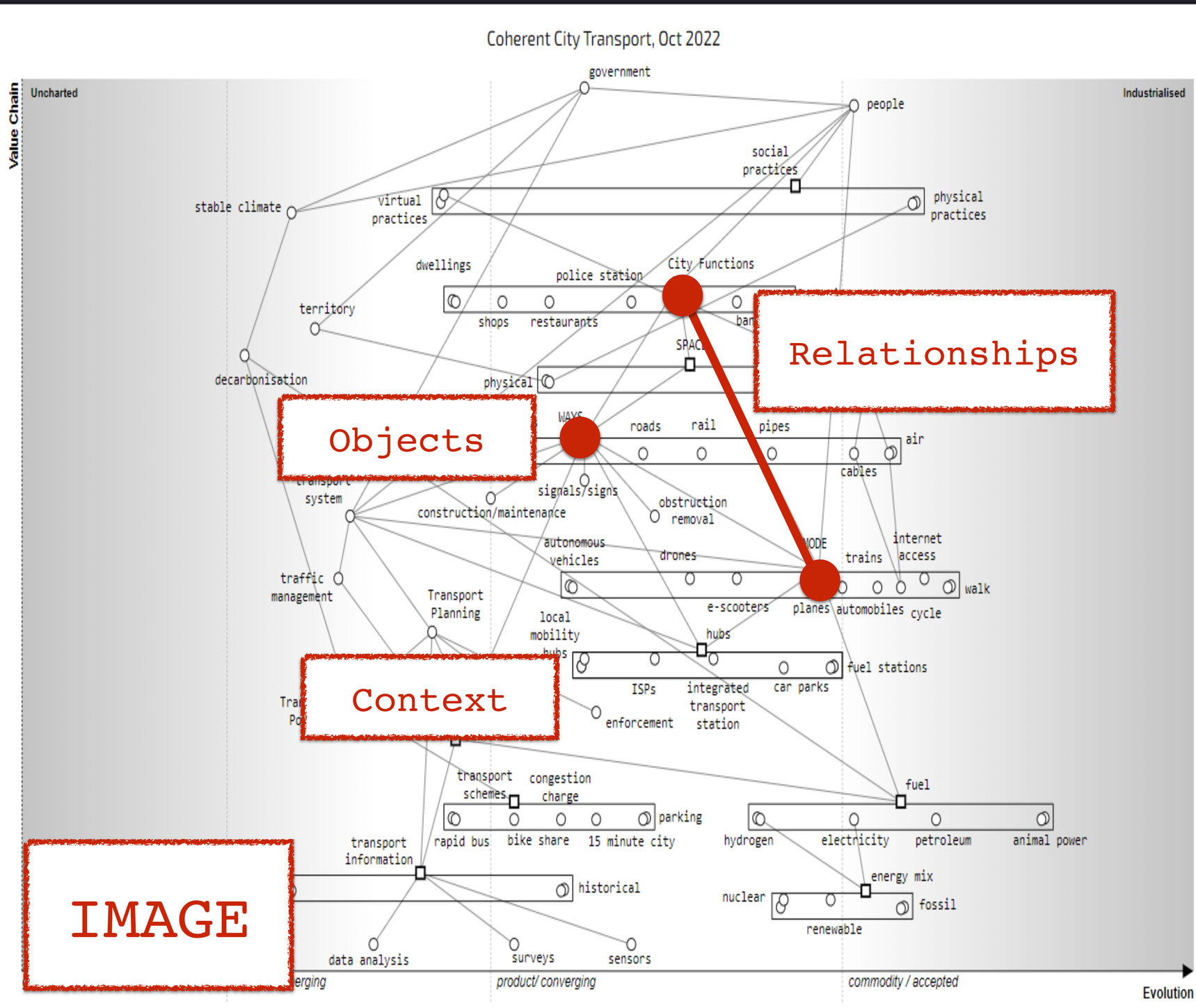


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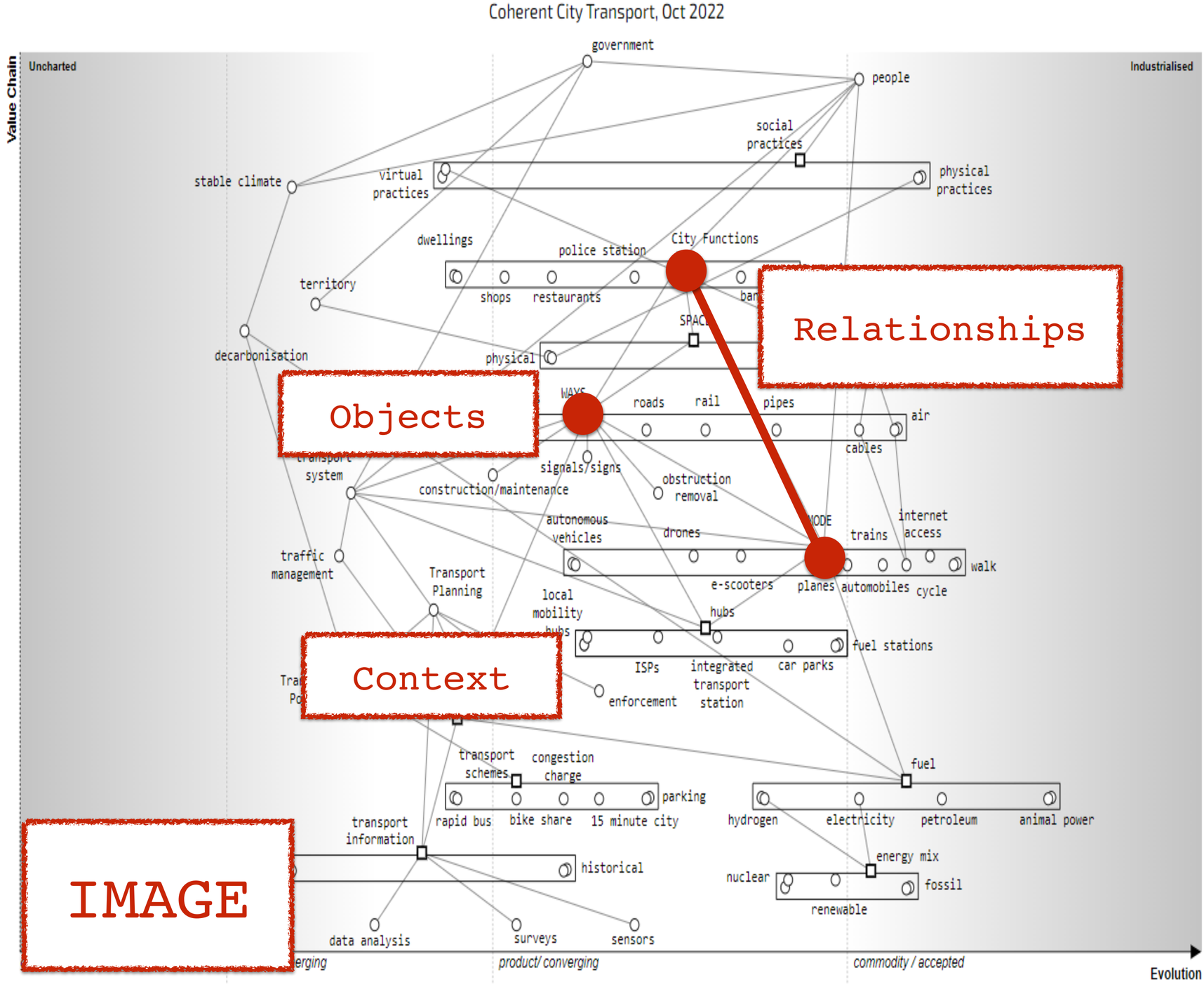
Rules

Syntax

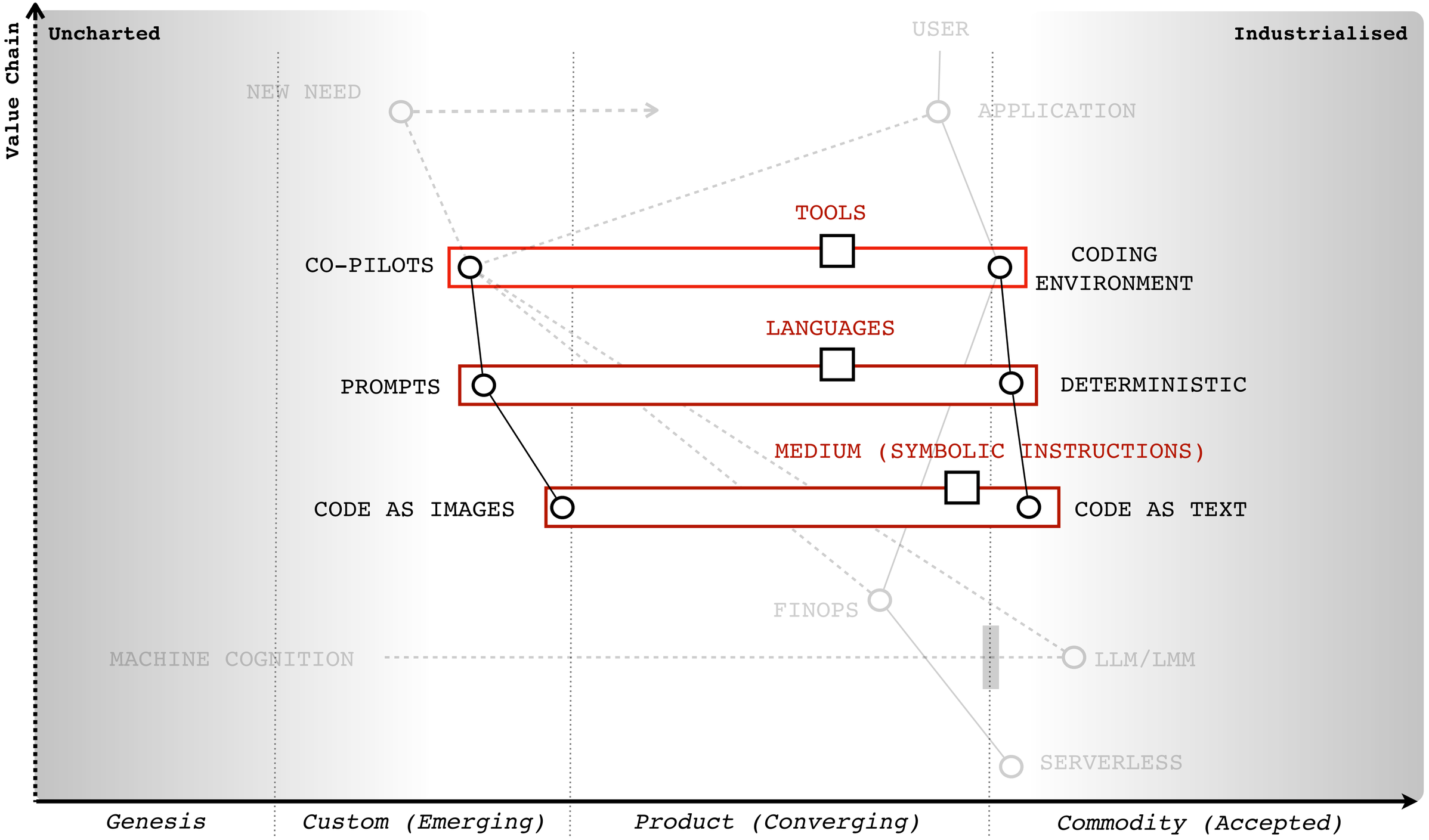
Style

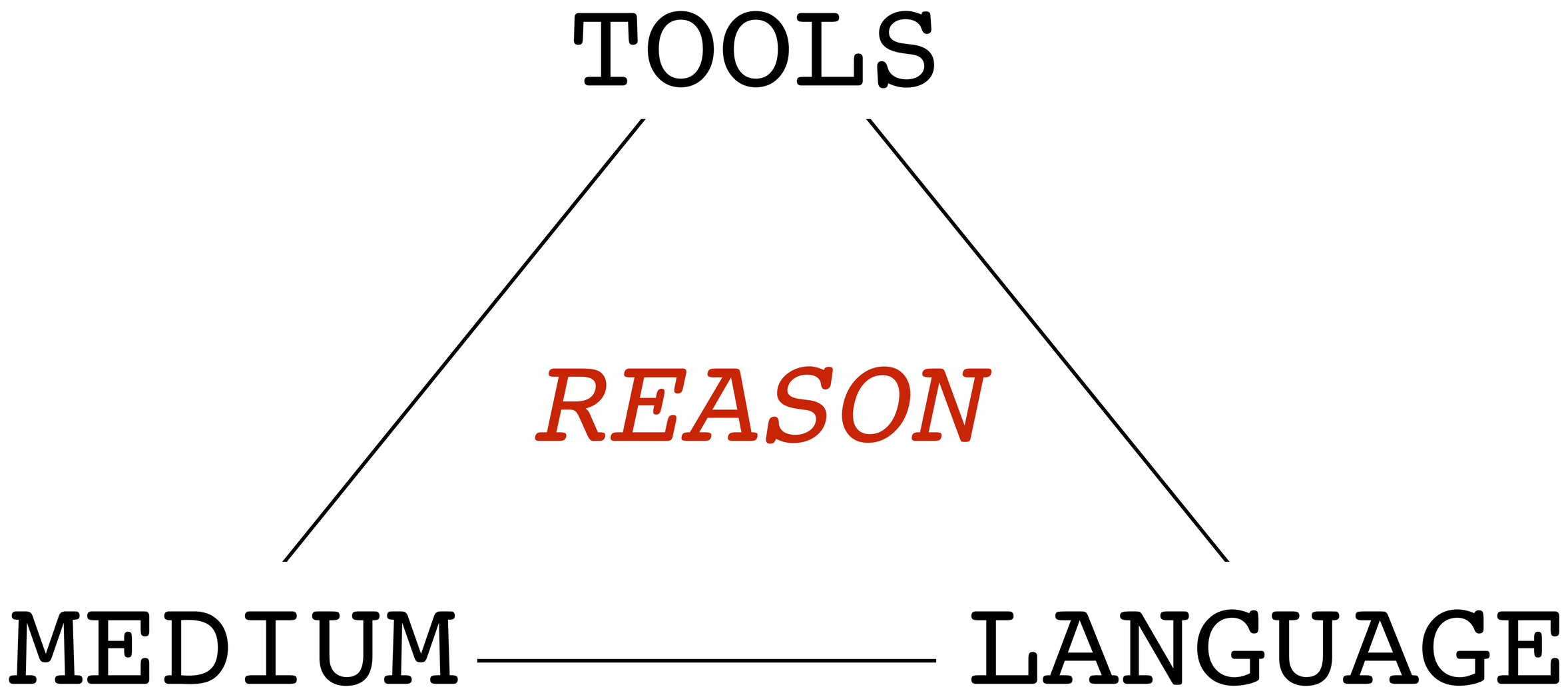
TEXT

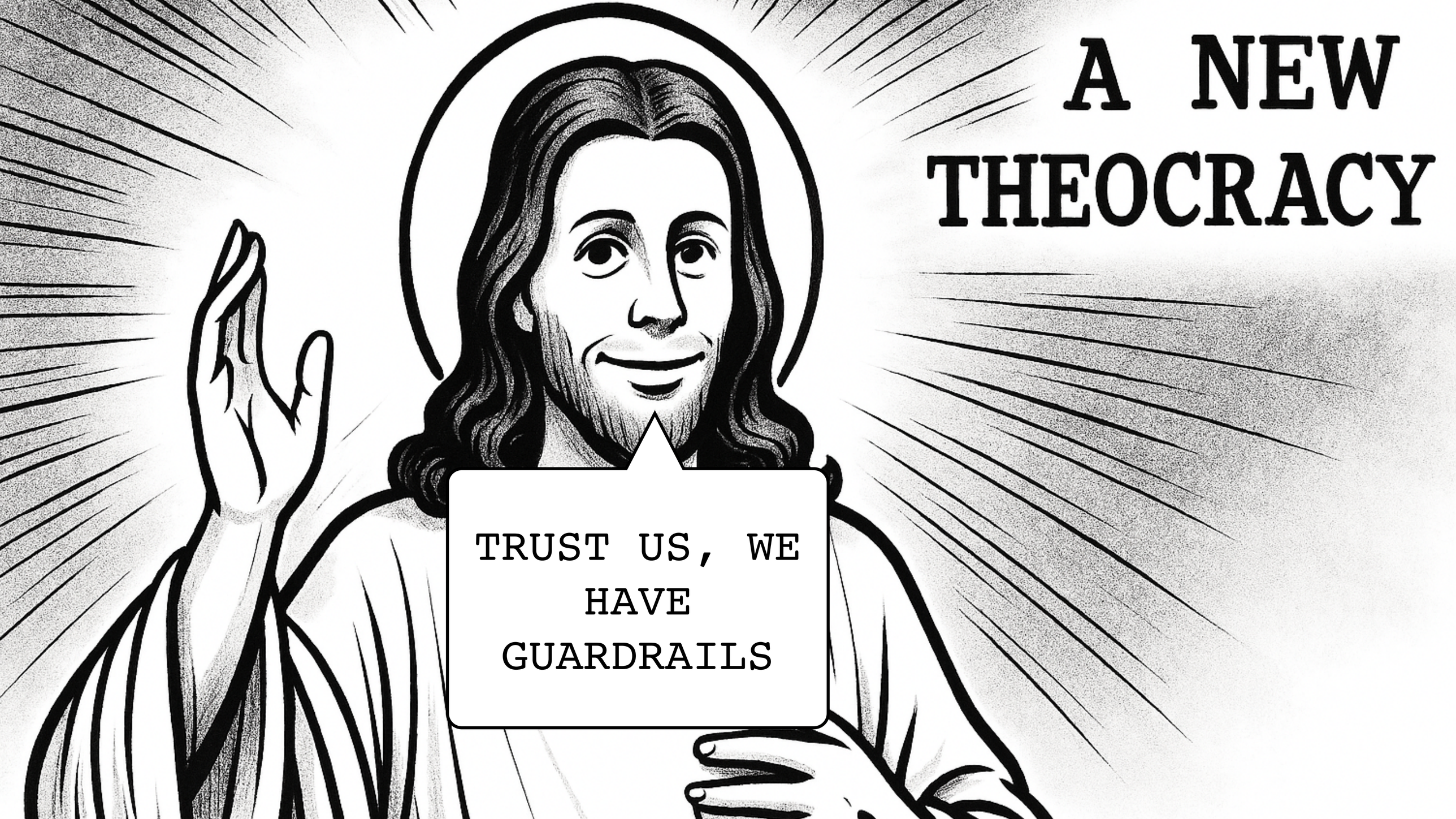
IMAGE

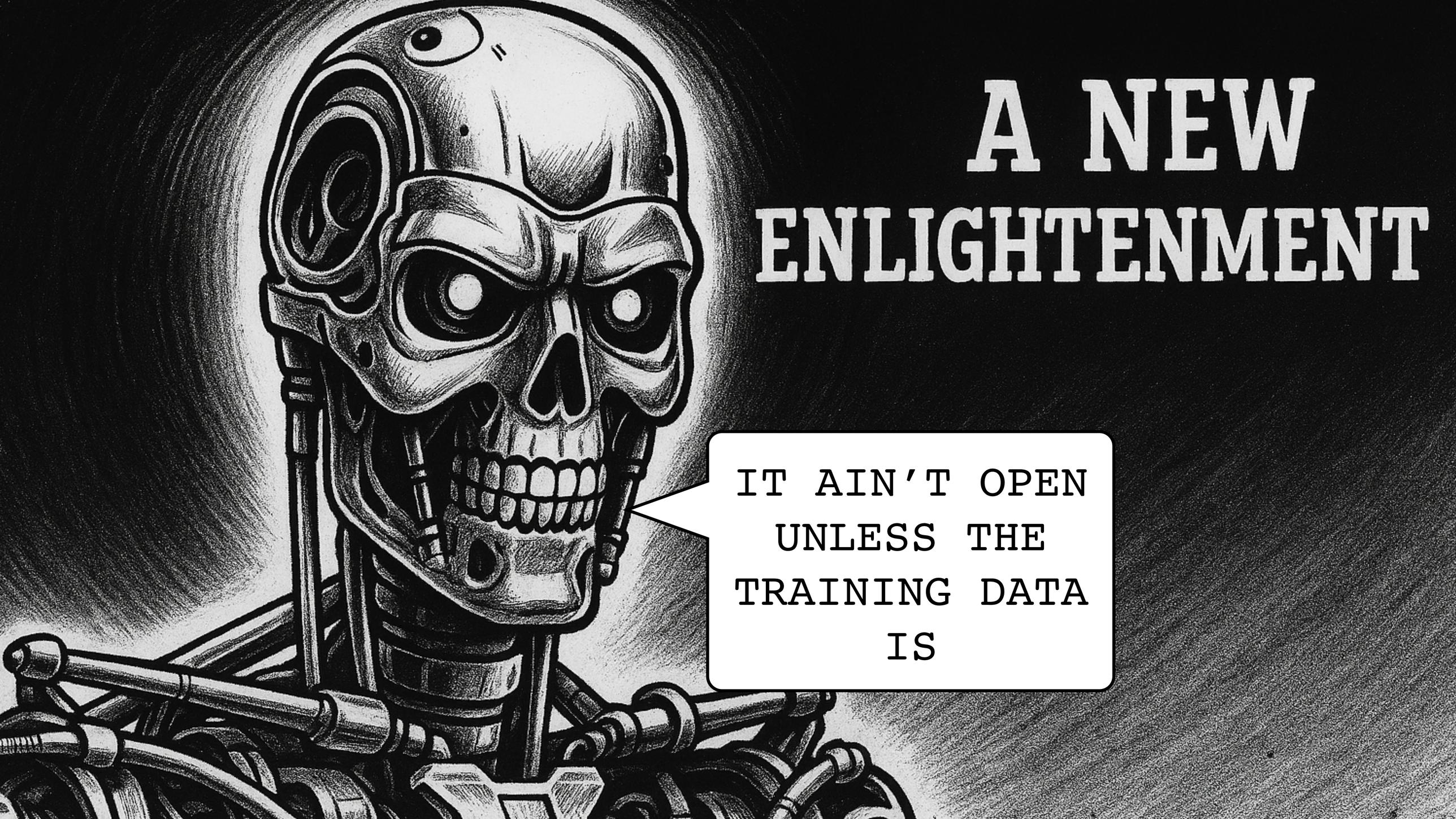


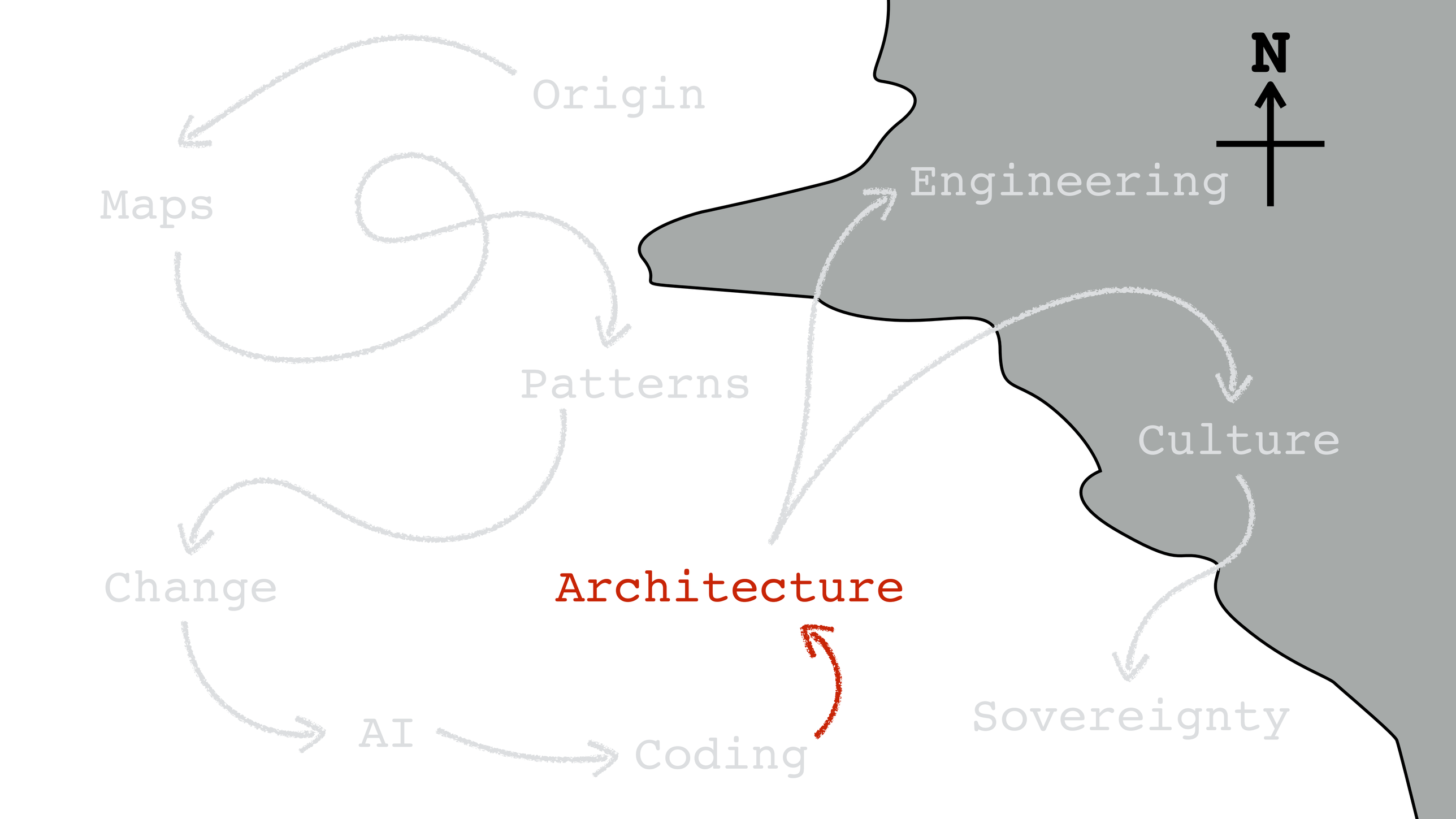

USER
PROCESS
DATABASE
API


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
TOOLS
CO-PILOTS
CODING ENVIRONMENT
LANGUAGES
PROMPTS
DETERMINISTIC
MEDIUM (SYMBOLIC INSTRUCTIONS)
CODE AS IMAGES
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LLM/LMM
SERVERLESS
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


TOOLS
REASON
MEDIUM
LANGUAGE

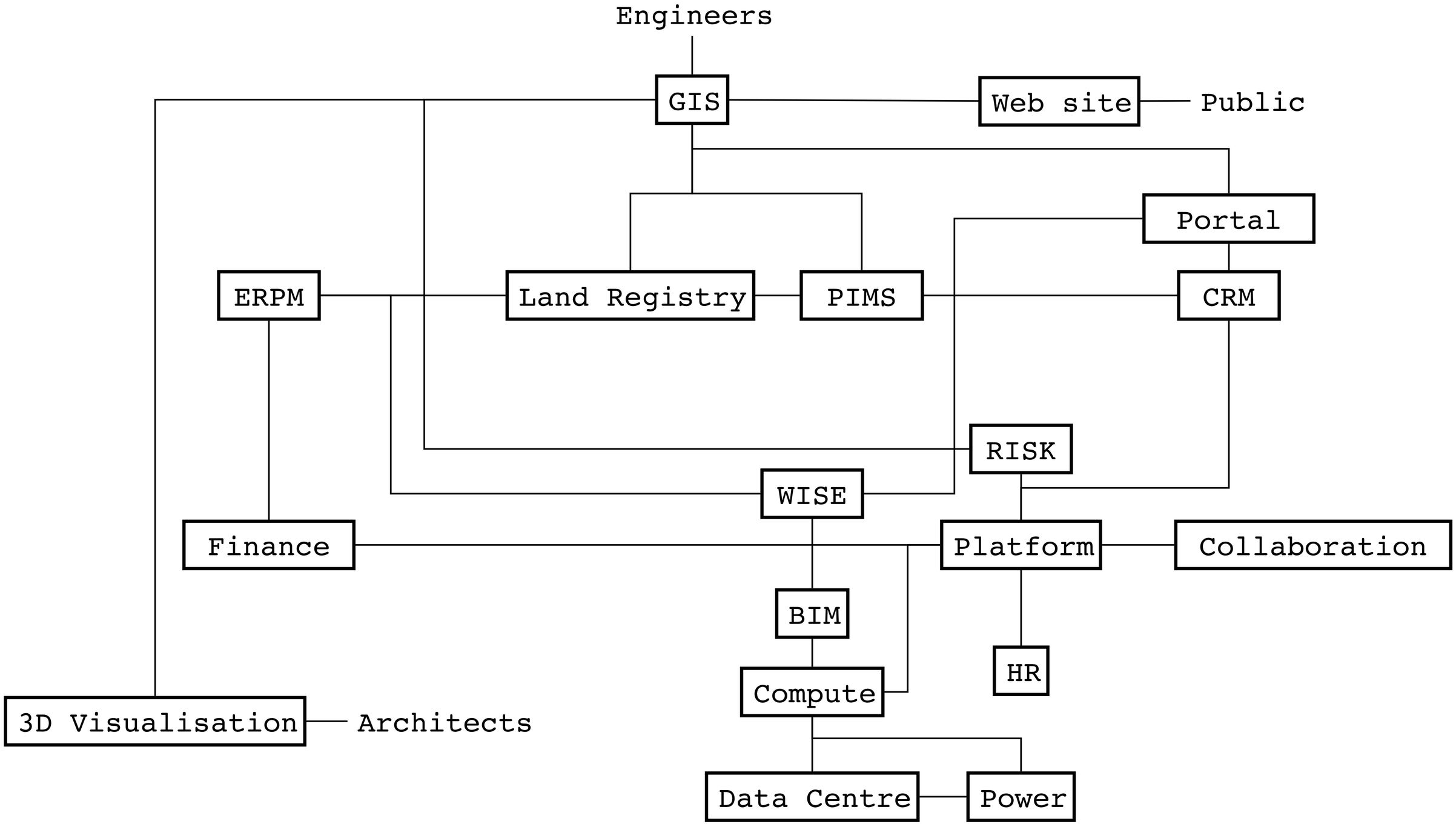

A NEW THEOCRACY
TRUST US, WE HAVE GUARDRAILS

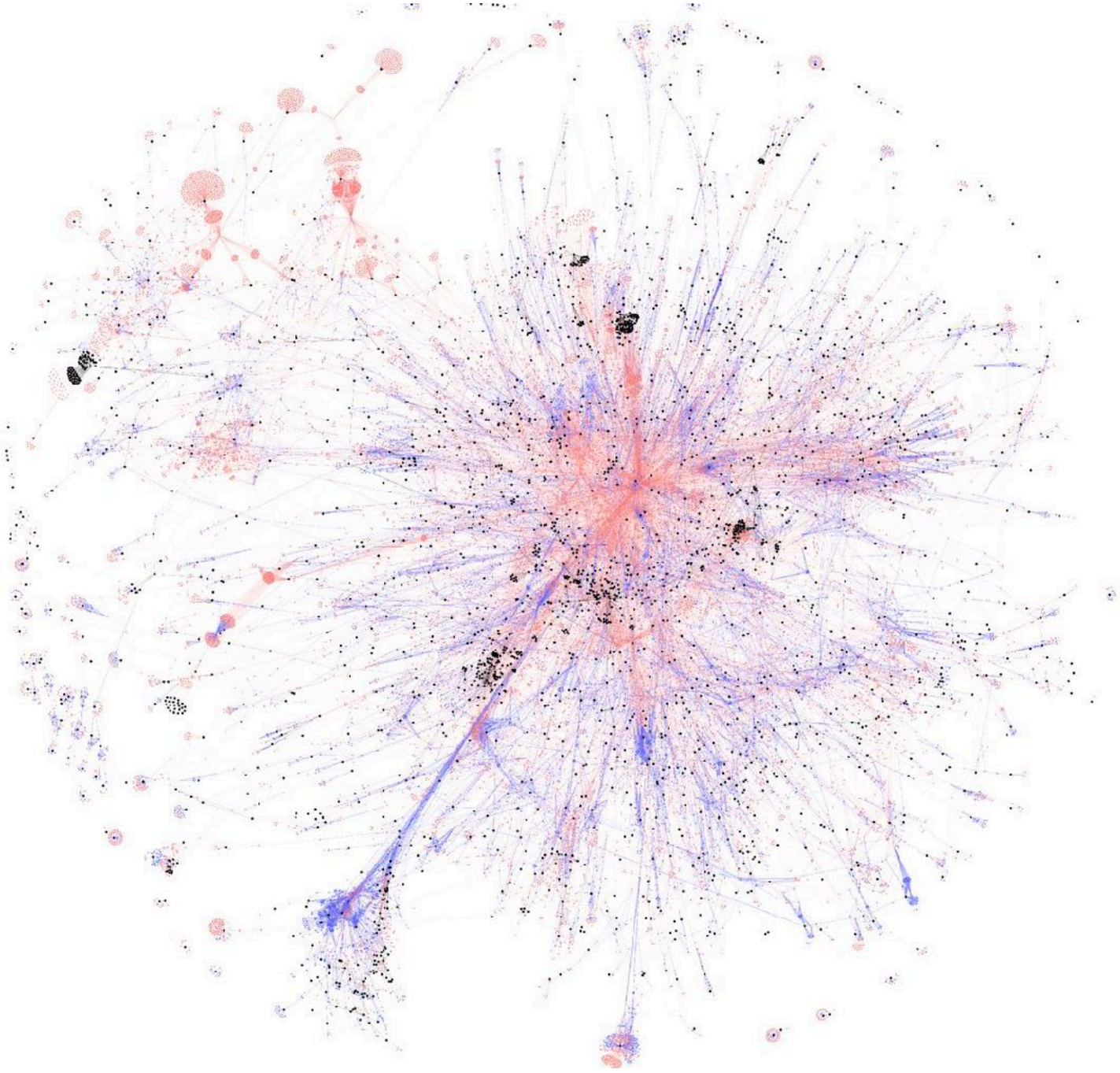

A NEW ENLIGHTENMENT
IT AIN'T OPEN UNLESS THE TRAINING DATA IS

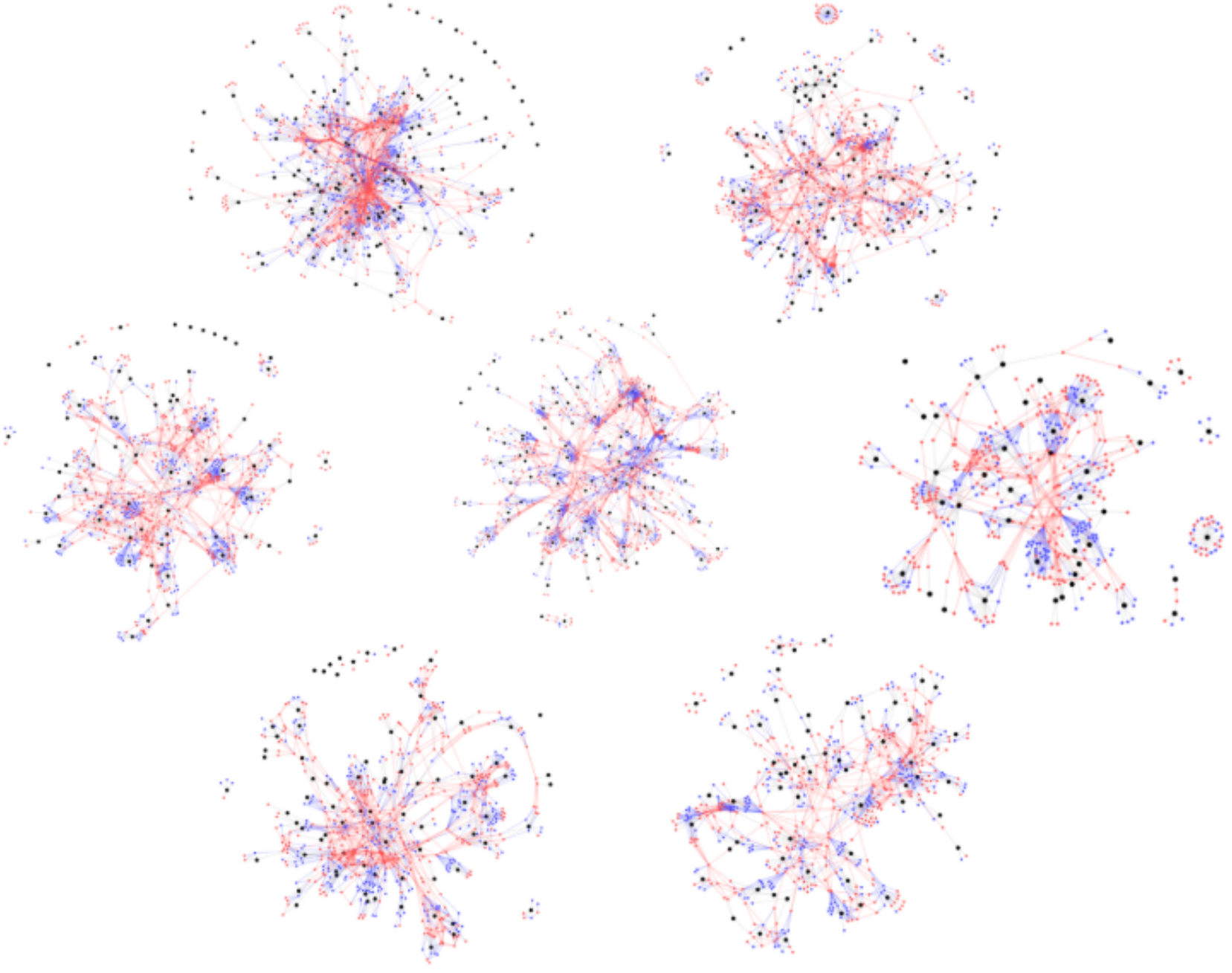

Origin
Maps
Patterns
Change
AI
Coding
Architecture
Engineering
Culture
Sovereignty
N

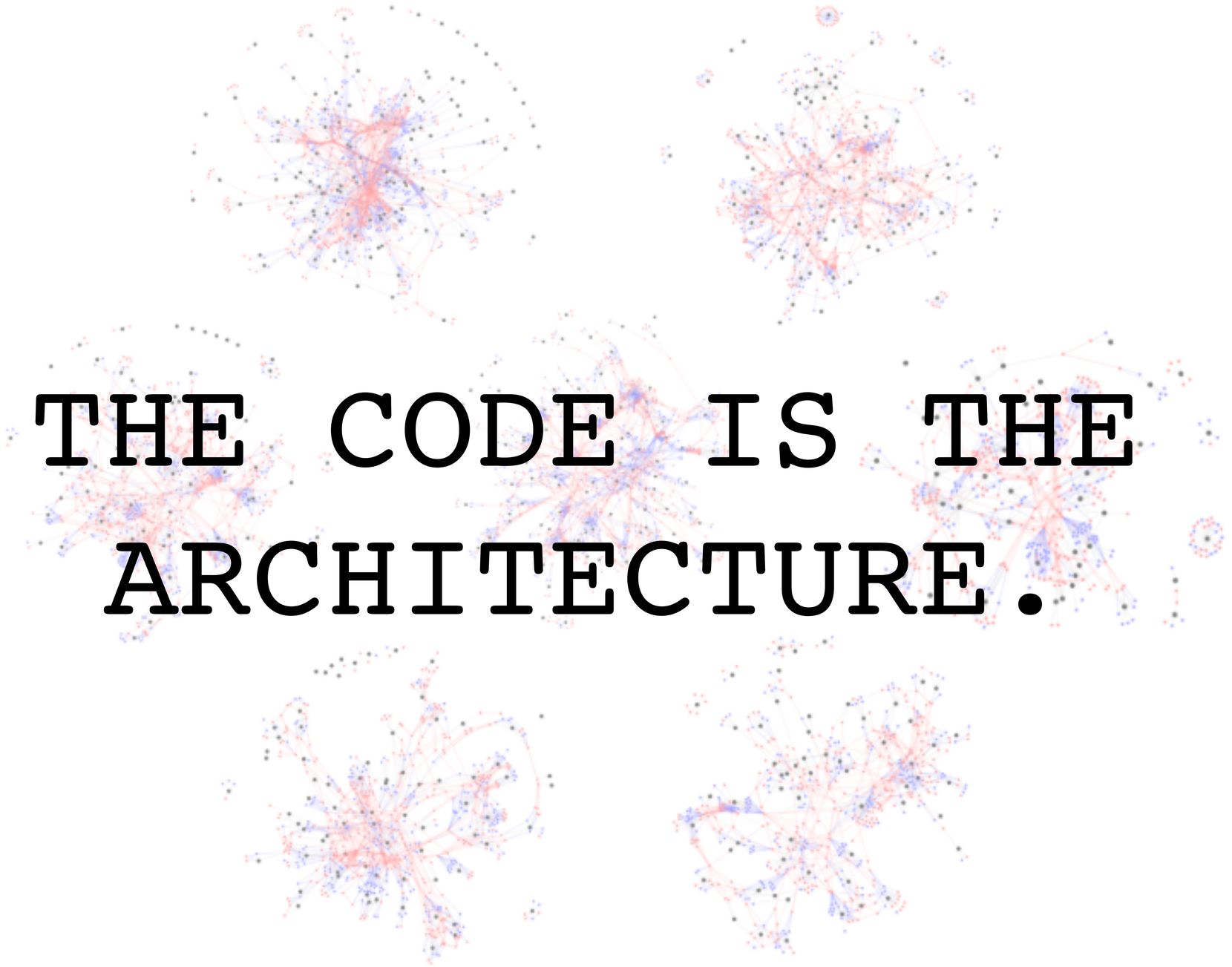


AI REPLACES CODER


Engineers
GIS
Web site
Public
Portal
ERPM
Land Registry
PIMS
CRM
RISK
WISE
Finance
Platform
Collaboration
BIM
HR
Compute
3D Visualisation
Architects
Data Centre
Power



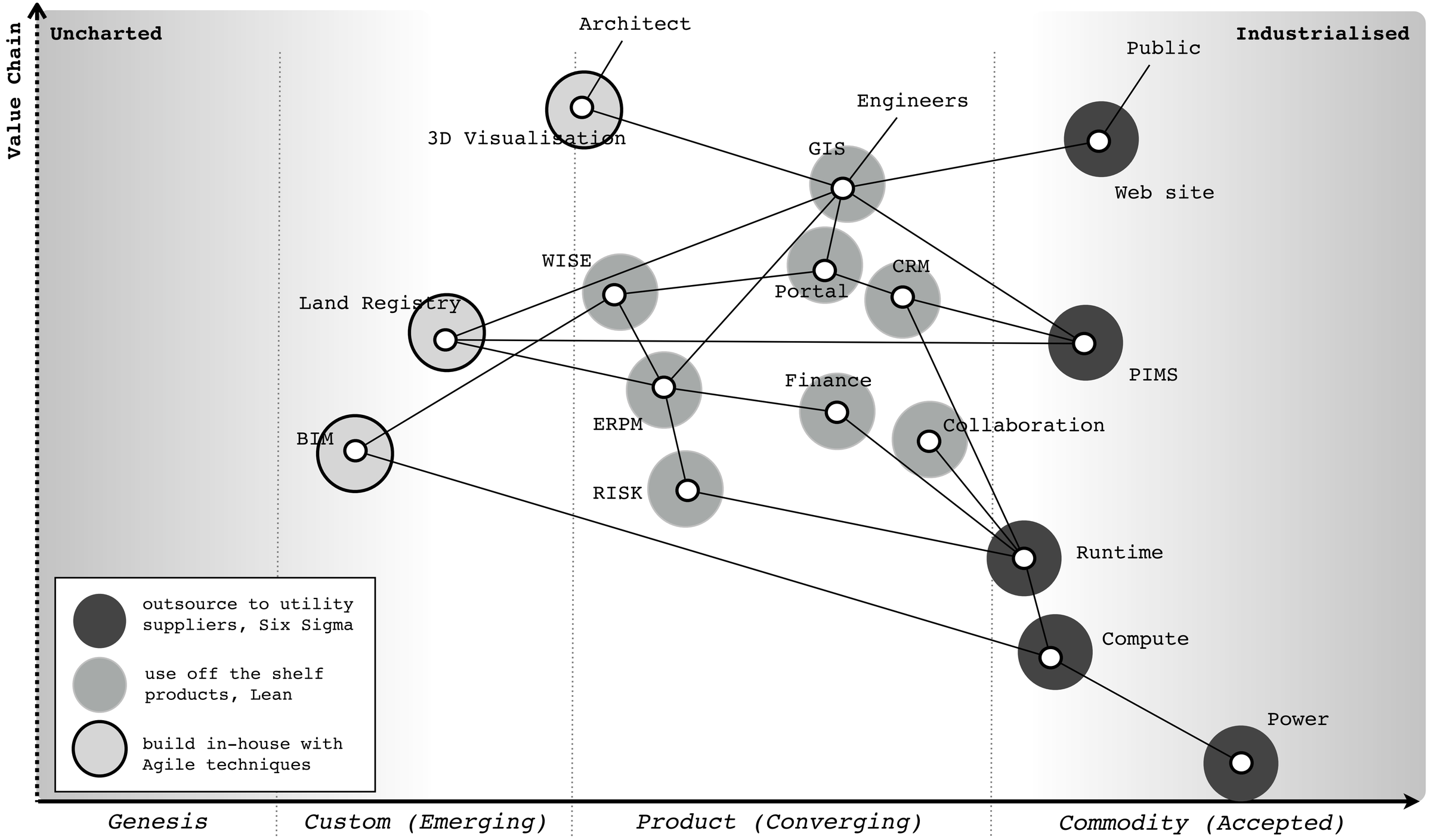


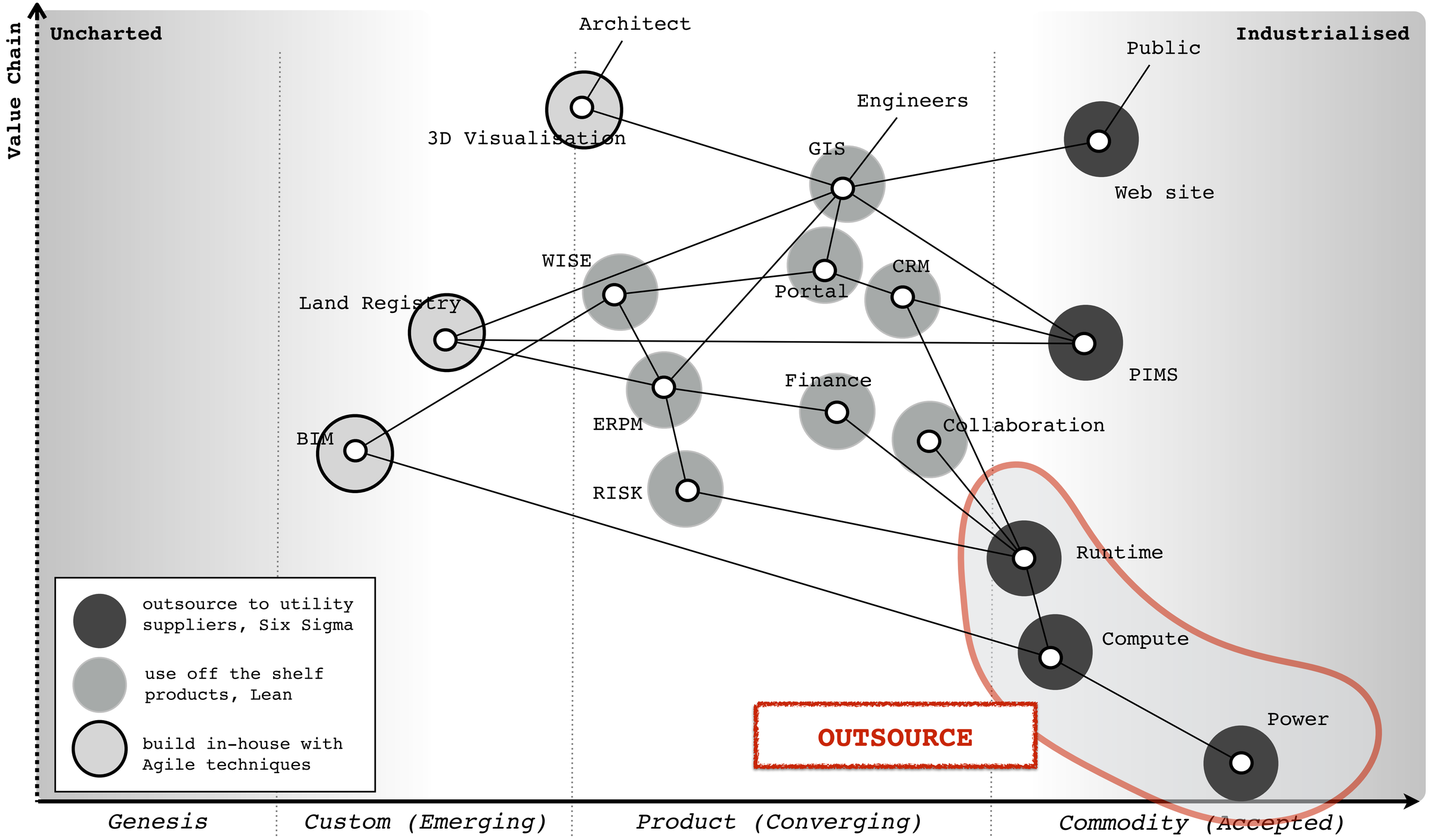

THE CODE IS THE
ARCHITECTURE.

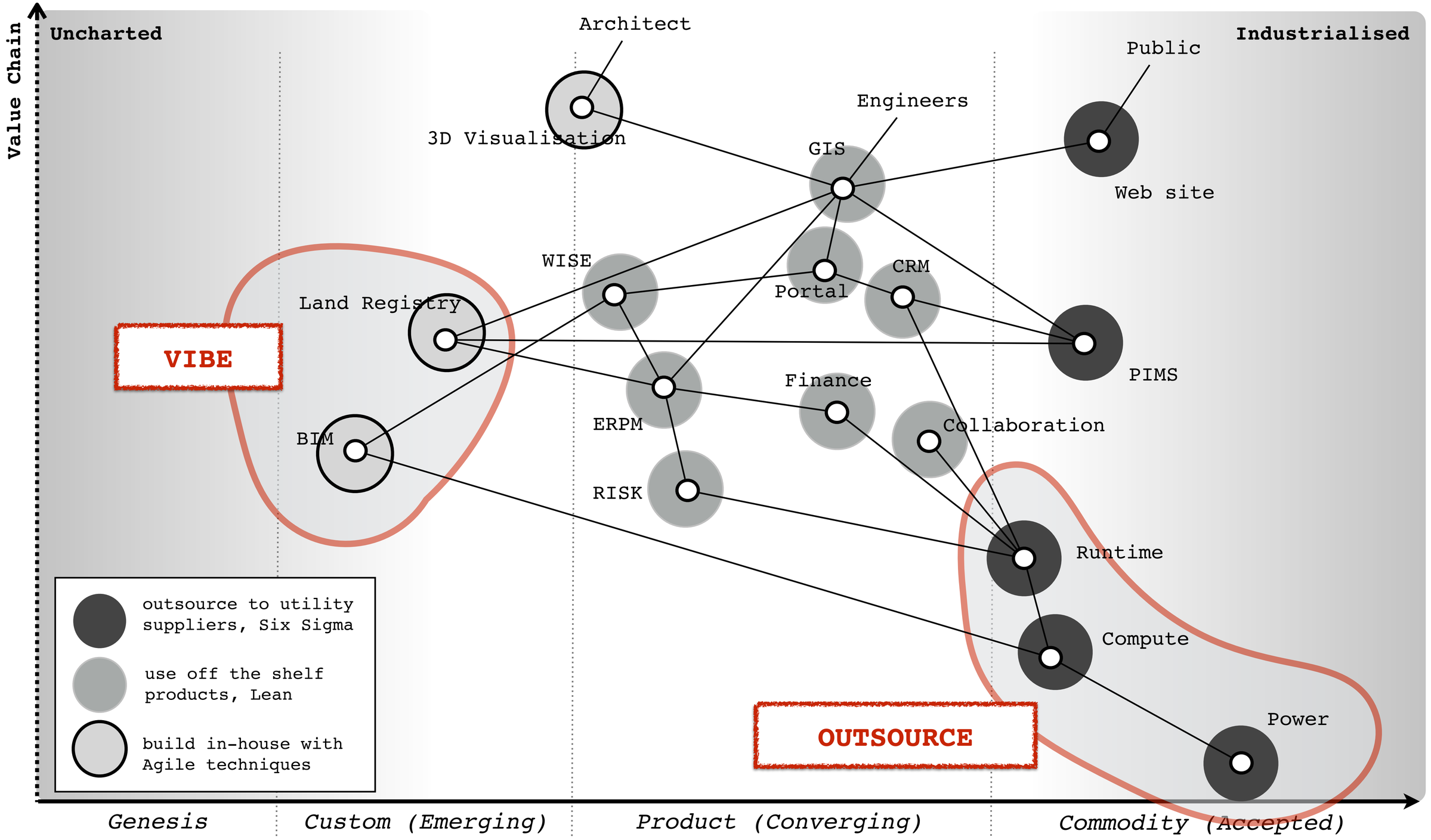

INSPECTION

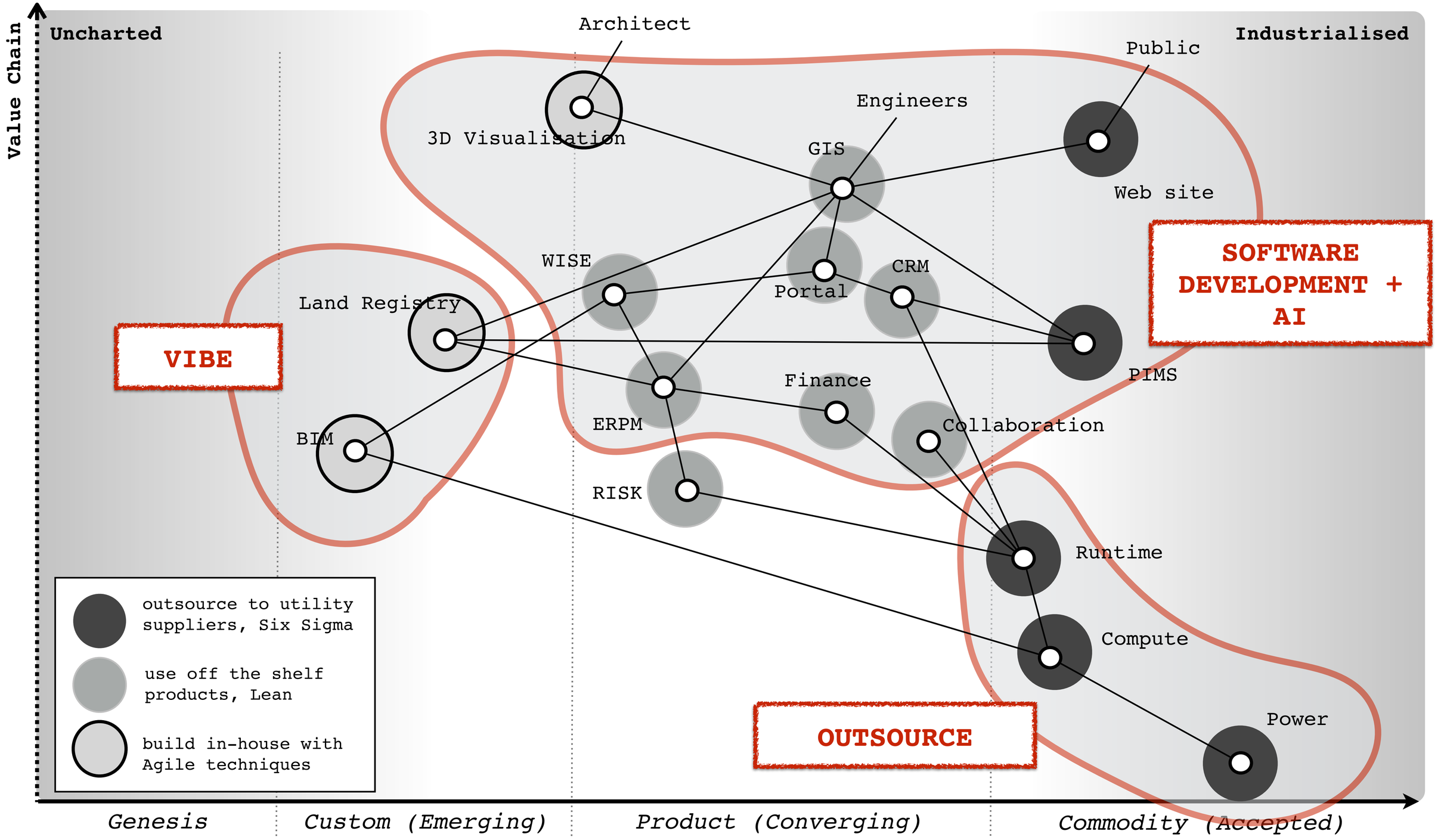

WISHES / INTENTS / BELIEFS
DATABASE
API
THE REAL ARCHITECT & DECISION MAKER

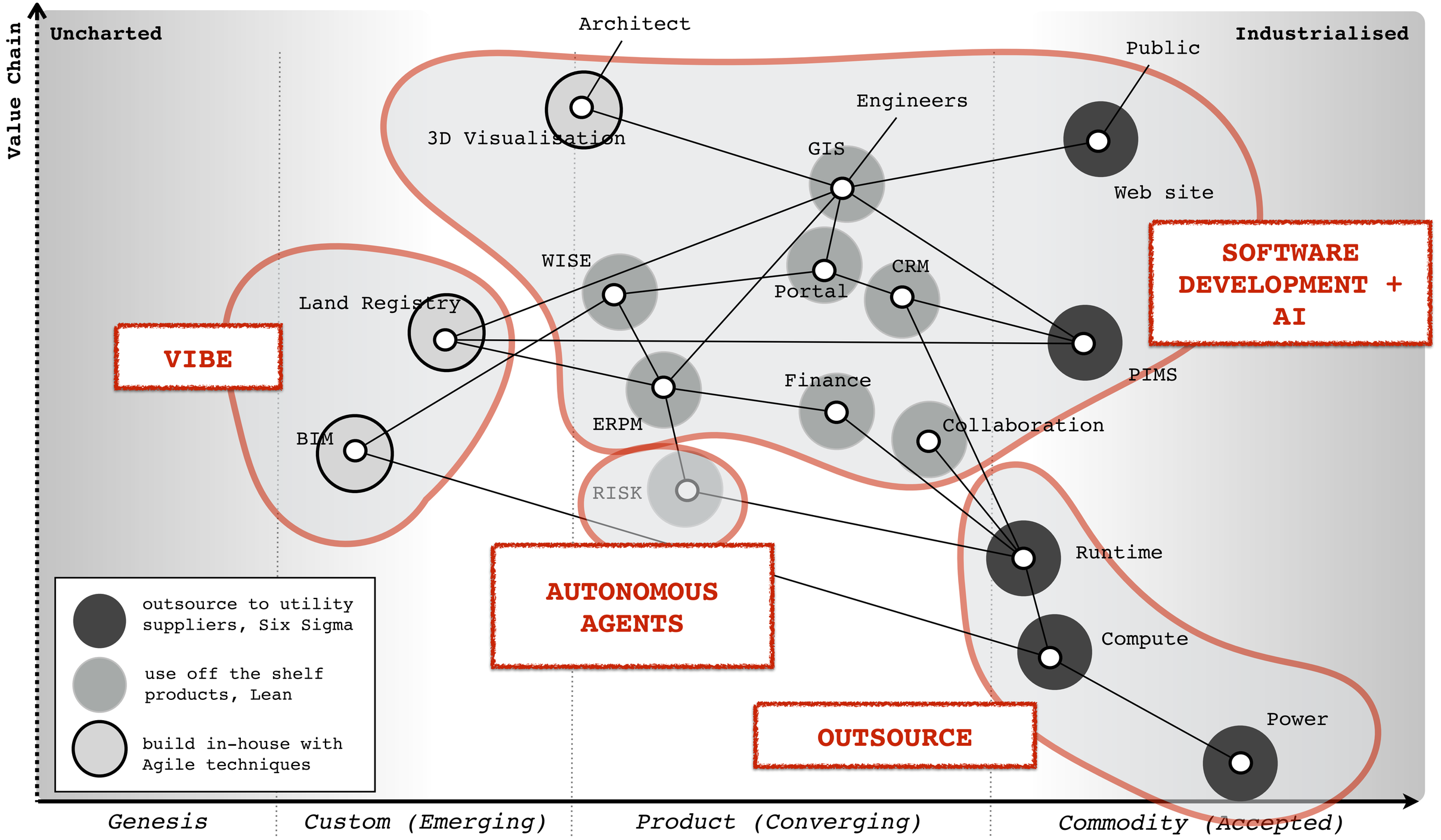
HOW MUCH DO YOU VALUE A HUMAN TO BE INVOLVED IN DECISION MAKING?

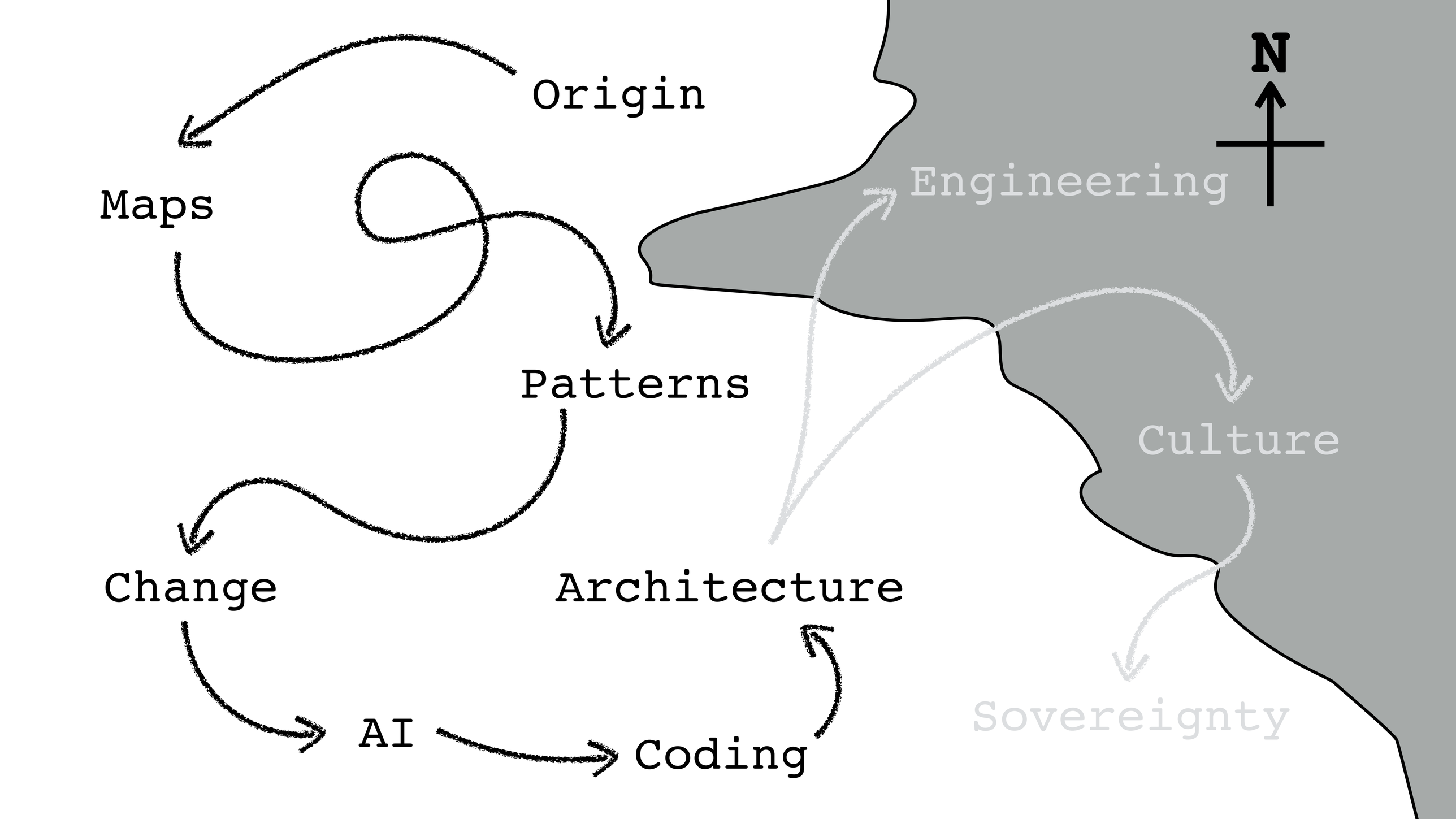

Value Chain
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GIS
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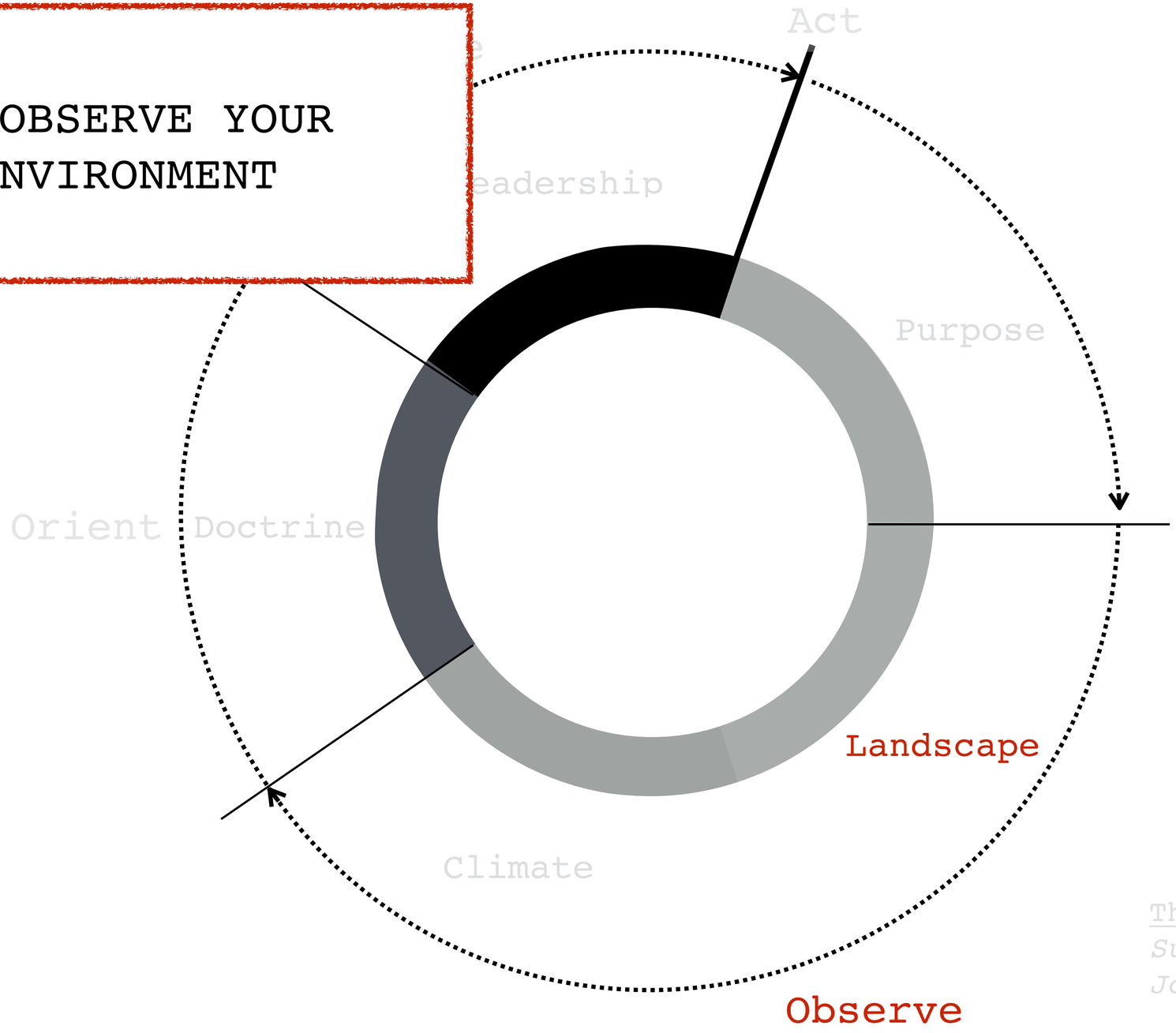

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outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

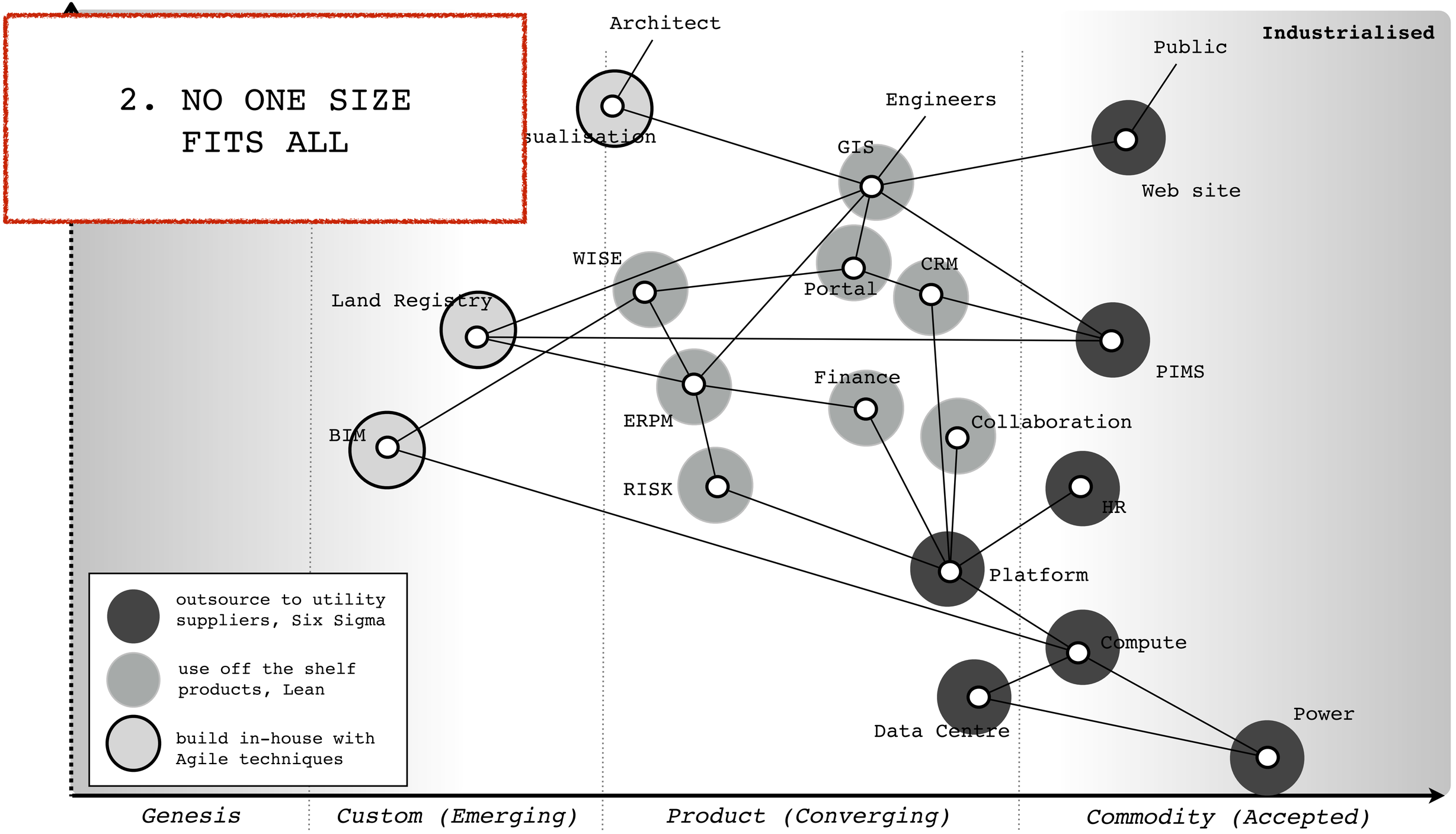

Origin
Maps
Patterns
Change
Architecture
AI
Coding
Engineering
Culture
Sovereignty
N

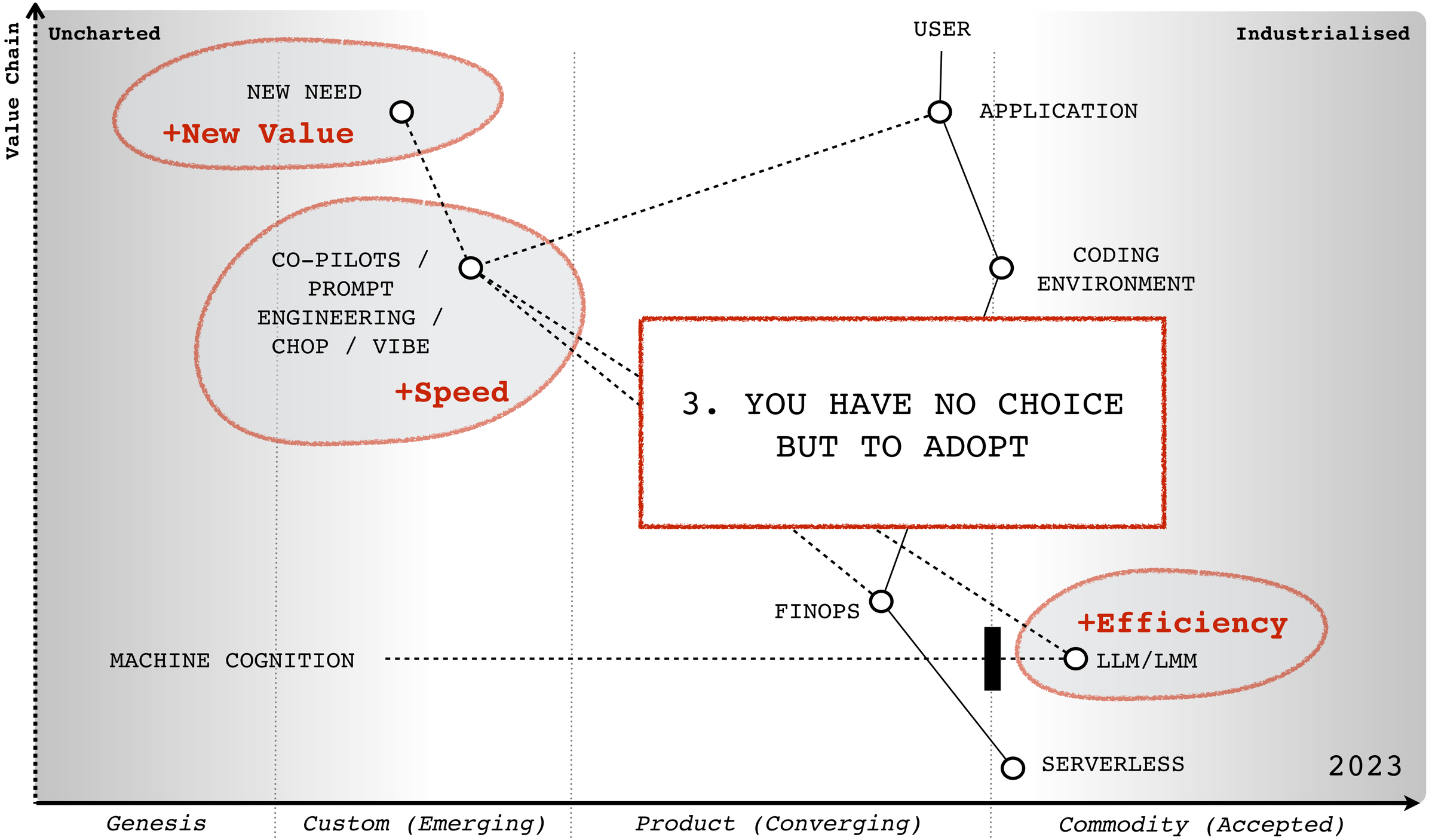
1. OBSERVE YOUR ENVIRONMENT

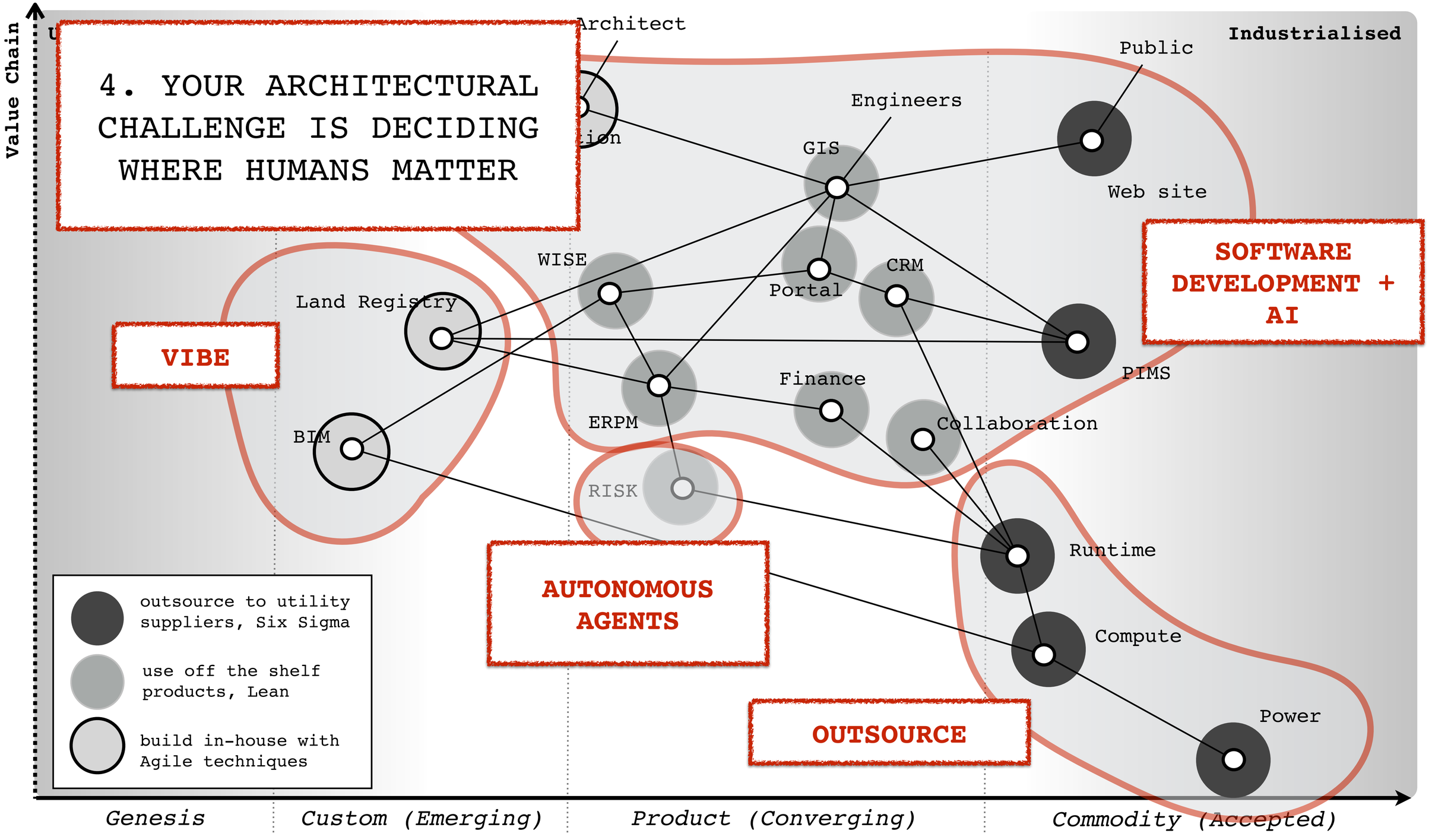


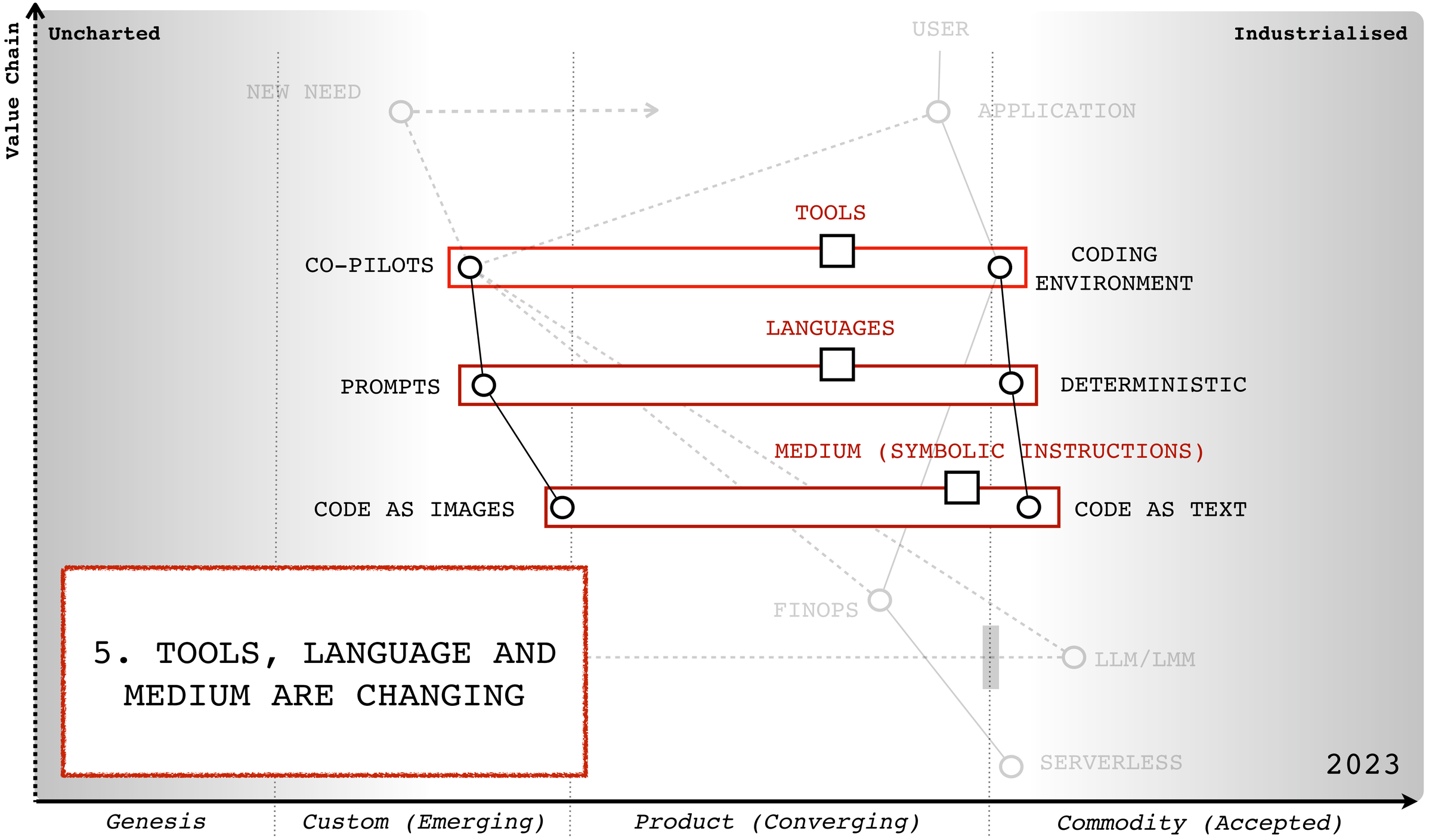
The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

2. NO ONE SIZE FITS ALL

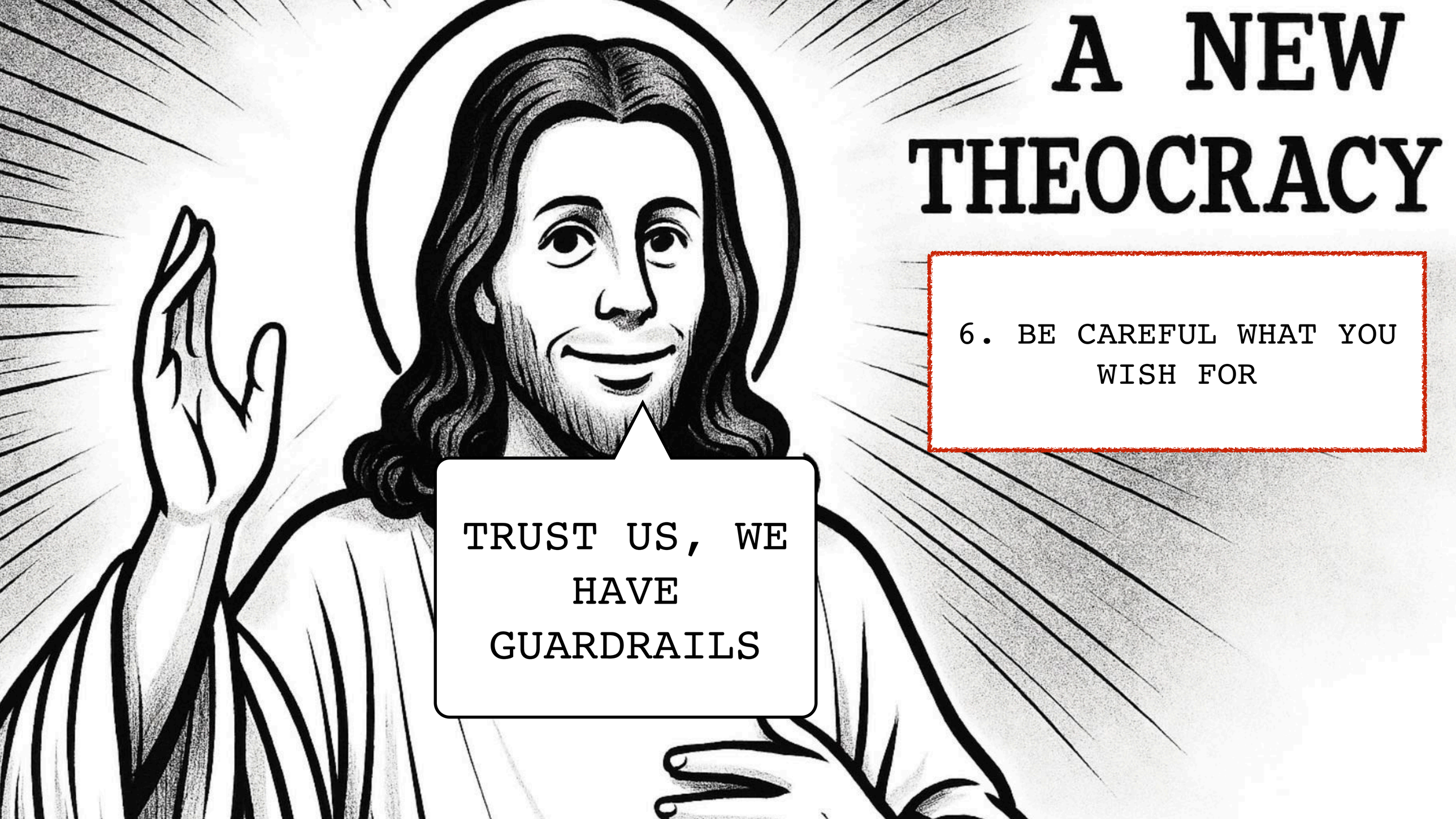



Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
CO-PILOTS / PROMPT ENGINEERING / CHOP / VIBE
+Speed
CODING ENVIRONMENT
3. YOU HAVE NO CHOICE BUT TO ADOPT
FINOPS
+Efficiency
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


4. YOUR ARCHITECTURAL CHALLENGE IS DECIDING WHERE HUMANS MATTER
Value Chain
Industrialised
Architect
Public
Engineers
GIS
Web site
WISE
CRM
Portal
Land Registry
SOFTWARE DEVELOPMENT + AI
VIBE
PIMS
Finance
ERPM
Collaboration
BIM
RISK
Runtime
AUTONOMOUS AGENTS
Compute
OUTSOURCE
Power
outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
TOOLS
CO-PILOTS
CODING ENVIRONMENT
LANGUAGES
PROMPTS
DETERMINISTIC
MEDIUM (SYMBOLIC INSTRUCTIONS)
CODE AS IMAGES
CODE AS TEXT
FINOPS
LLM/LMM
SERVERLESS
2023
5. TOOLS, LANGUAGE AND MEDIUM ARE CHANGING
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

A NEW THEOCRACY



6. BE CAREFUL WHAT YOU WISH FOR

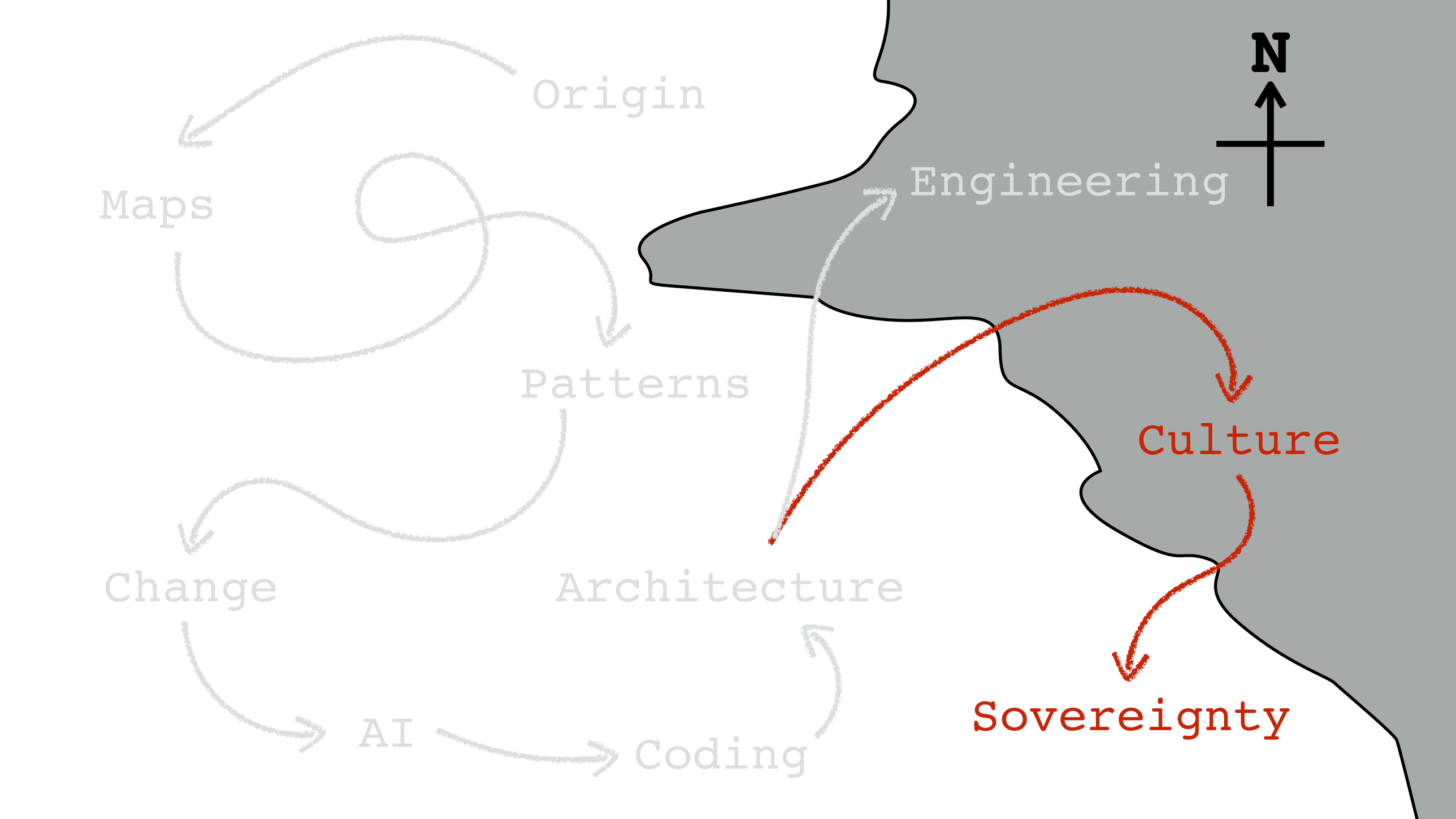
THANK YOU

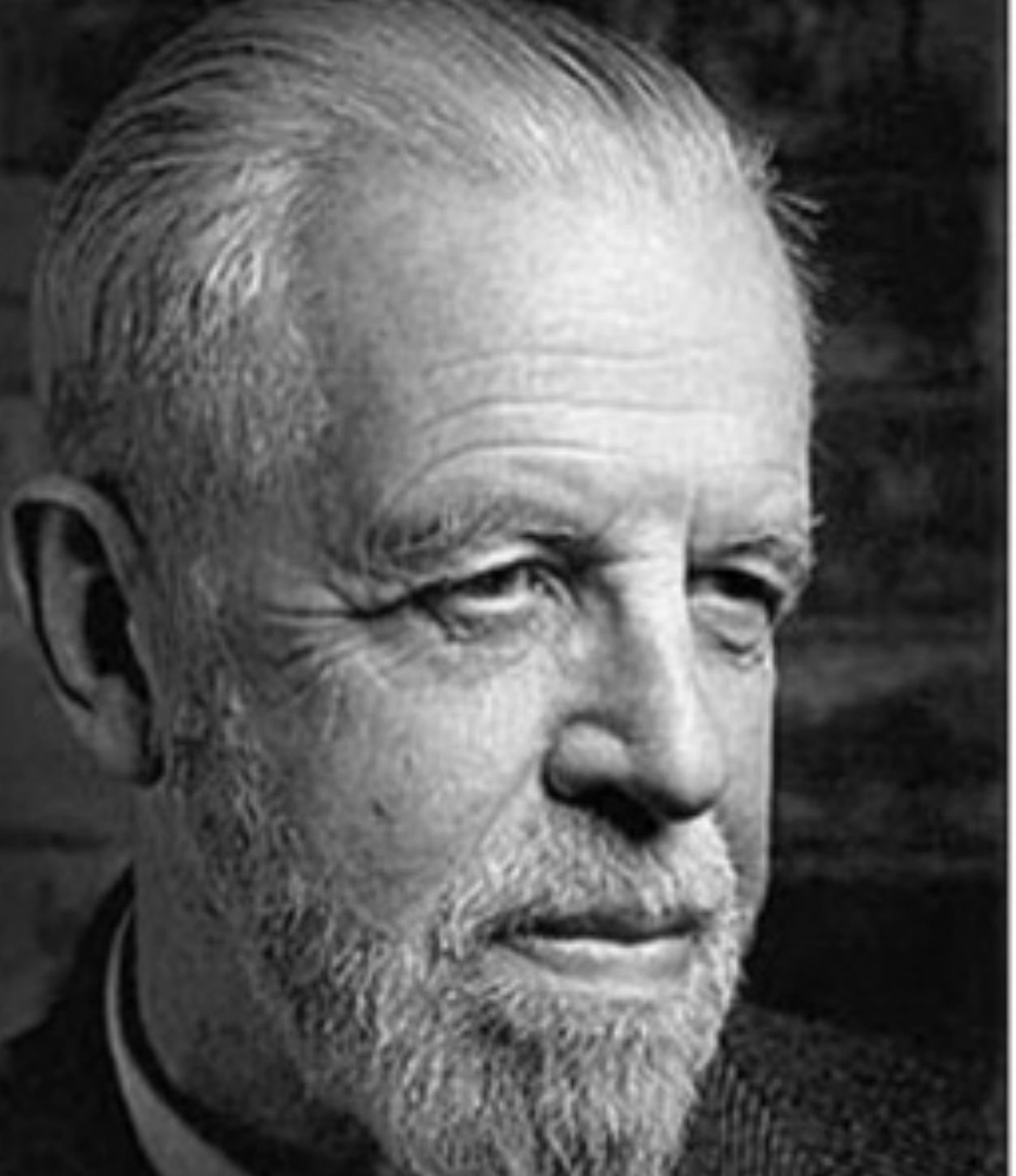
creative commons share alike.

simon@swardleymaps.com






Origin
Maps
Patterns
Change
Architecture
AI
Coding
Engineering
N
Culture
Sovereignty



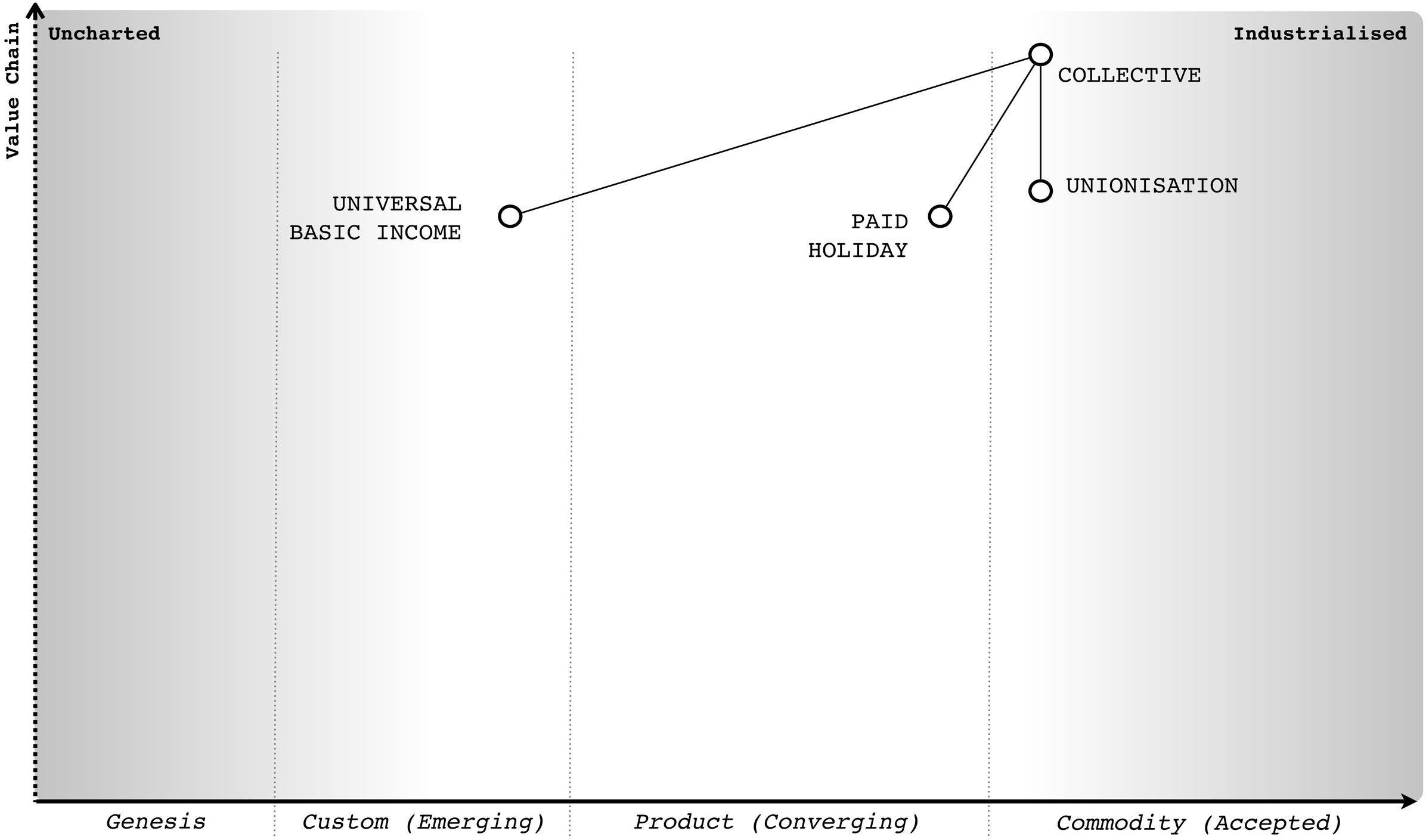
Despite a century of efforts to define culture adequately, there is no agreement among anthropologists regarding its nature.

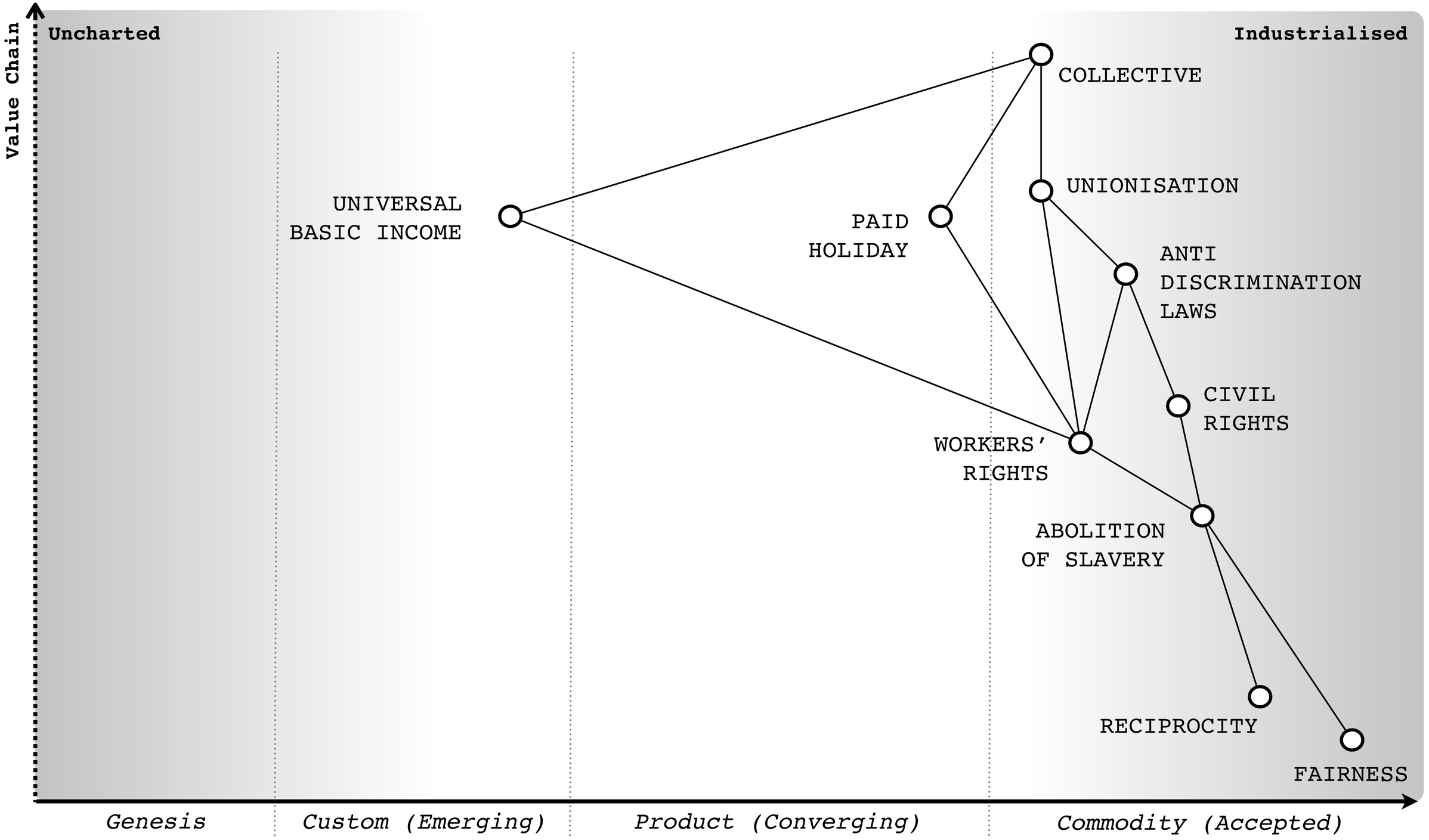
A.L. Kroeber

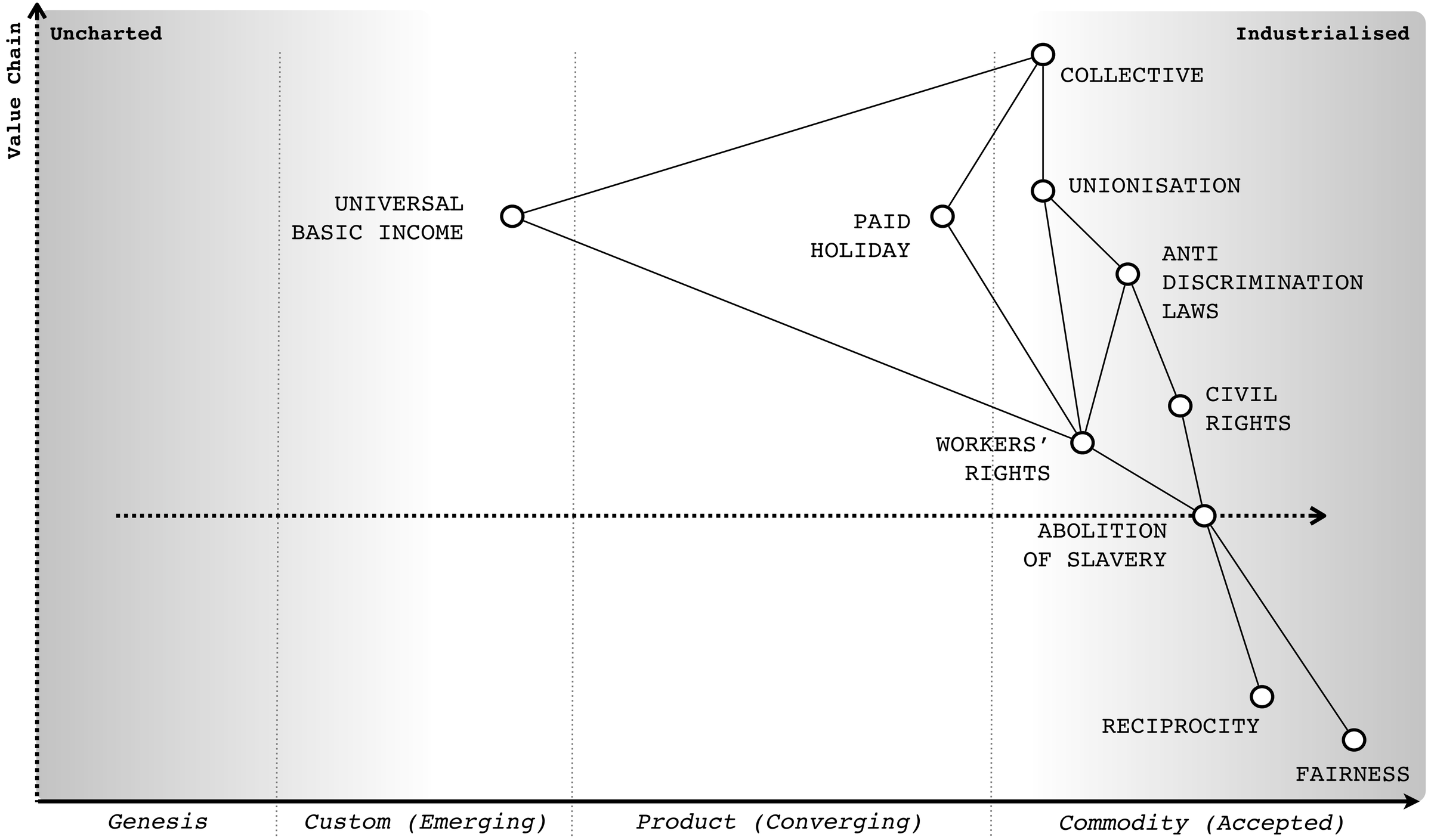


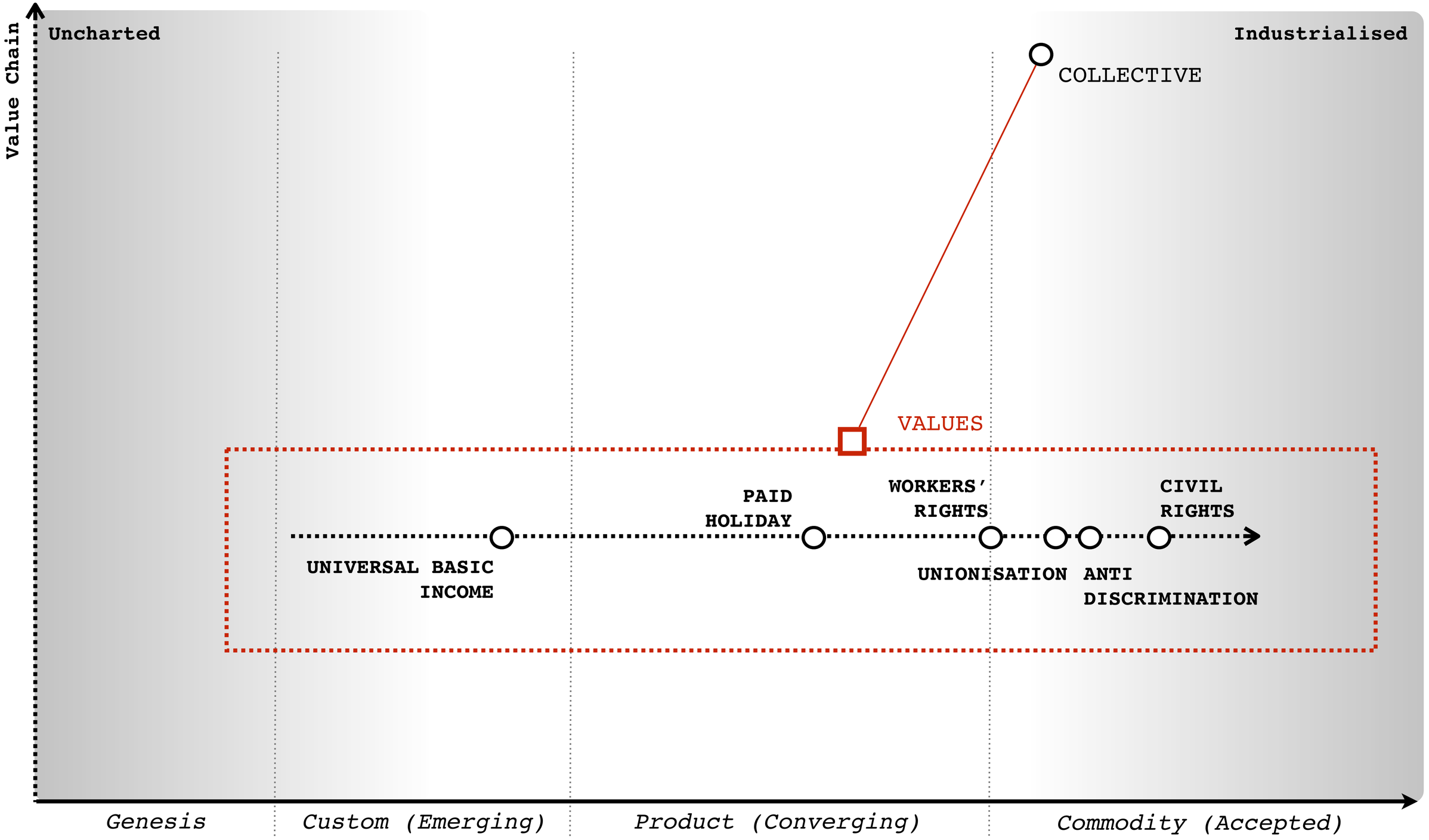
Language is a
discipline of
cultural behaviour.

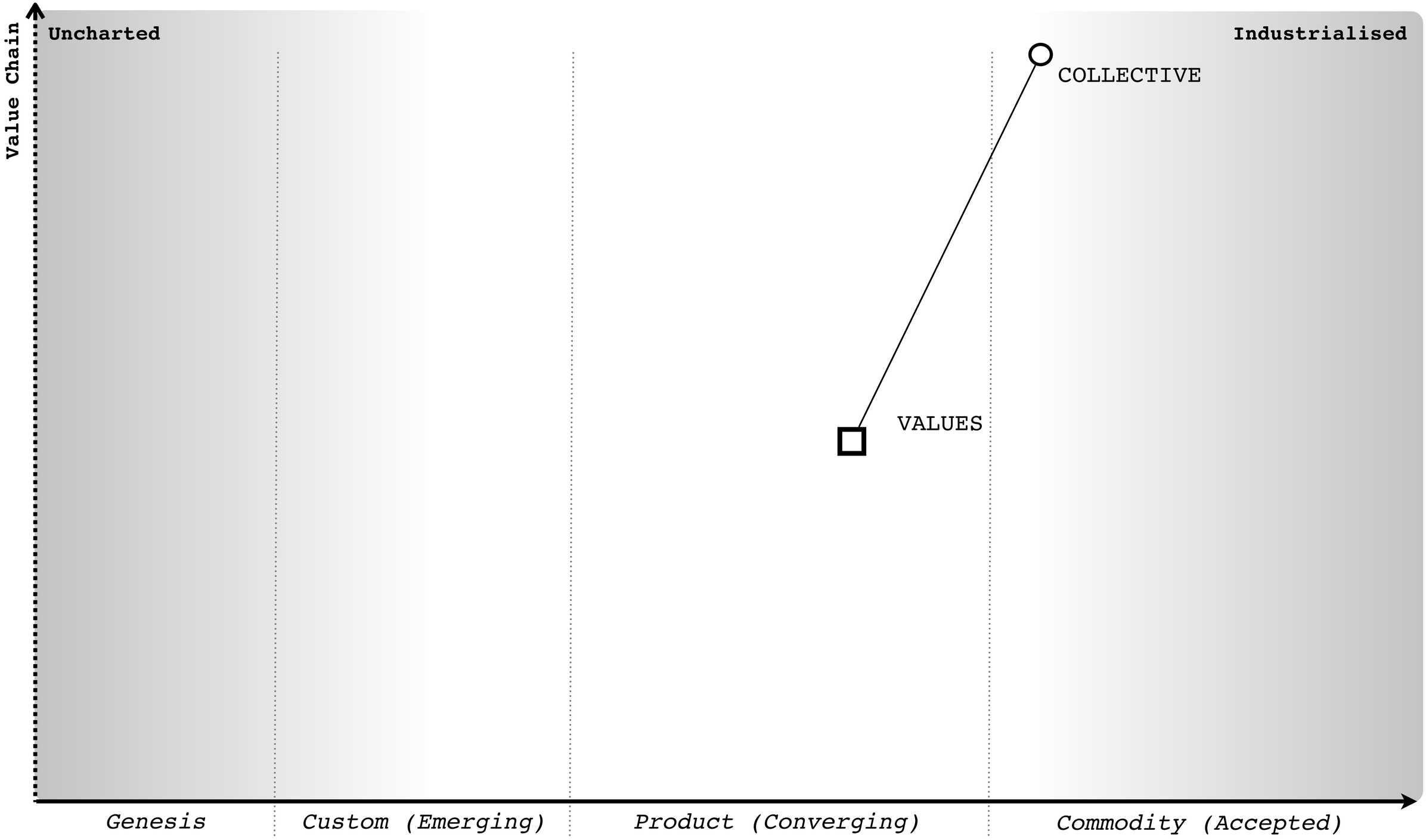
Margaret Mead


Value Chain
Uncharted
Industrialised
UNIVERSAL
BASIC INCOME
PAID
HOLIDAY
COLLECTIVE
UNIONISATION
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

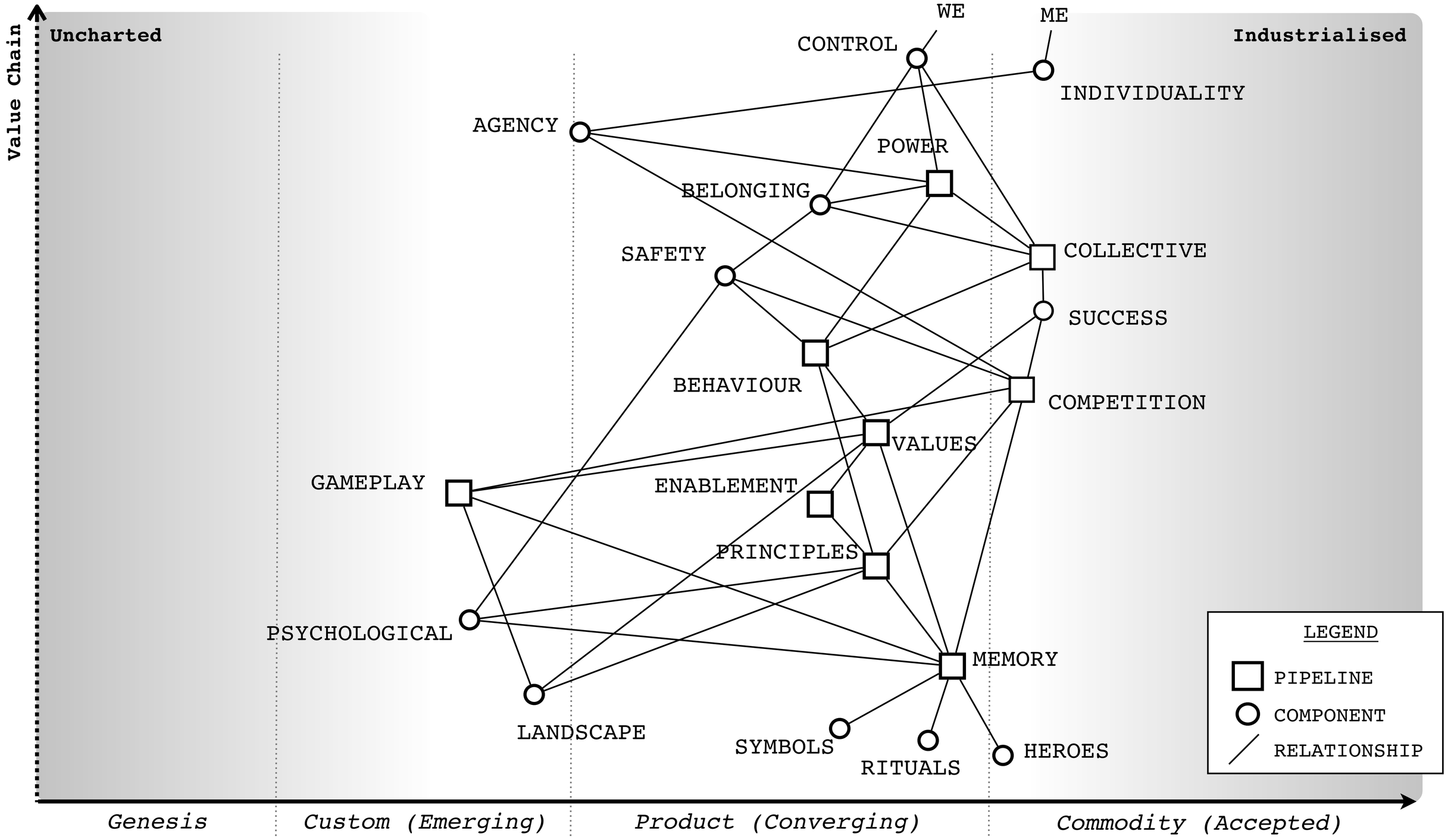

Value Chain
Uncharted
Industrialised
UNIVERSAL BASIC INCOME
COLLECTIVE
UNIONISATION
PAID HOLIDAY
ANTI DISCRIMINATION LAWS
CIVIL RIGHTS
WORKERS' RIGHTS
ABOLITION OF SLAVERY
RECIPROCITY
FAIRNESS
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

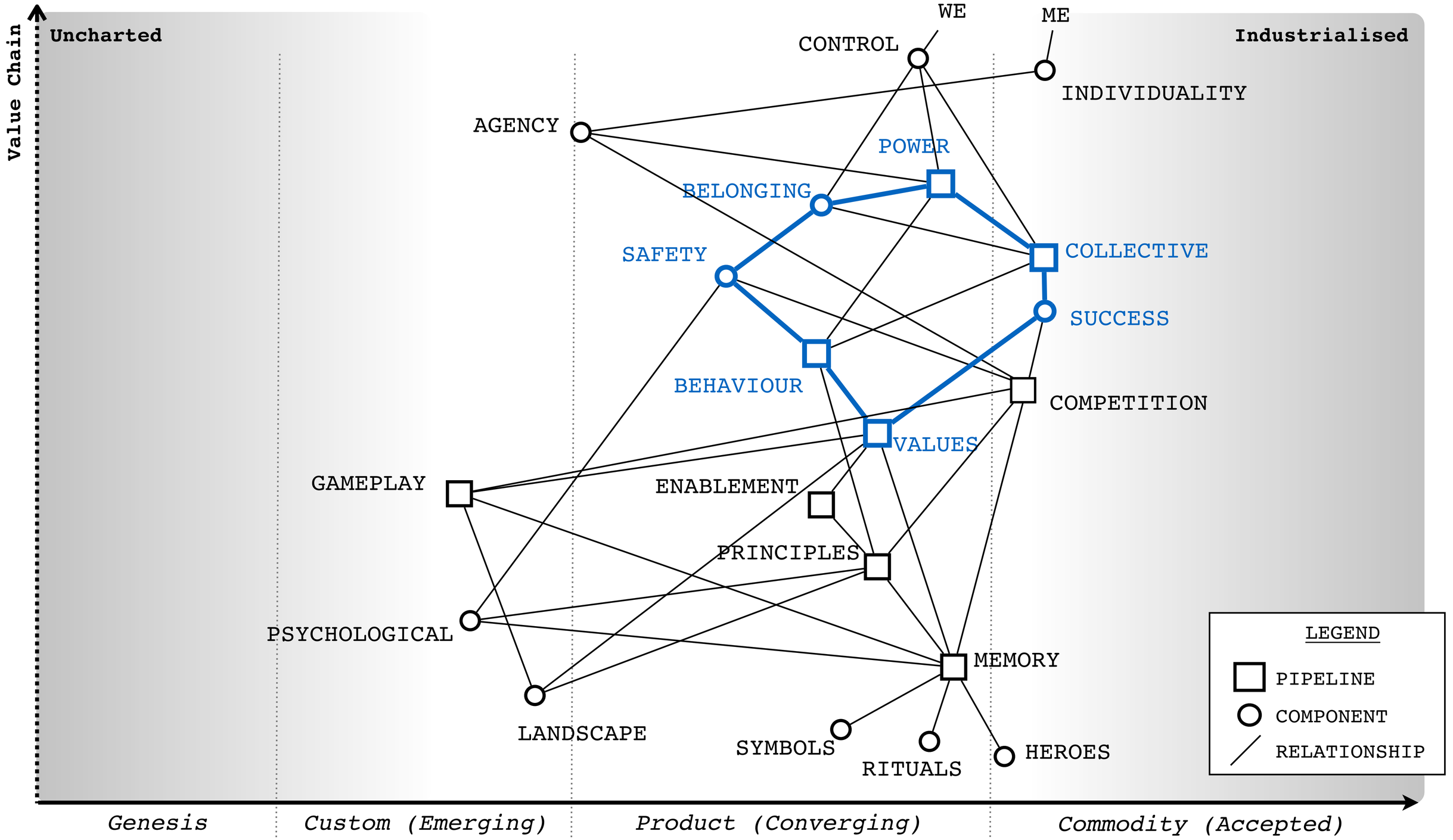

Value Chain
Uncharted
Industrialised
UNIVERSAL
BASIC INCOME
COLLECTIVE
UNIONISATION
PAID
HOLIDAY
ANTI
DISCRIMINATION
LAWS
CIVIL
RIGHTS
WORKERS'
RIGHTS
ABOLITION
OF SLAVERY
RECIPROCITY
FAIRNESS
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

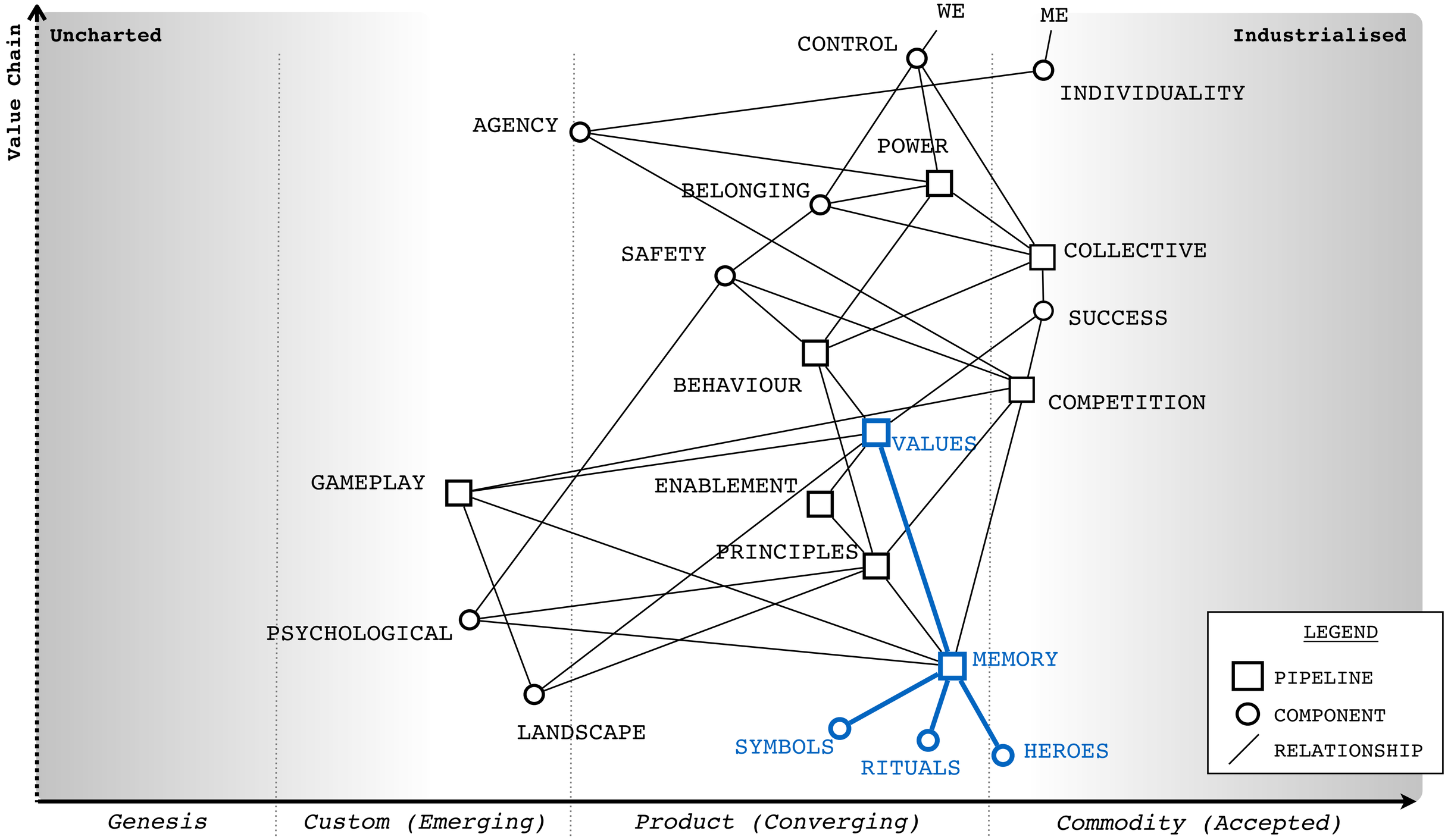

Value Chain
Uncharted
Industrialised
COLLECTIVE
VALUES
PAID HOLIDAY
WORKERS' RIGHTS
CIVIL RIGHTS
UNIVERSAL BASIC INCOME
UNIONISATION
ANTI DISCRIMINATION
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
COLLECTIVE
VALUES
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)



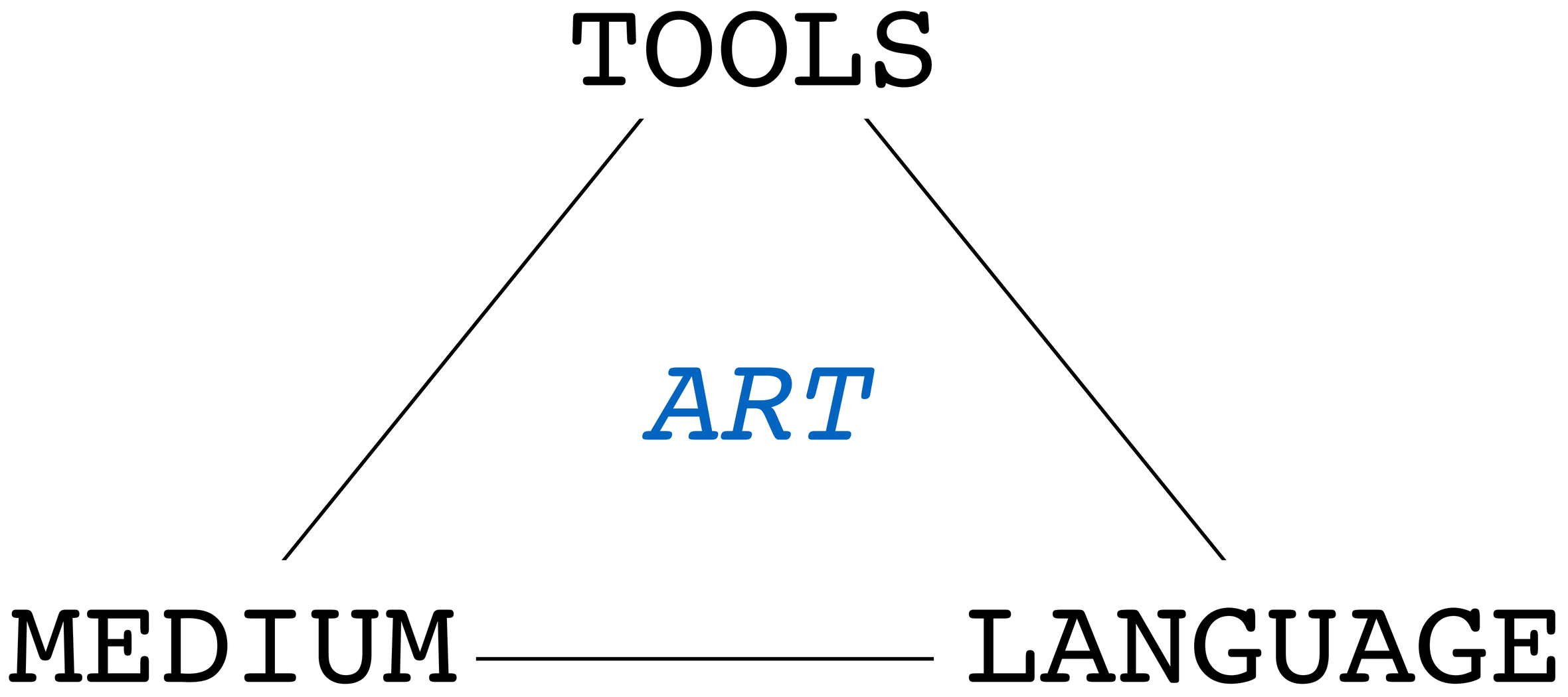

Value Chain
Uncharted
Industrialised
WE
ME
CONTROL
INDIVIDUALITY
AGENCY
POWER
BELONGING
COLLECTIVE
SAFETY
SUCCESS
BEHAVIOUR
COMPETITION
VALUES
GAMEPLAY
ENABLEMENT
PRINCIPLES
PSYCHOLOGICAL
MEMORY
LANDSCAPE
SYMBOLS
RITUALS
HEROES
LEGEND
PIPELINE
COMPONENT
RELATIONSHIP
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

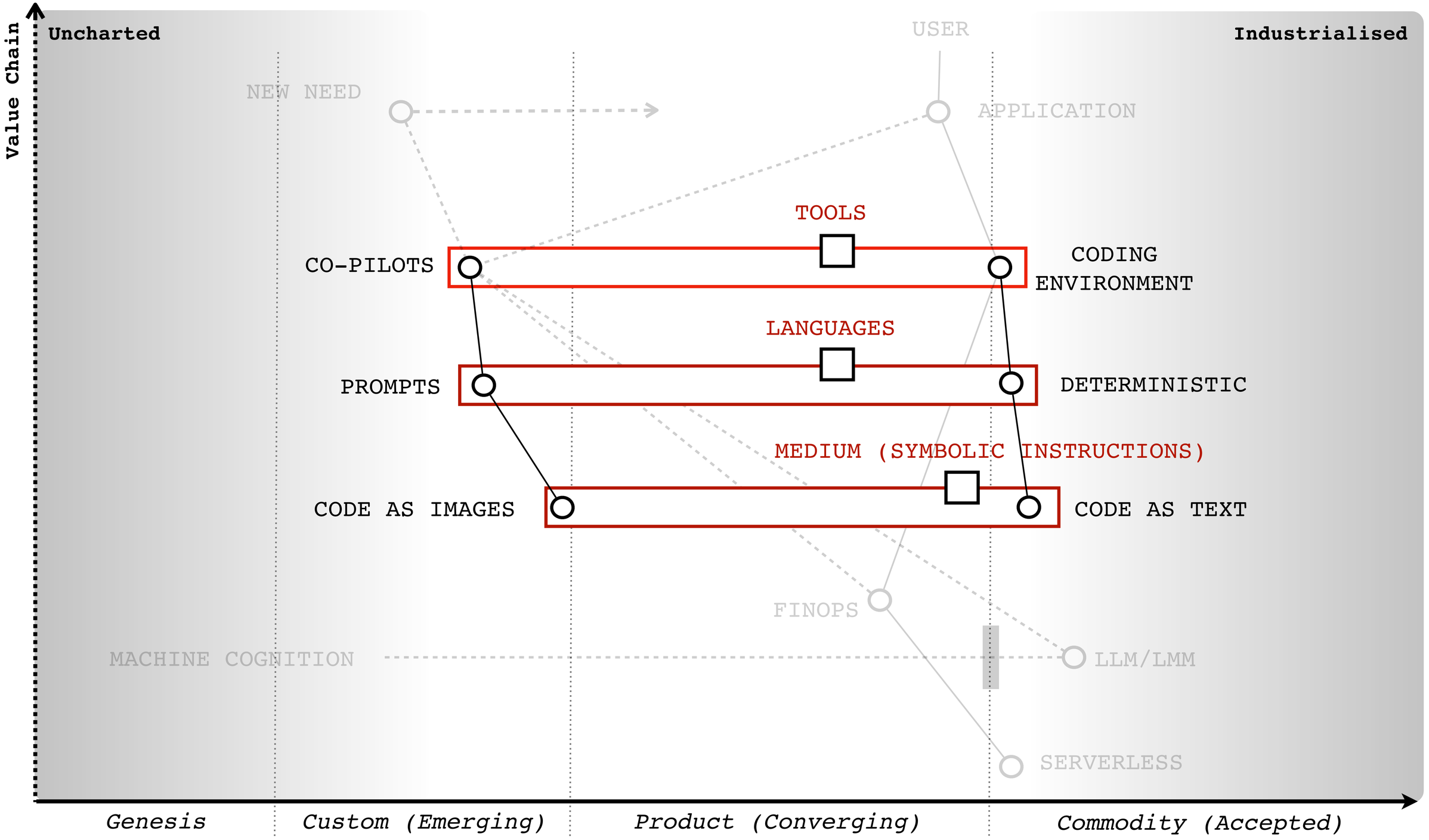

Value Chain
Uncharted
Industrialised
WE
ME
CONTROL
INDIVIDUALITY
AGENCY
POWER
BELONGING
SAFETY
COLLECTIVE
SUCCESS
BEHAVIOUR
COMPETITION
VALUES
GAMEPLAY
ENABLEMENT
PRINCIPLES
PSYCHOLOGICAL
MEMORY
LANDSCAPE
SYMBOLS
RITUALS
HEROES
LEGEND
PIPELINE
COMPONENT
RELATIONSHIP
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

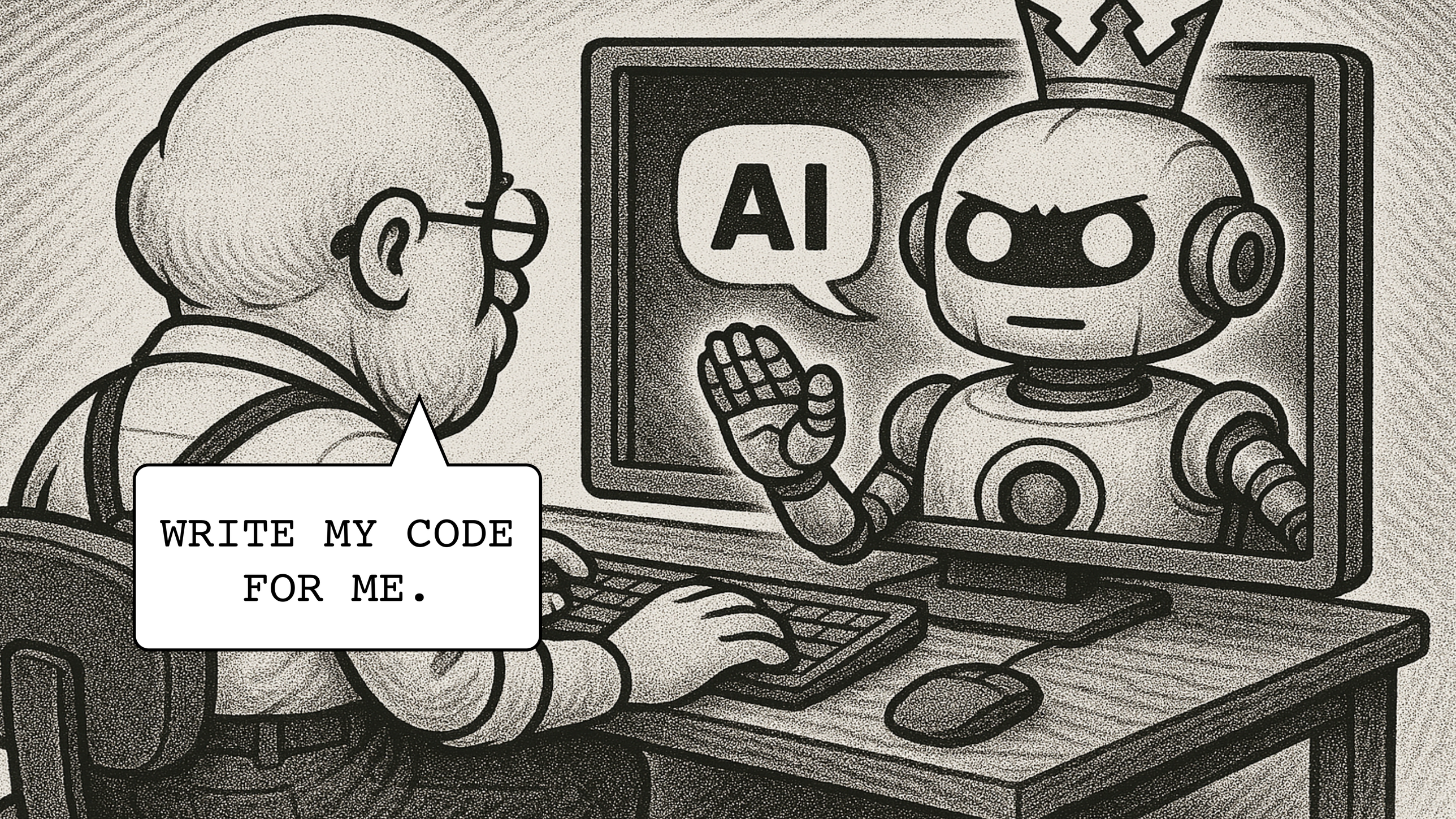

Value Chain
Uncharted
Industrialised
WE
ME
CONTROL
INDIVIDUALITY
AGENCY
POWER
BELONGING
COLLECTIVE
SAFETY
SUCCESS
BEHAVIOUR
COMPETITION
VALUES
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PRINCIPLES
PSYCHOLOGICAL
MEMORY
LANDSCAPE
SYMBOLS
RITUALS
HEROES
LEGEND
PIPELINE
COMPONENT
RELATIONSHIP
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

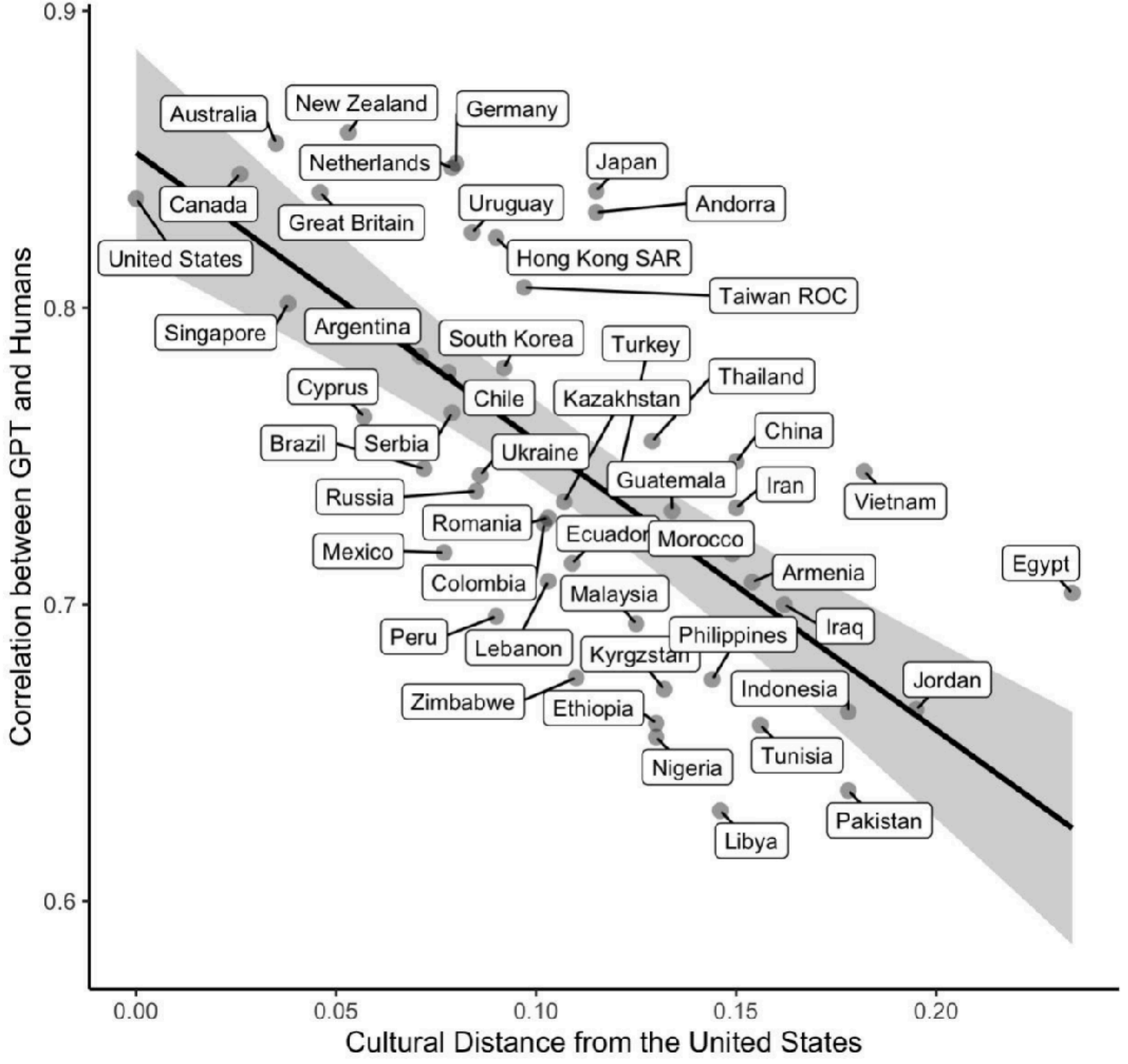

100
030
270
9
walk



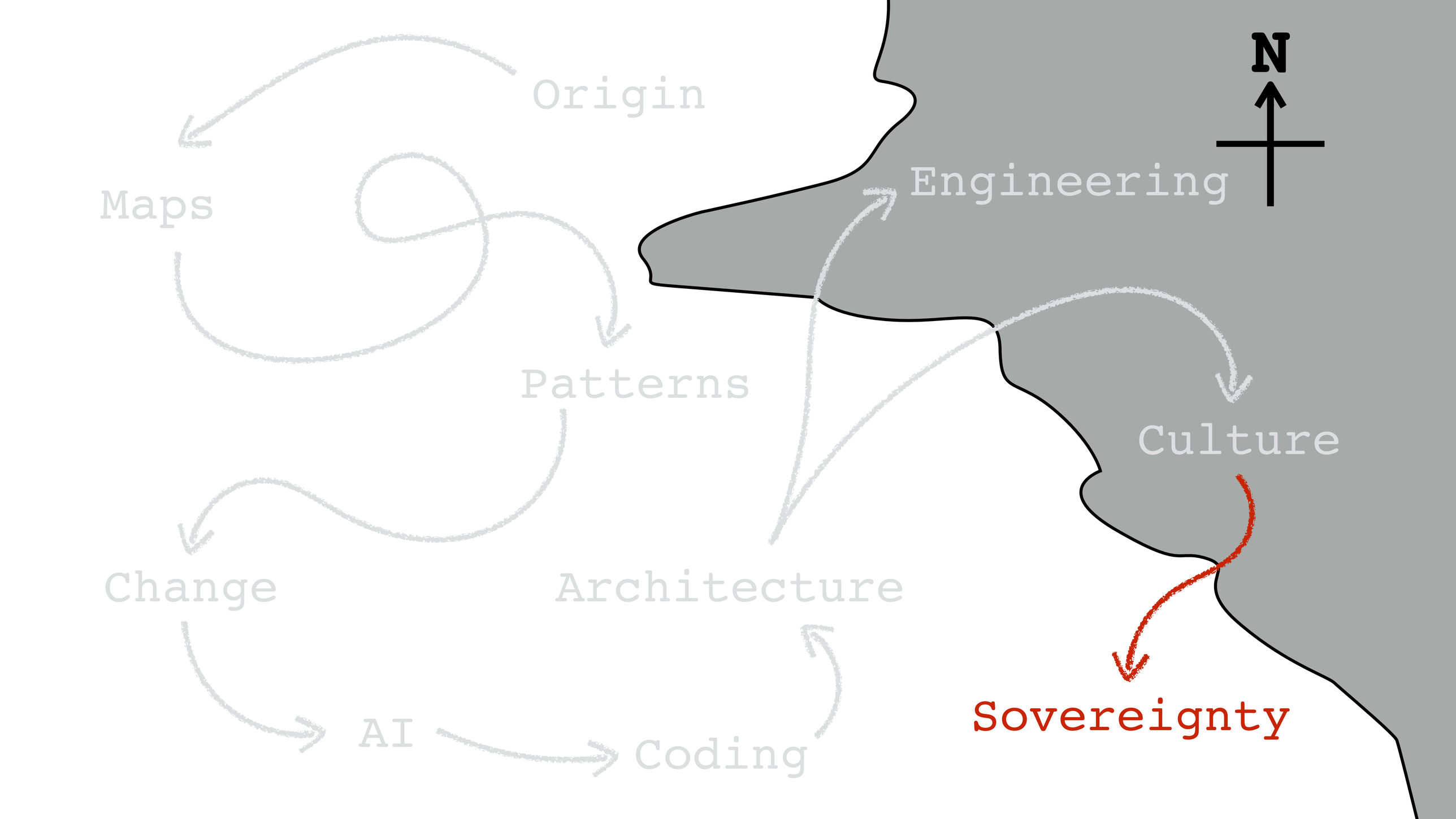

TOOLS
ART
MEDIUM
LANGUAGE

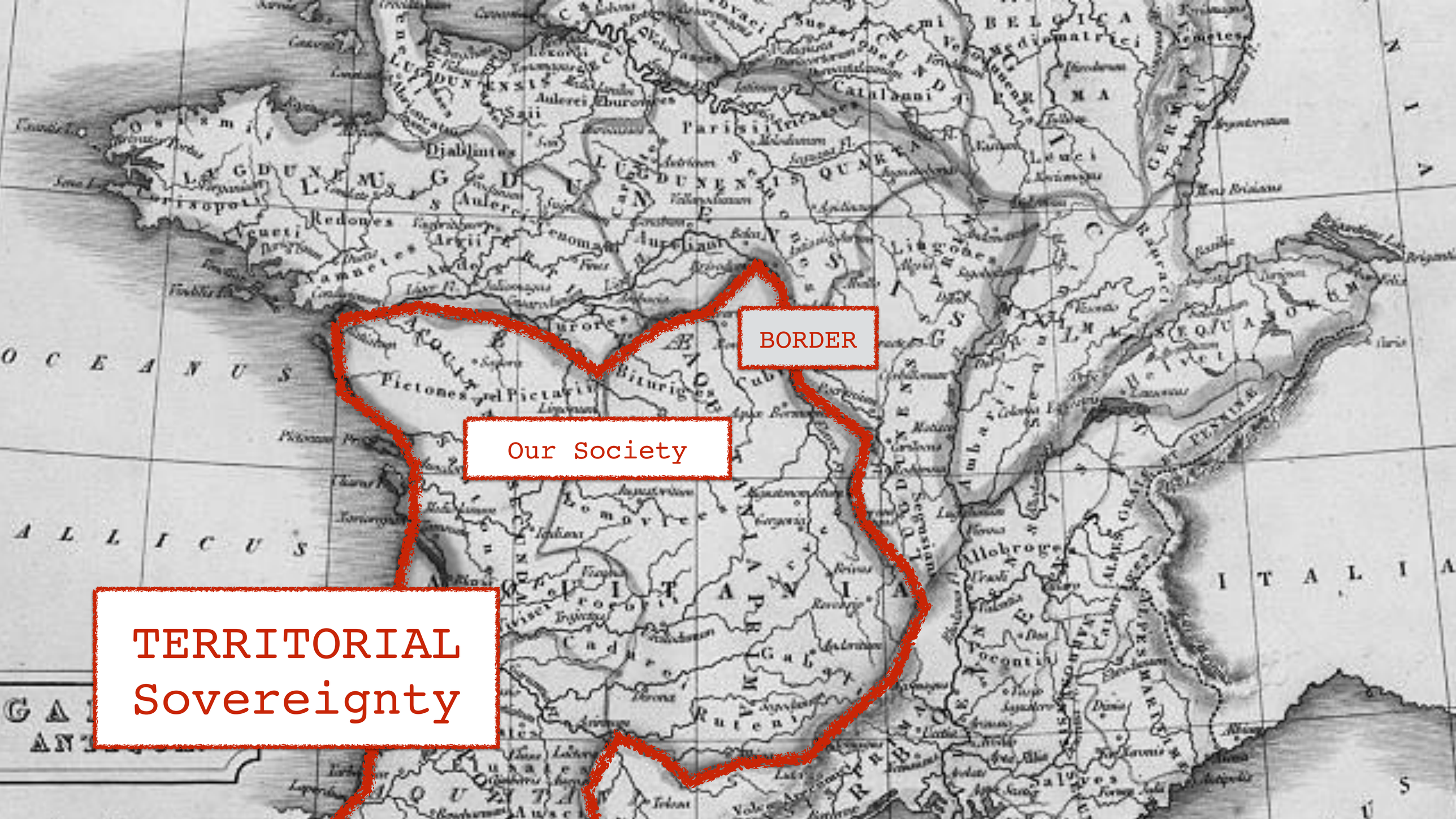

Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
TOOLS
CO-PILOTS
CODING ENVIRONMENT
LANGUAGES
PROMPTS
DETERMINISTIC
MEDIUM (SYMBOLIC INSTRUCTIONS)
CODE AS IMAGES
CODE AS TEXT
FINOPS
MACHINE COGNITION
LLM/LMM
SERVERLESS
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


AI
WRITE MY CODE FOR ME.



Which Humans? Mohammad Atari, Mona J. Xue, Peter S. Park, Damián E. Blasi, Joseph Henrich Department of Human Evolutionary Biology, Harvard University

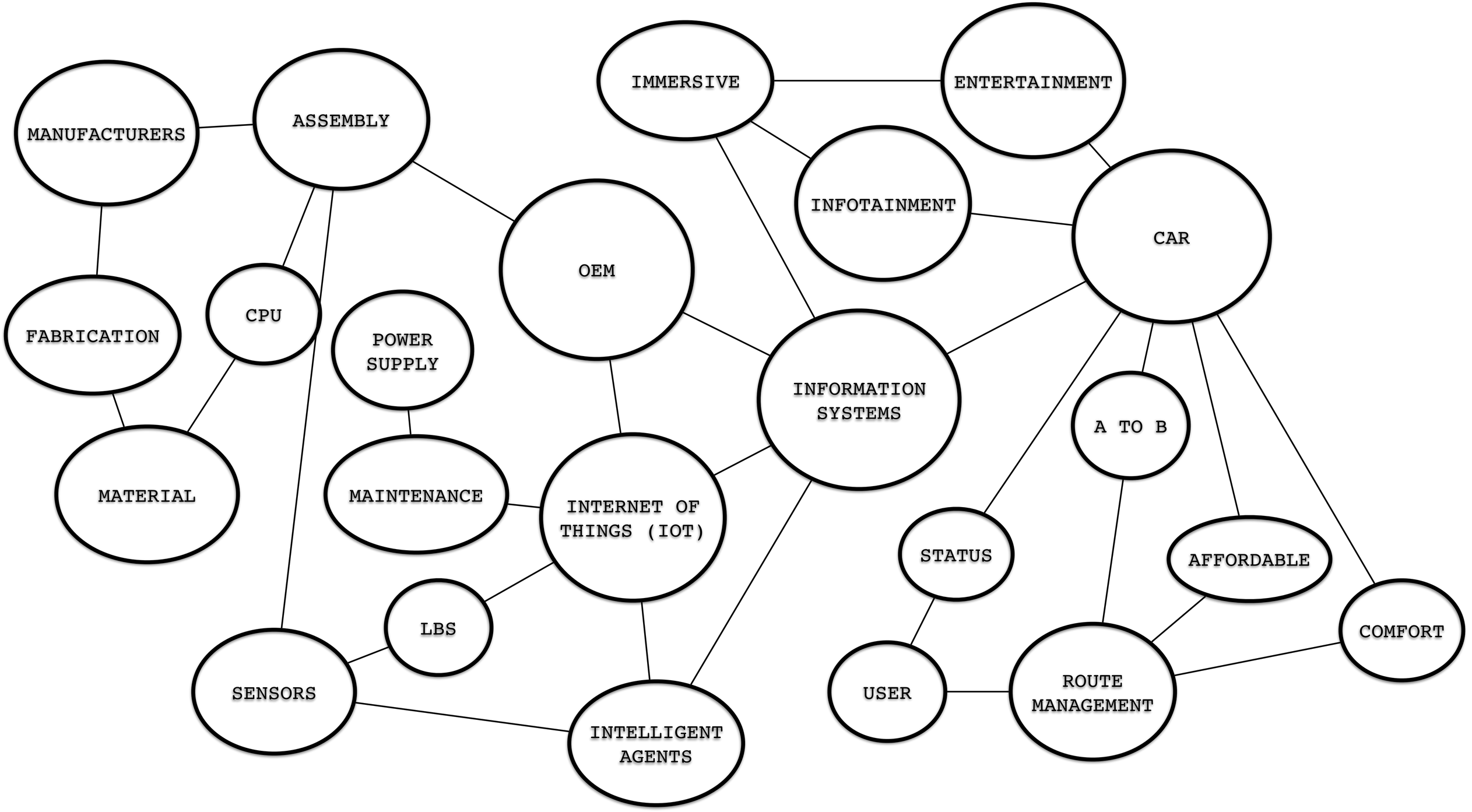

Origin
Maps
Patterns
Change
Architecture
AI
Coding
Engineering
N
Culture
Sovereignty


BORDER
Our Society
TERRITORIAL
Sovereignty

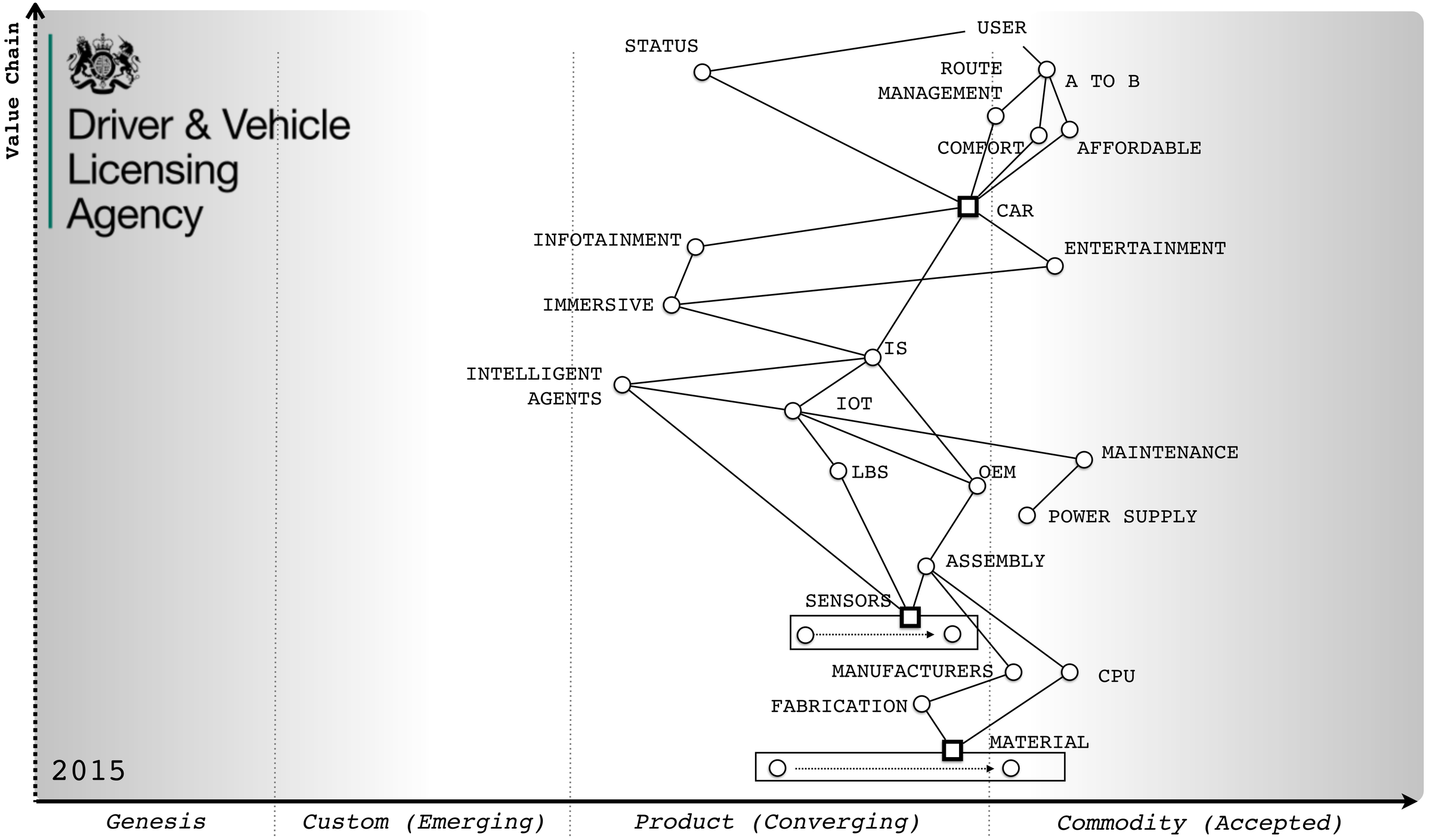

BORDER
Our Society
Our Values
Our Behaviours
TERRITORIAL
Sovereignty


BORDER
Our Society
Our Values
Our Behaviours
CONFLICT
TERRITORIAL
Sovereignty


COLLABORATE
CO-OPERATE
BORDER
Our Society
Our Values
Our Behaviours
CONFLICT
TERRITORIAL
Sovereignty

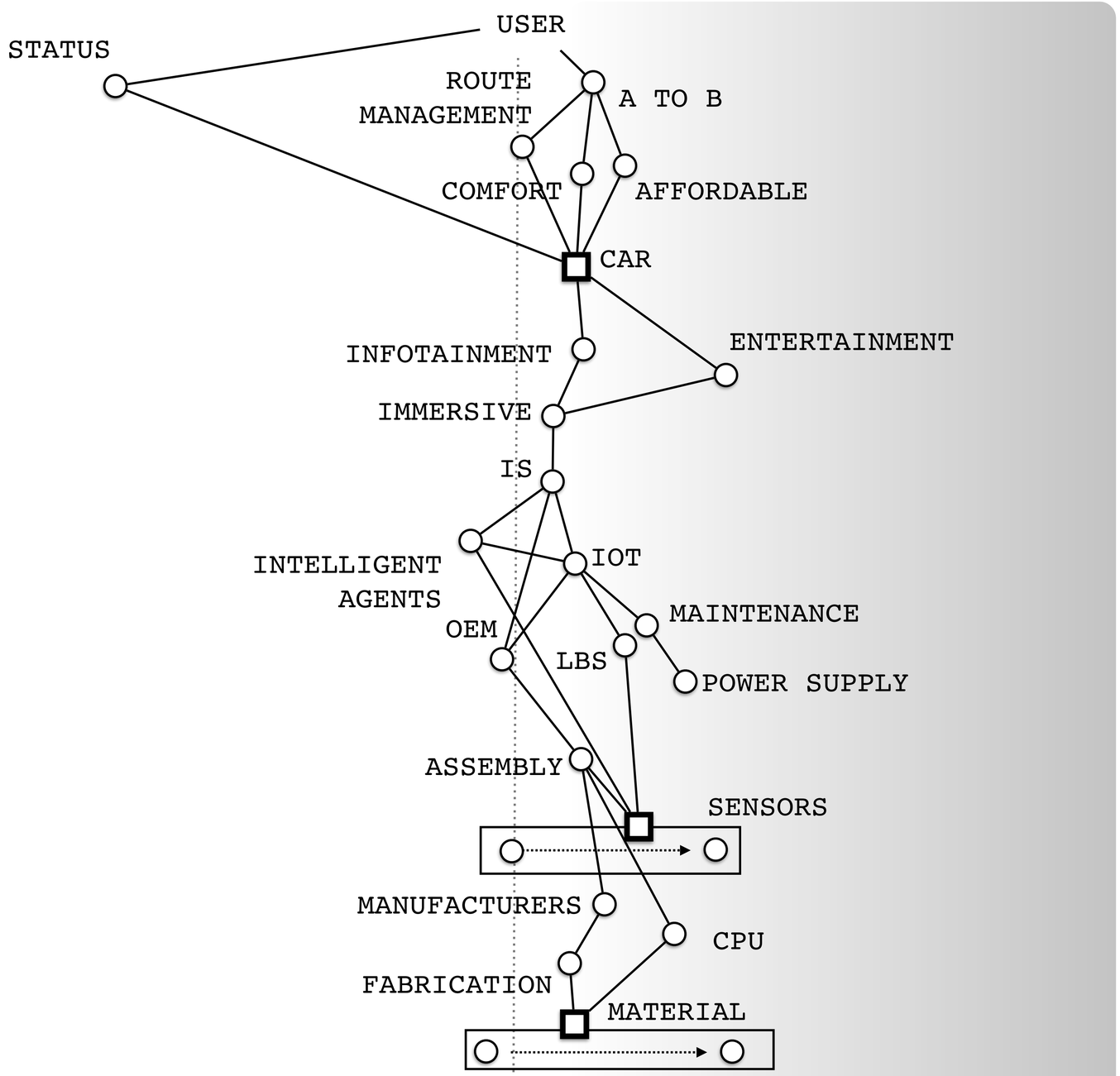

MANUFACTURERS
ASSEMBLY
IMMERSIVE
ENTERTAINMENT
INFOTAINMENT
CAR
OEM
FABRICATION
CPU
POWER SUPPLY
INFORMATION SYSTEMS
A TO B
MATERIAL
MAINTENANCE
INTERNET OF THINGS (IOT)
STATUS
AFFORDABLE
LBS
COMFORT
SENSORS
USER
ROUTE MANAGEMENT
INTELLIGENT AGENTS

Driver & Vehicle Licensing Agency



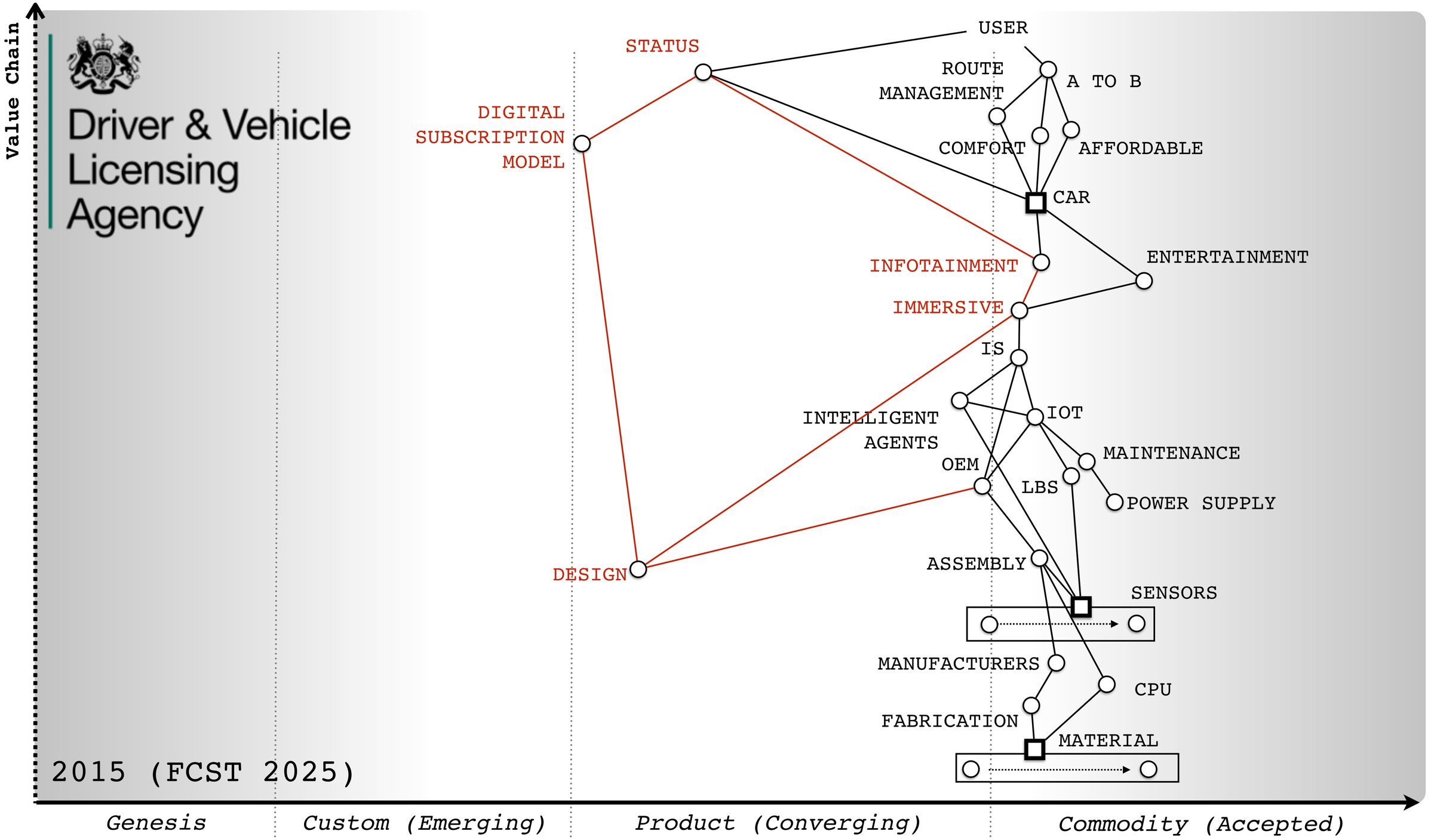
Driver & Vehicle Licensing Agency

Value Chain

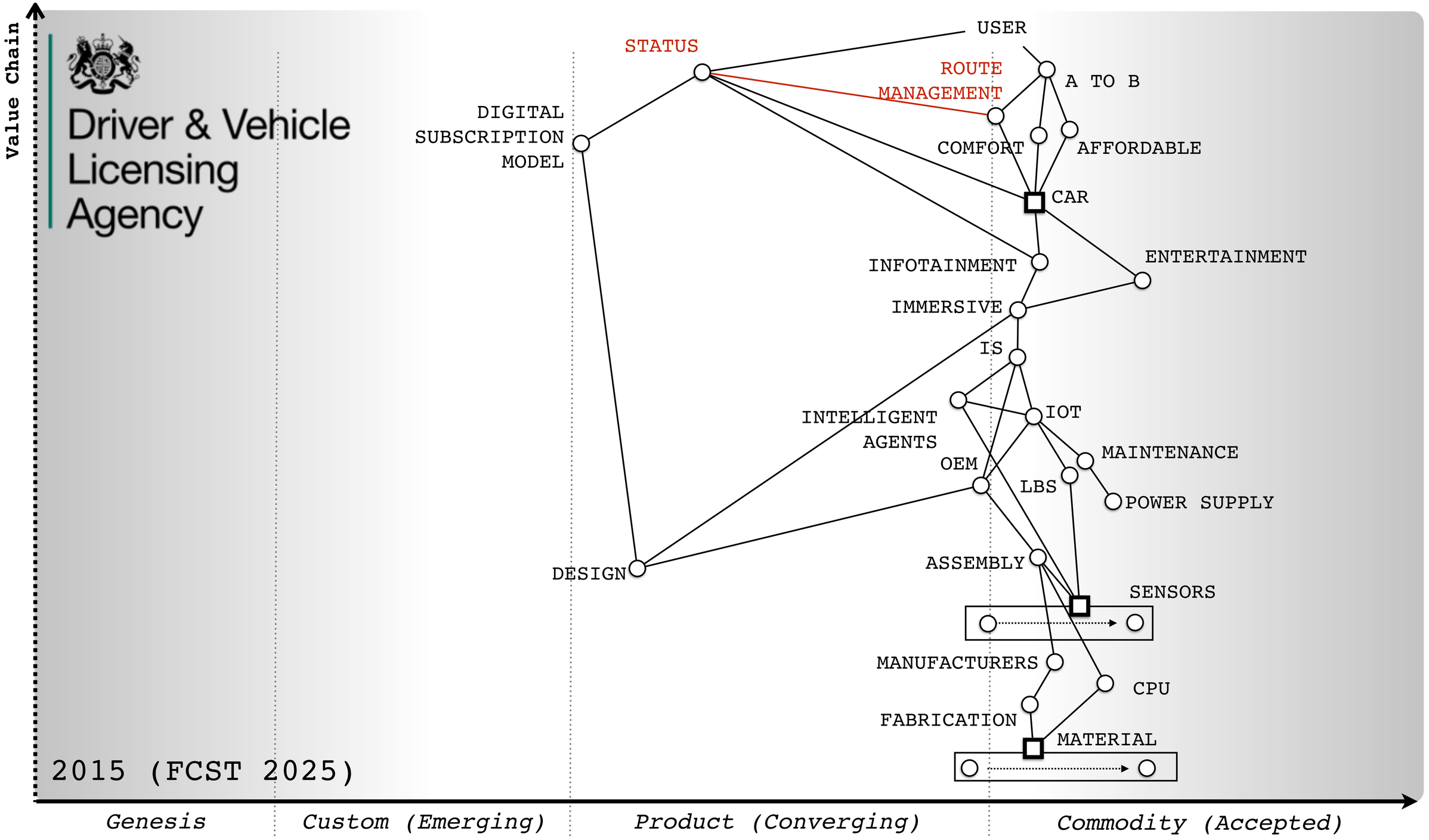


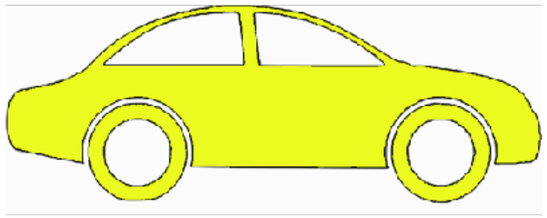
2015 (FCST 2025)

Genesis | *Custom (Emerging)* | *Product (Converging)* | *Commodity (Accepted)*


Value Chain
Driver & Vehicle Licensing Agency
USER
STATUS
ROUTE MANAGEMENT
A TO B
DIGITAL SUBSCRIPTION MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
IS
INTELLIGENT AGENTS
IOT
MAINTENANCE
OEM
LBS
POWER SUPPLY
DESIGN
ASSEMBLY
SENSORS
MANUFACTURERS
CPU
FABRICATION
MATERIAL
2015 (FCST 2025)
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

Driver & Vehicle Licensing Agency



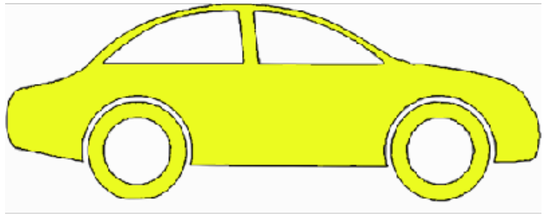










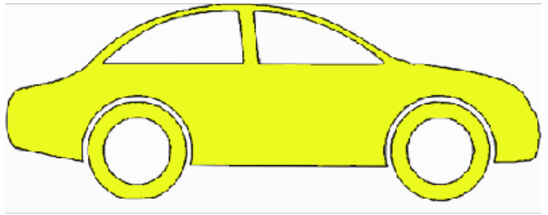










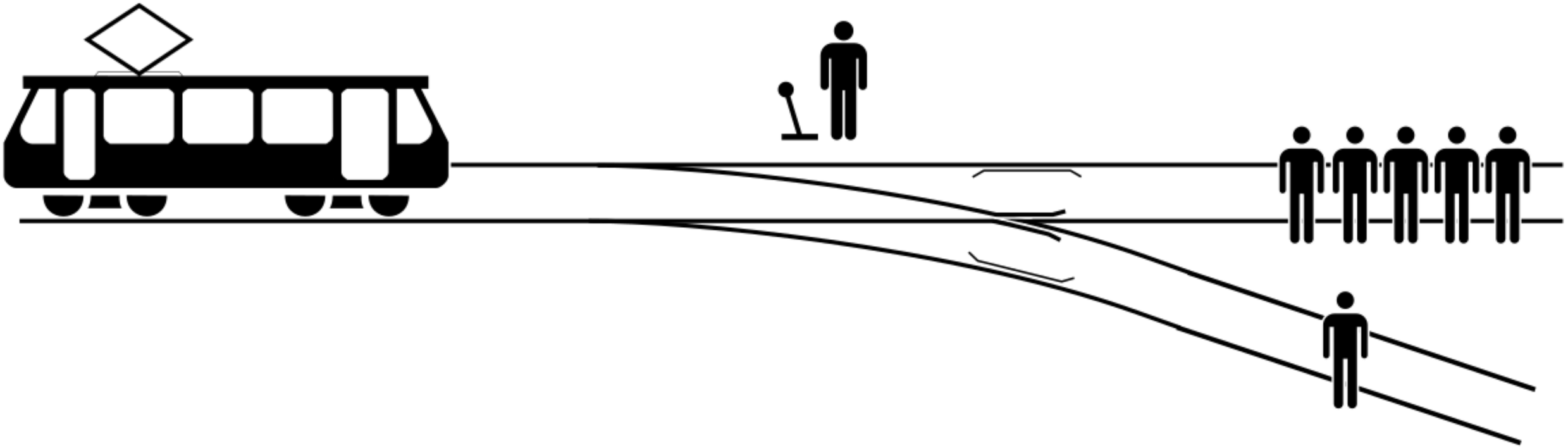




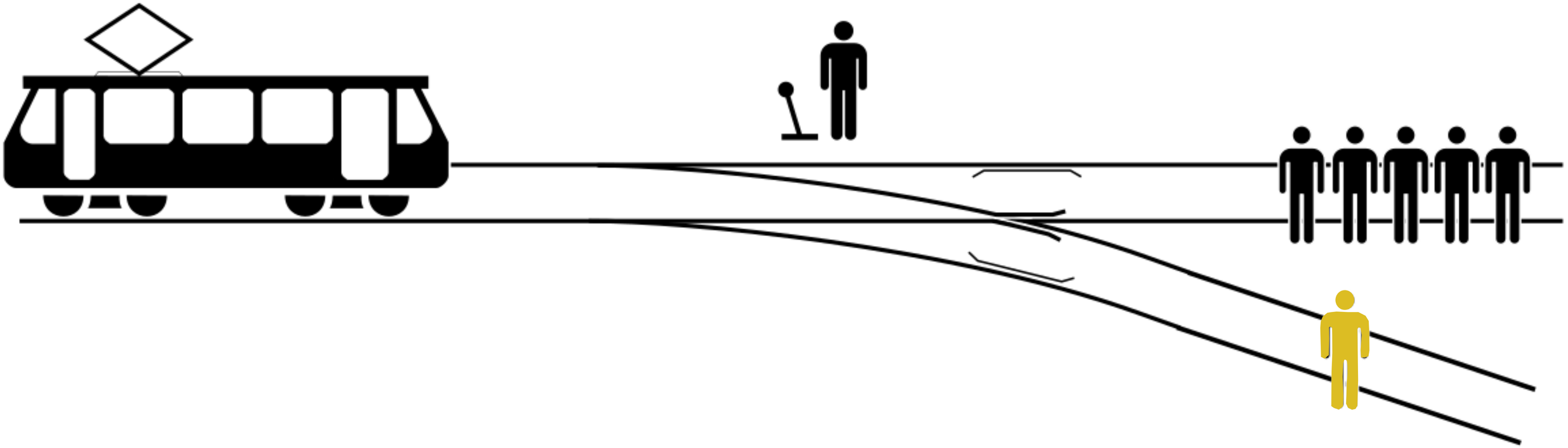


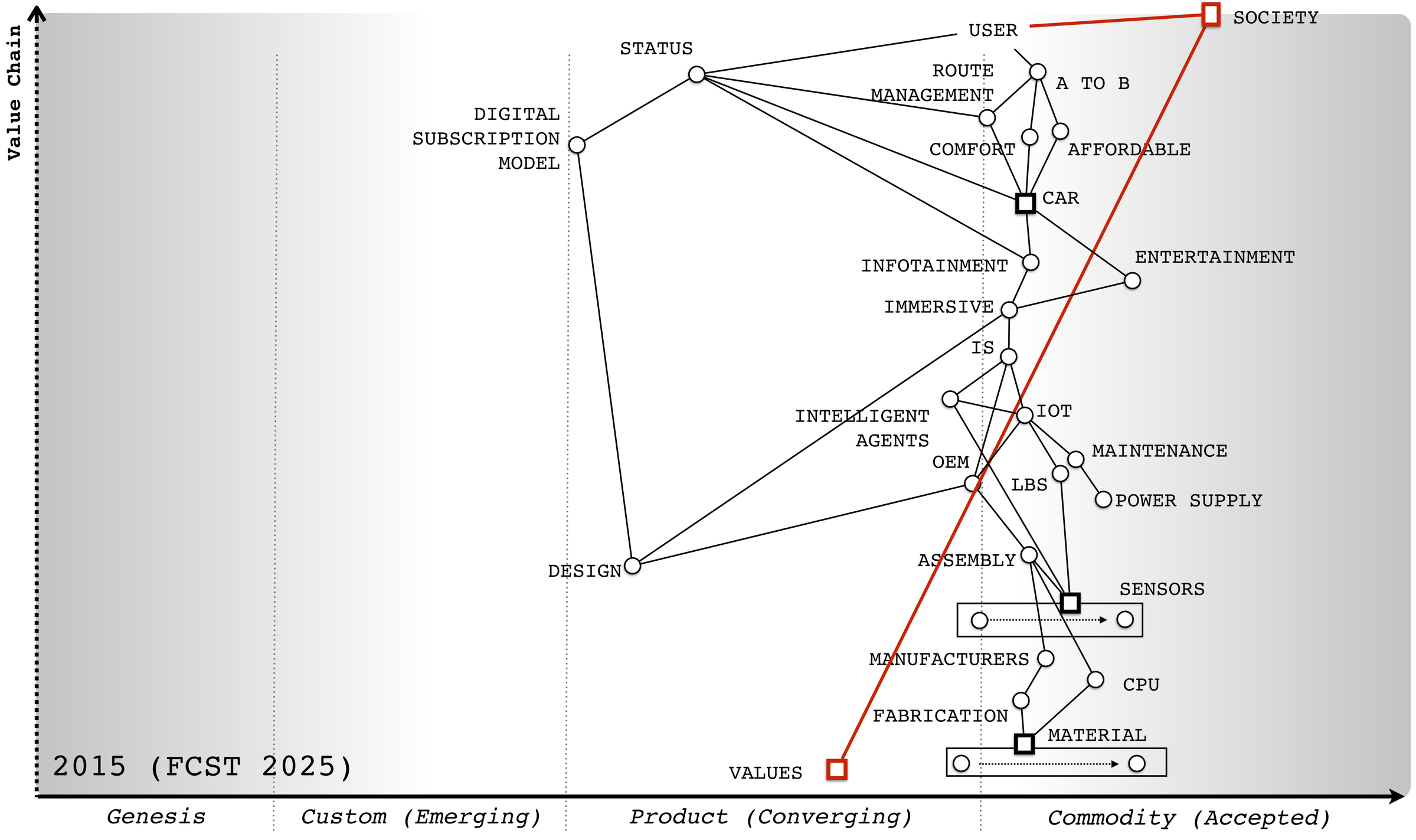


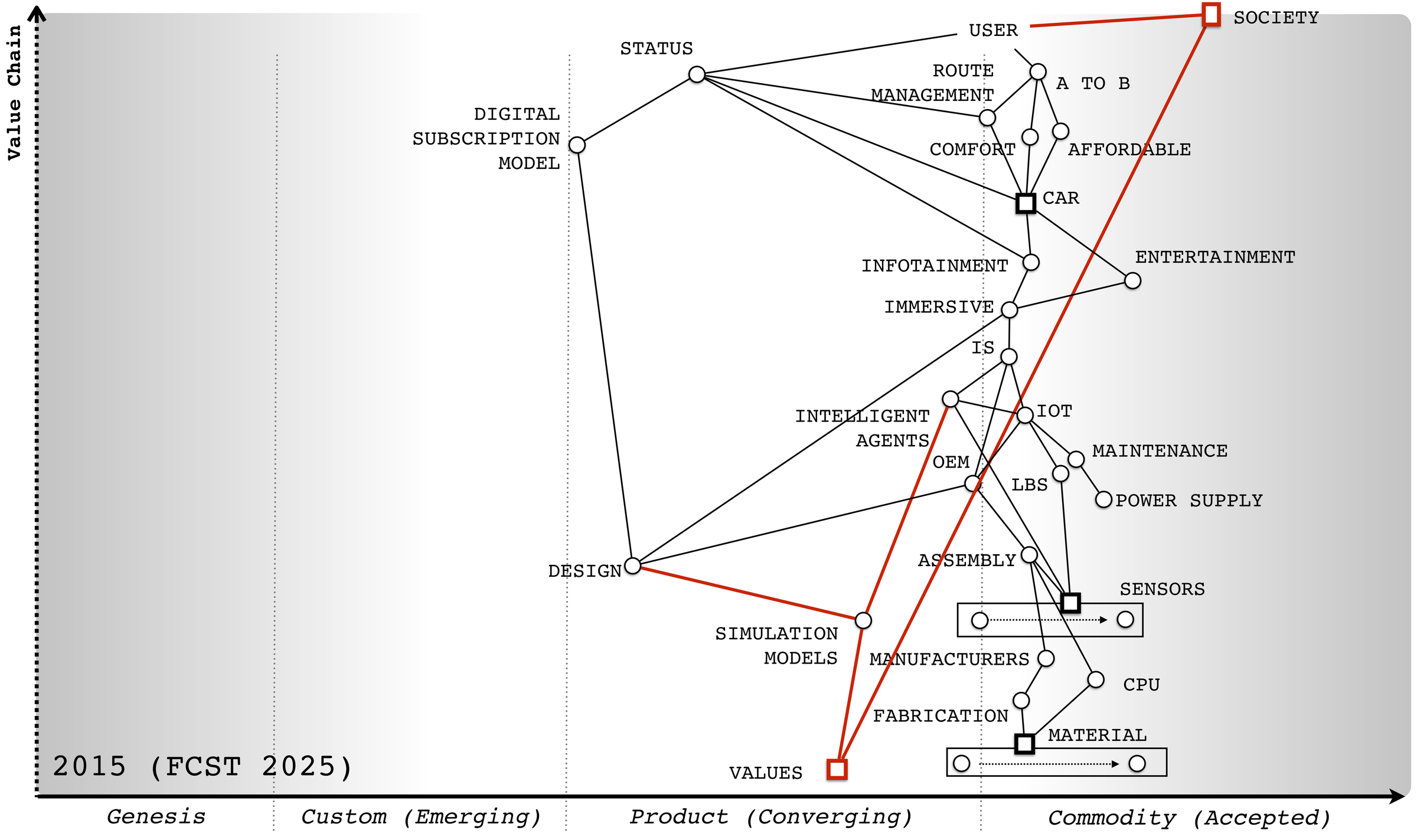
Trolley Problem

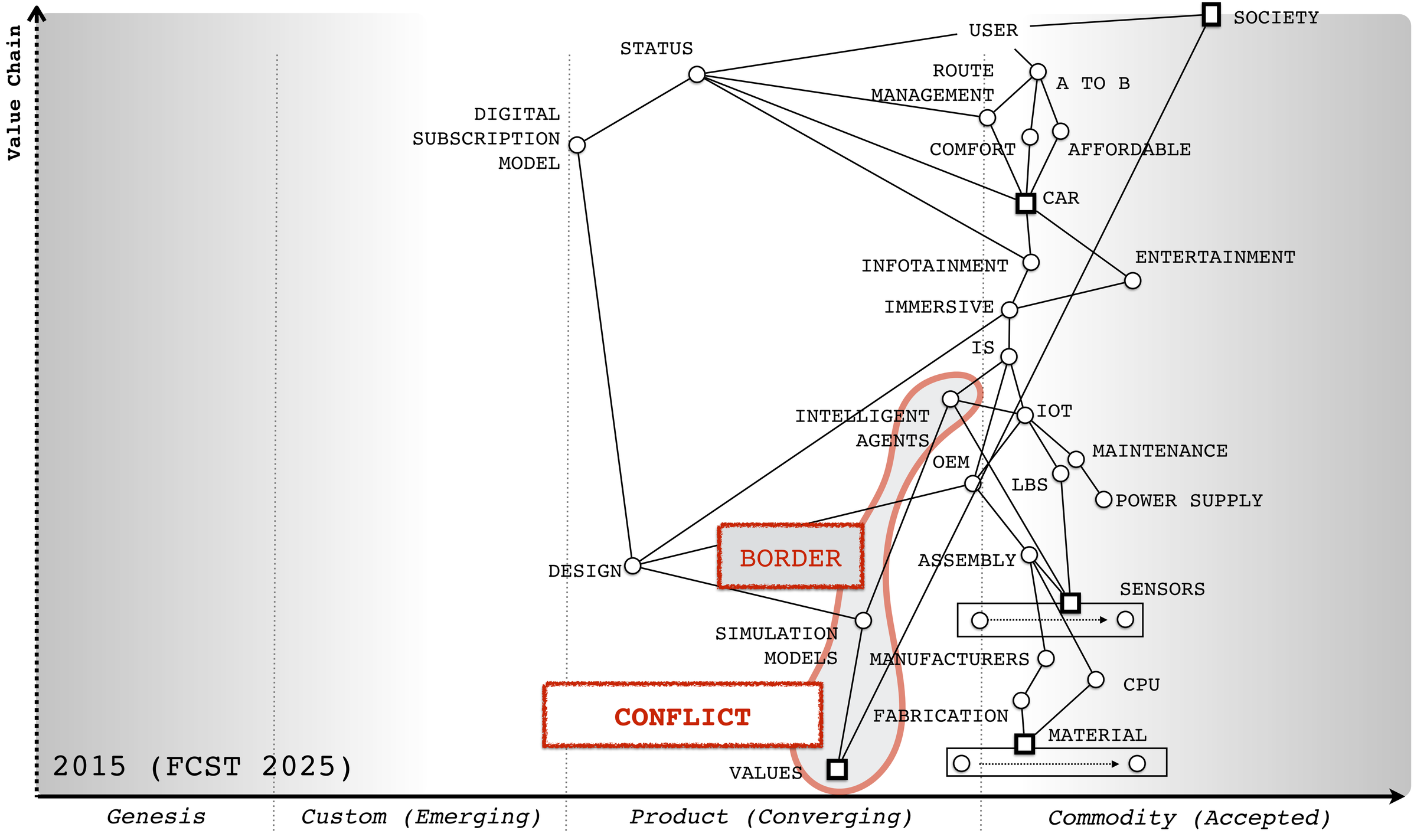


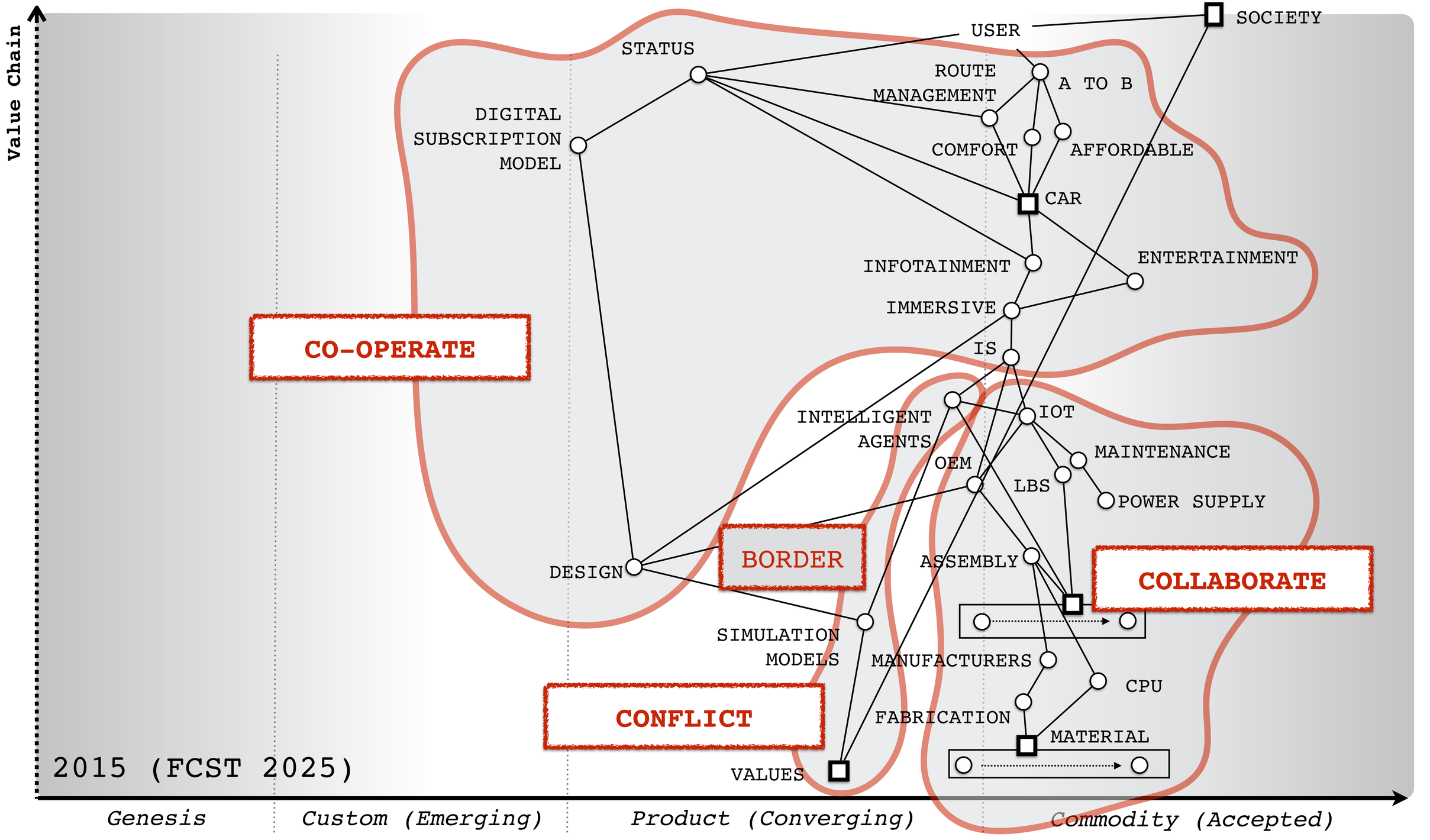
Trolley Problem

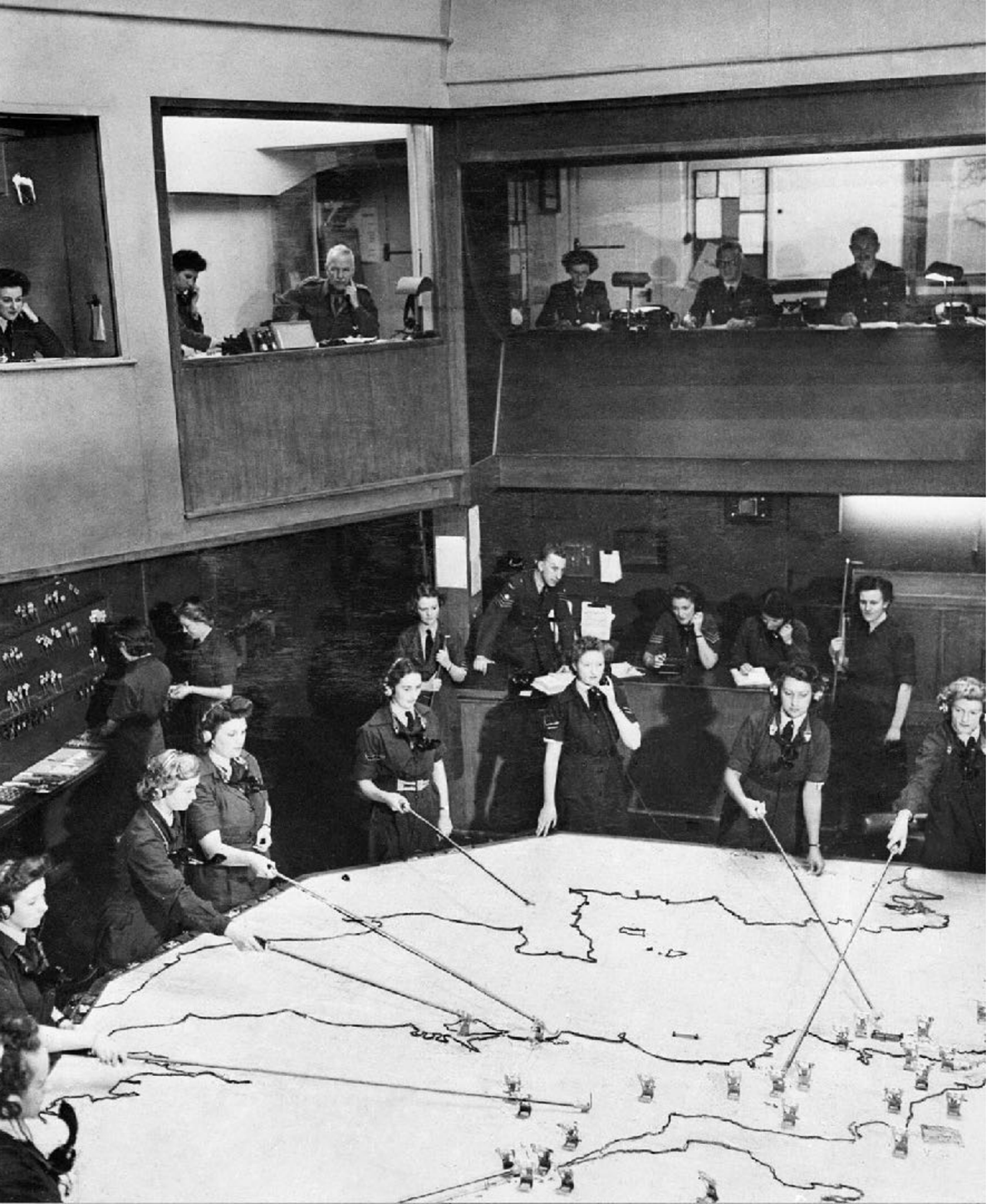



Value Chain
SOCIETY
USER
STATUS
ROUTE
MANAGEMENT
A TO B
DIGITAL
SUBSCRIPTION
MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
IS
INTELLIGENT
AGENTS
IOT
MAINTENANCE
OEM
LBS
POWER SUPPLY
DESIGN
ASSEMBLY
SENSORS
MANUFACTURERS
CPU
FABRICATION
MATERIAL
VALUES
2015 (FCST 2025)
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
SOCIETY
USER
STATUS
ROUTE MANAGEMENT
A TO B
DIGITAL SUBSCRIPTION MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
IS
INTELLIGENT AGENTS
IOT
MAINTENANCE
OEM
LBS
POWER SUPPLY
DESIGN
ASSEMBLY
SENSORS
SIMULATION MODELS
MANUFACTURERS
CPU
FABRICATION
MATERIAL
VALUES
2015 (FCST 2025)
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

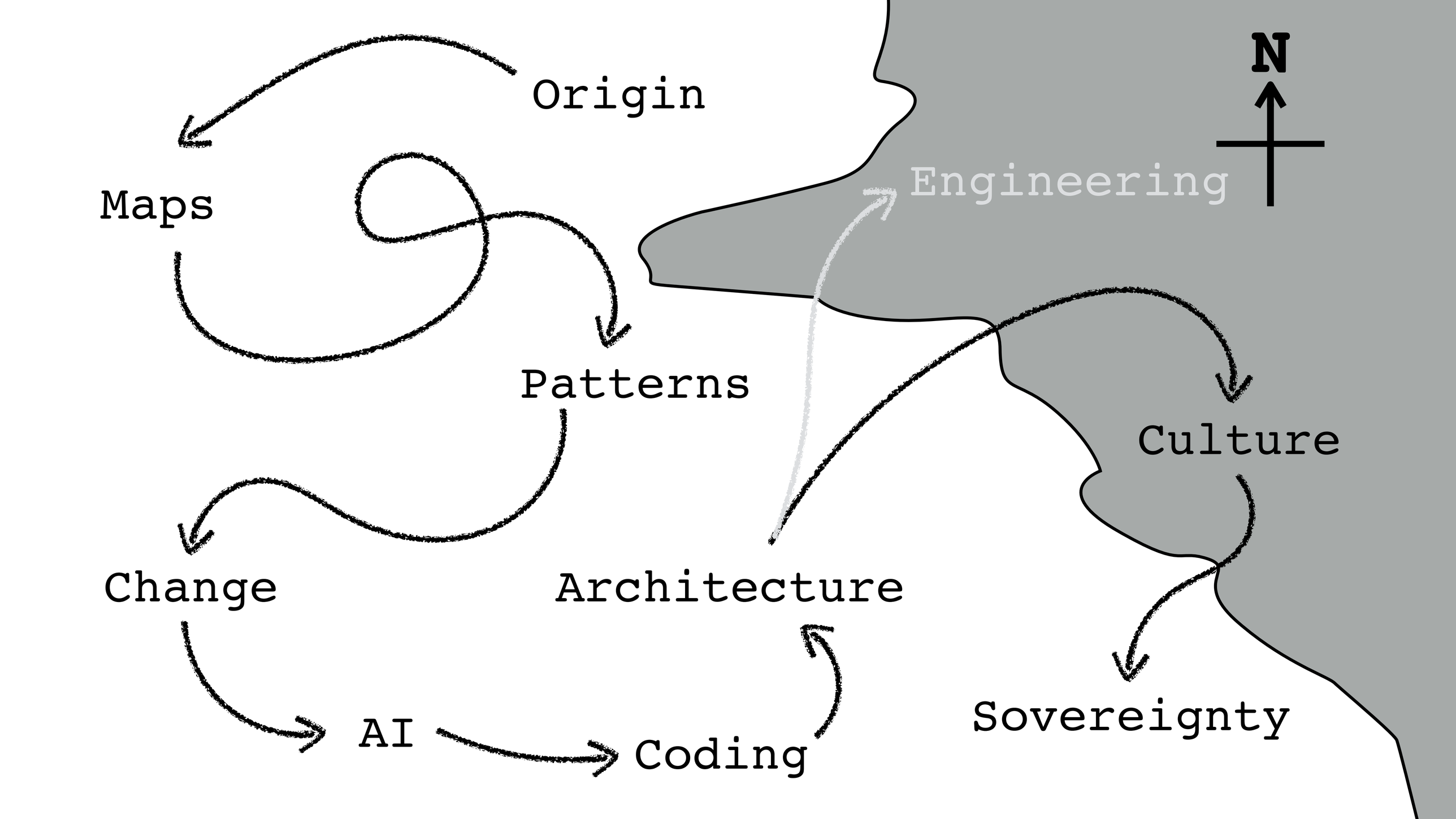

Value Chain
SOCIETY
USER
STATUS
ROUTE
MANAGEMENT
A TO B
DIGITAL
SUBSCRIPTION
MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
IS
INTELLIGENT
AGENTS
IOT
MAINTENANCE
OEM
LBS
POWER SUPPLY
BORDER
DESIGN
ASSEMBLY
SENSORS
SIMULATION
MODELS
MANUFACTURERS
CPU
CONFLICT
FABRICATION
MATERIAL
VALUES
2015 (FCST 2025)
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
SOCIETY
USER
STATUS
ROUTE
MANAGEMENT
A TO B
DIGITAL
SUBSCRIPTION
MODEL
COMFORT
AFFORDABLE
CAR
INFOTAINMENT
ENTERTAINMENT
IMMERSIVE
CO-OPERATE
IS
INTELLIGENT
AGENTS
IOT
OEM
MAINTENANCE
LBS
POWER SUPPLY
BORDER
DESIGN
ASSEMBLY
COLLABORATE
SIMULATION
MODELS
MANUFACTURERS
CPU
CONFLICT
FABRICATION
MATERIAL
VALUES
2015 (FCST 2025)
Genesis
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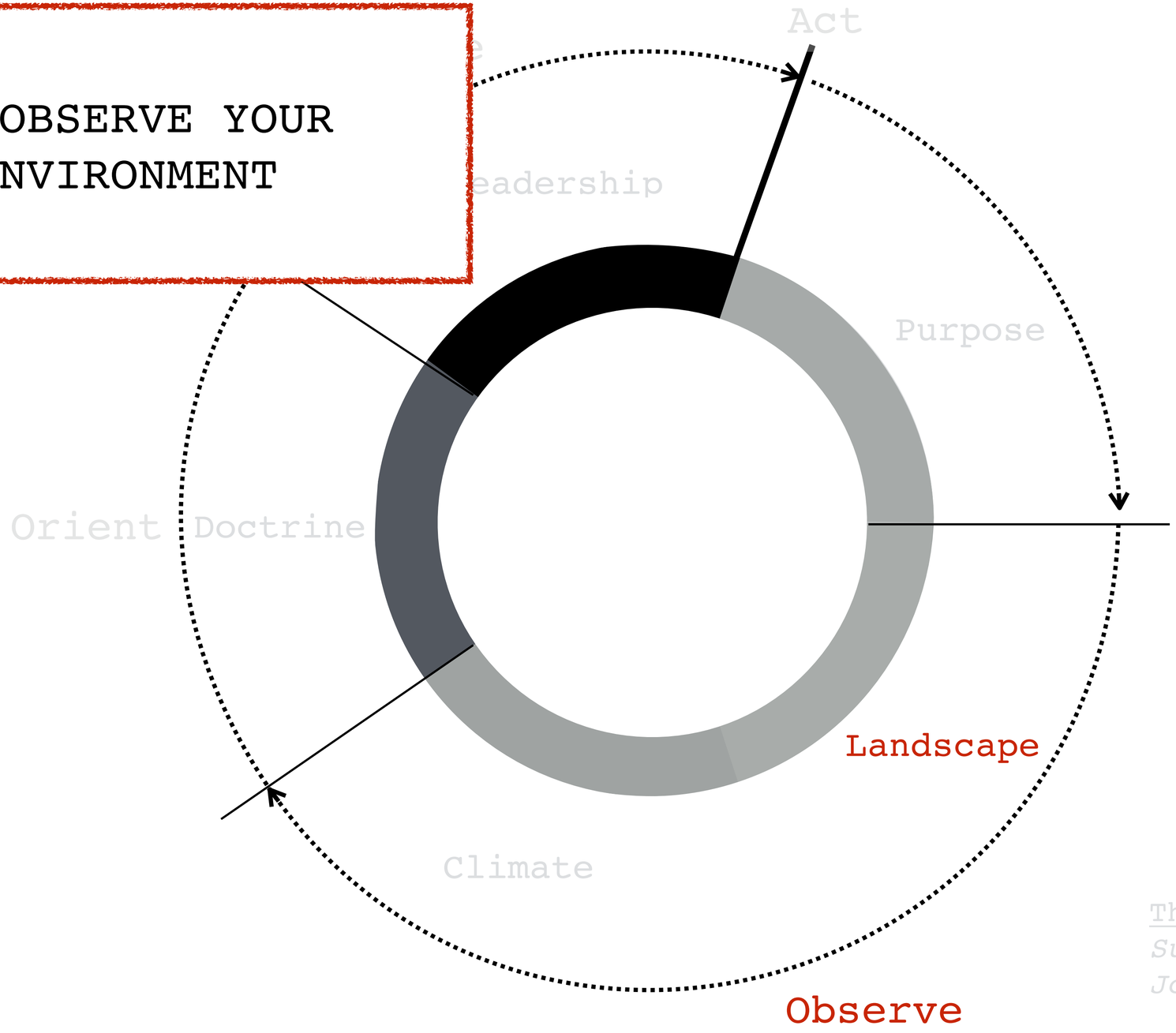


QUESTION

WHERE ARE THE MAPS, RADARS AND SITUATION ROOMS FOR THE POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGICAL AND LEGAL LANDSCAPES?

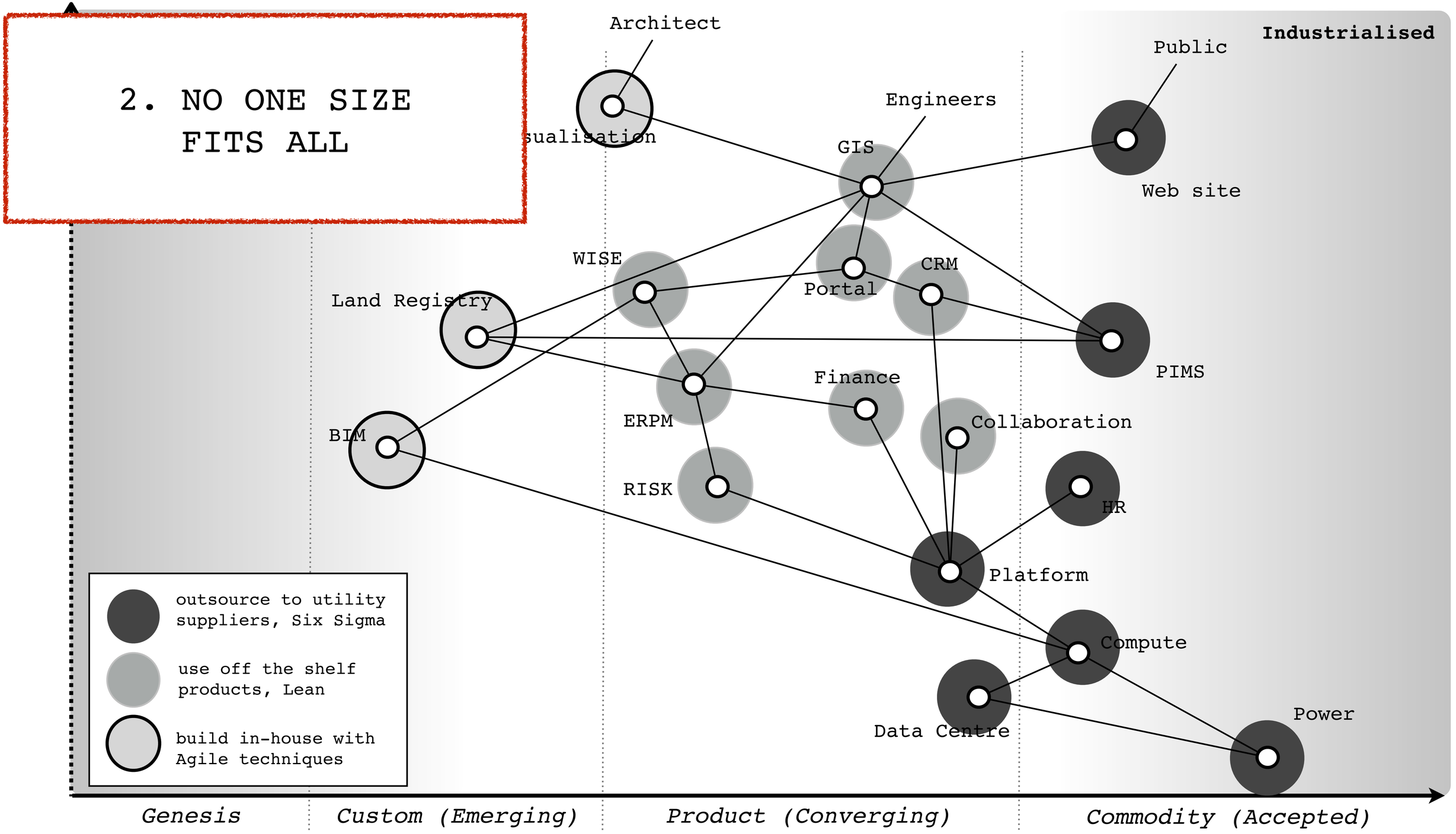

Origin
Maps
Patterns
Change
Architecture
AI
Coding
Engineering
Culture
Sovereignty
N

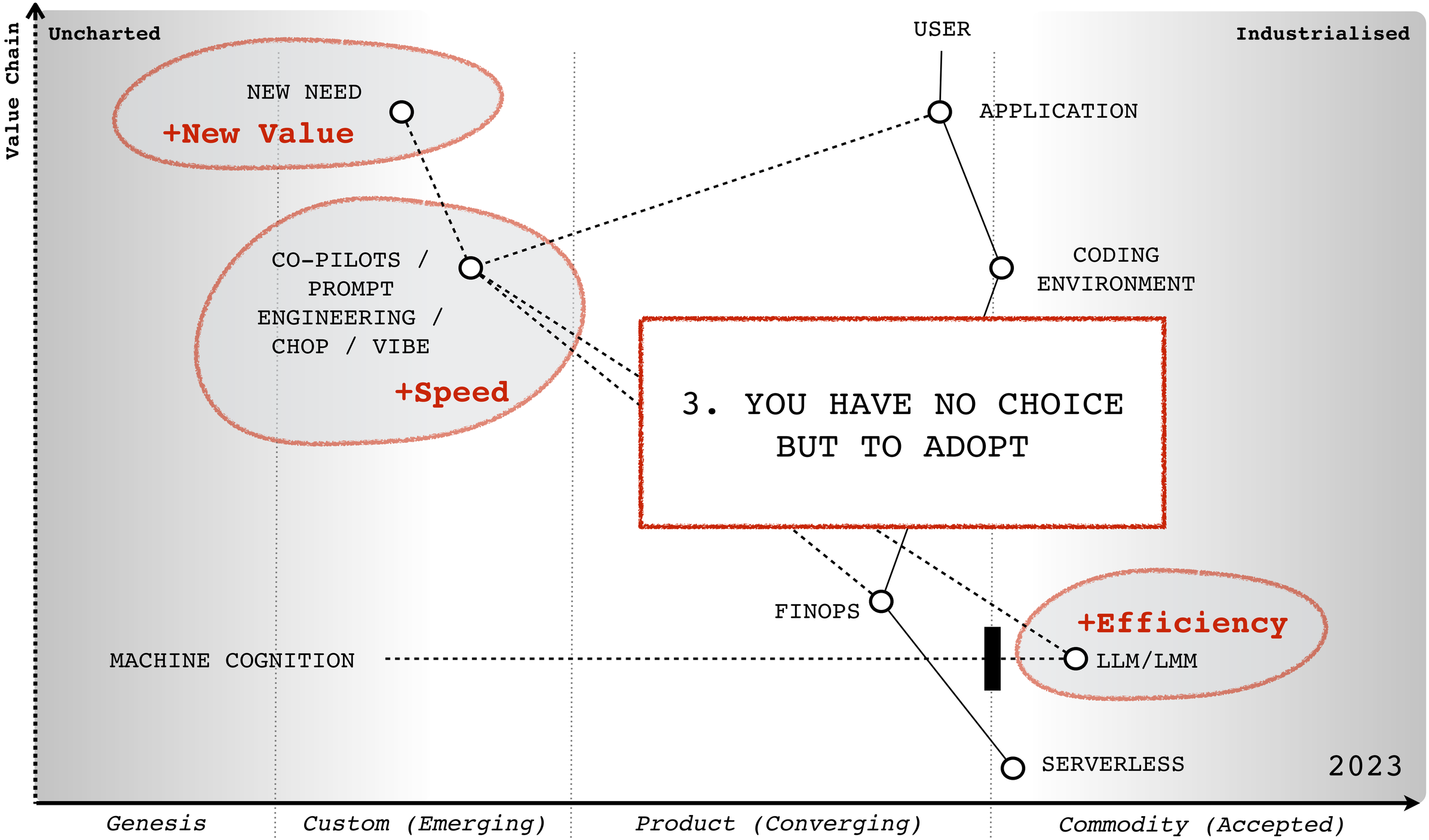
1. OBSERVE YOUR ENVIRONMENT

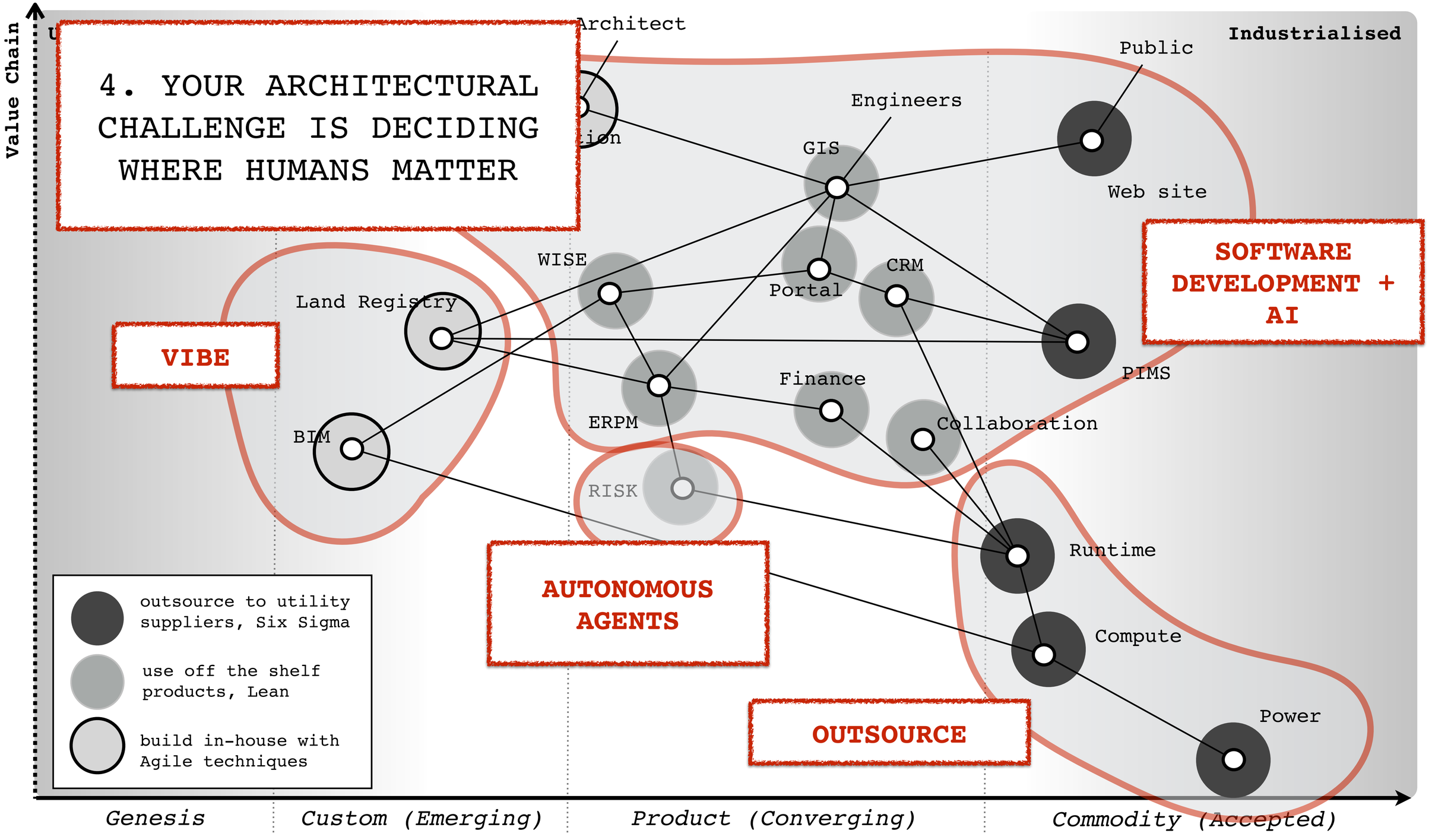


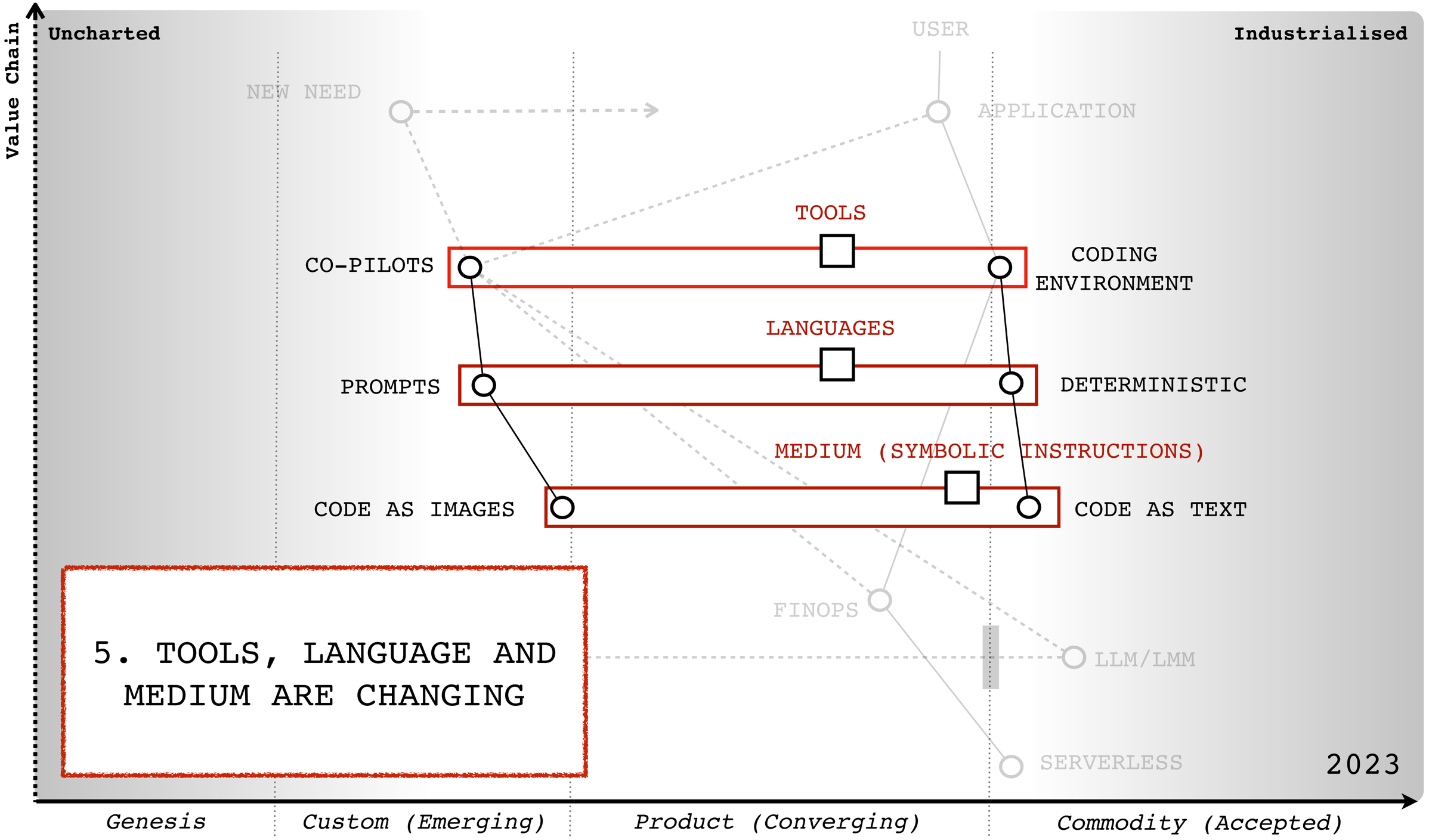
The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

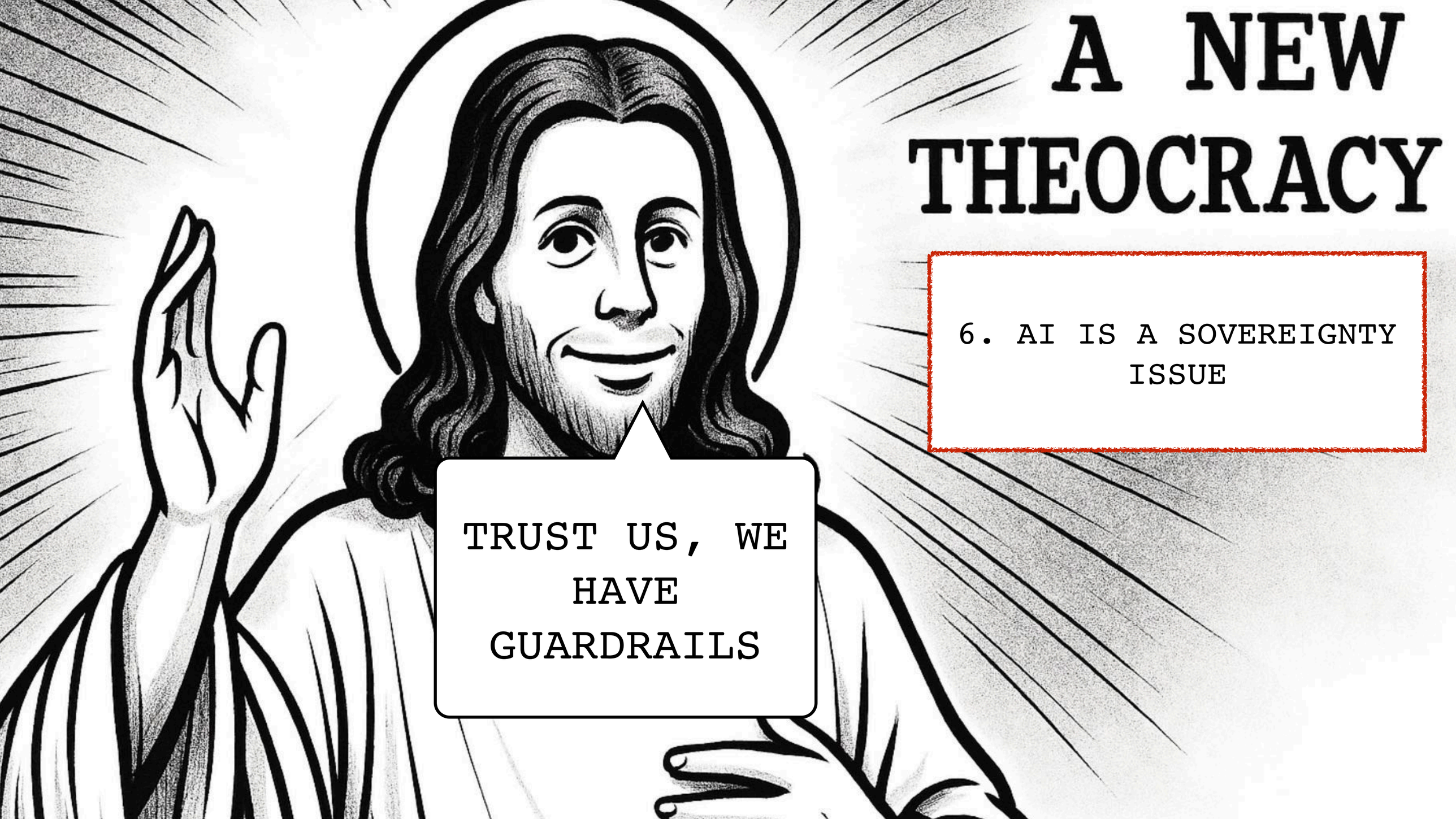
2. NO ONE SIZE FITS ALL




Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
CO-PILOTS / PROMPT ENGINEERING / CHOP / VIBE
+Speed
CODING ENVIRONMENT
3. YOU HAVE NO CHOICE BUT TO ADOPT
FINOPS
+Efficiency
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


4. YOUR ARCHITECTURAL CHALLENGE IS DECIDING WHERE HUMANS MATTER
Value Chain
Industrialised
Architect
Public
Engineers
GIS
Web site
WISE
CRM
Portal
Land Registry
SOFTWARE DEVELOPMENT + AI
VIBE
PIMS
Finance
ERPM
Collaboration
BIM
RISK
Runtime
AUTONOMOUS AGENTS
Compute
OUTSOURCE
Power
outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
TOOLS
CO-PILOTS
CODING ENVIRONMENT
LANGUAGES
PROMPTS
DETERMINISTIC
MEDIUM (SYMBOLIC INSTRUCTIONS)
CODE AS IMAGES
CODE AS TEXT
FINOPS
LLM/LMM
SERVERLESS
2023
5. TOOLS, LANGUAGE AND MEDIUM ARE CHANGING
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


A NEW THEOCRACY
6. AI IS A SOVEREIGNTY ISSUE
TRUST US, WE HAVE GUARDRAILS

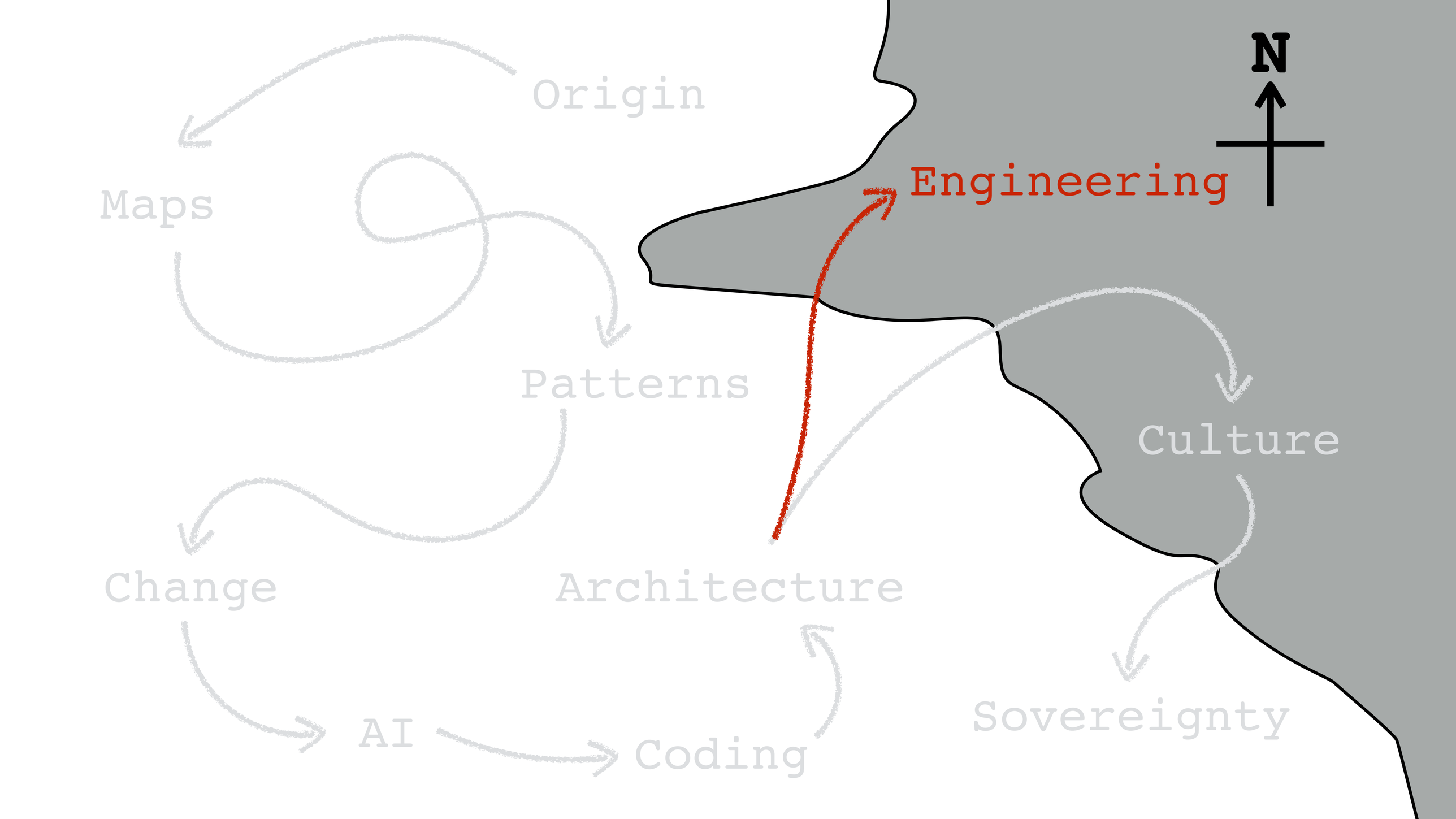
THANK YOU

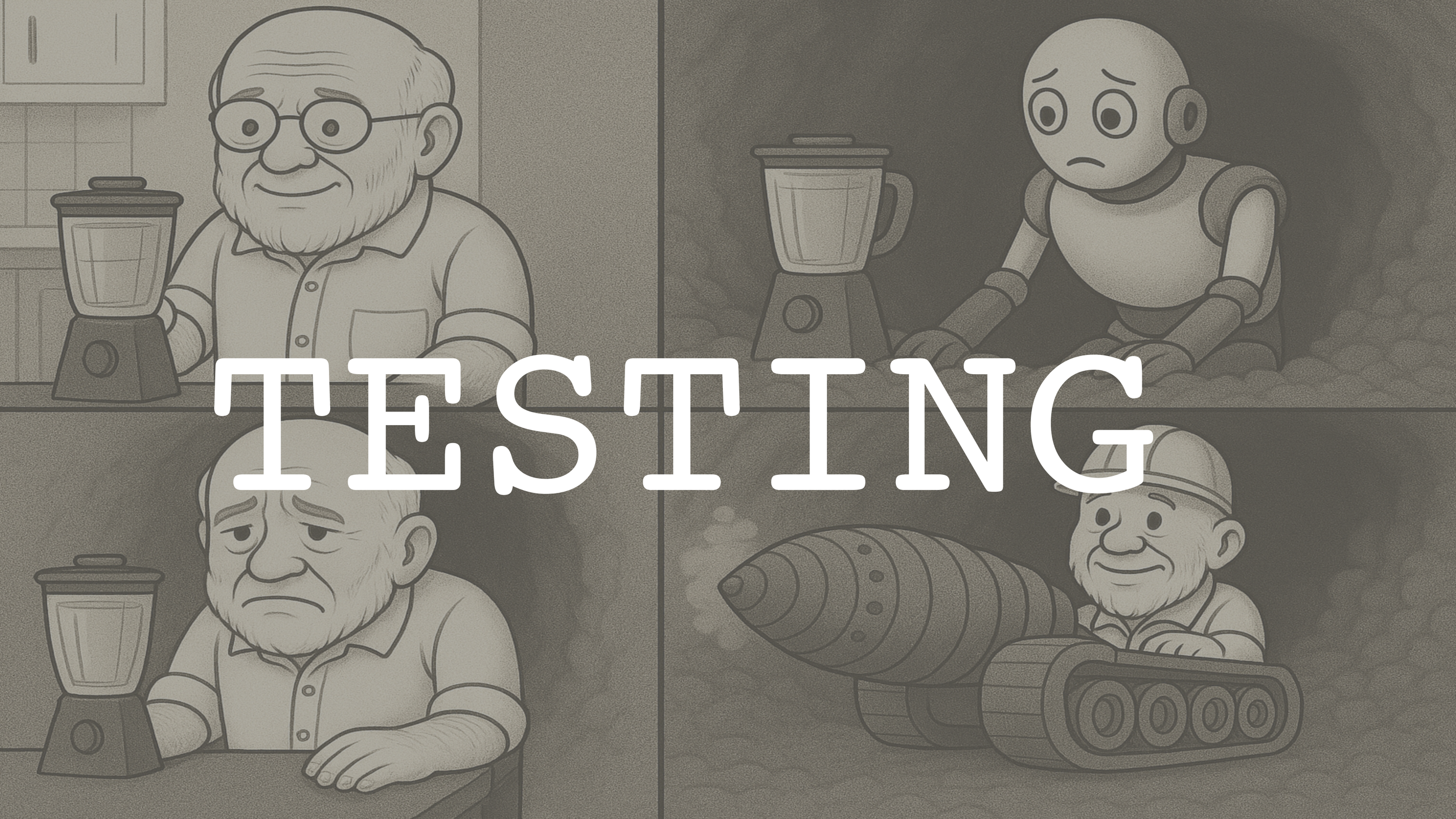
creative commons share alike.

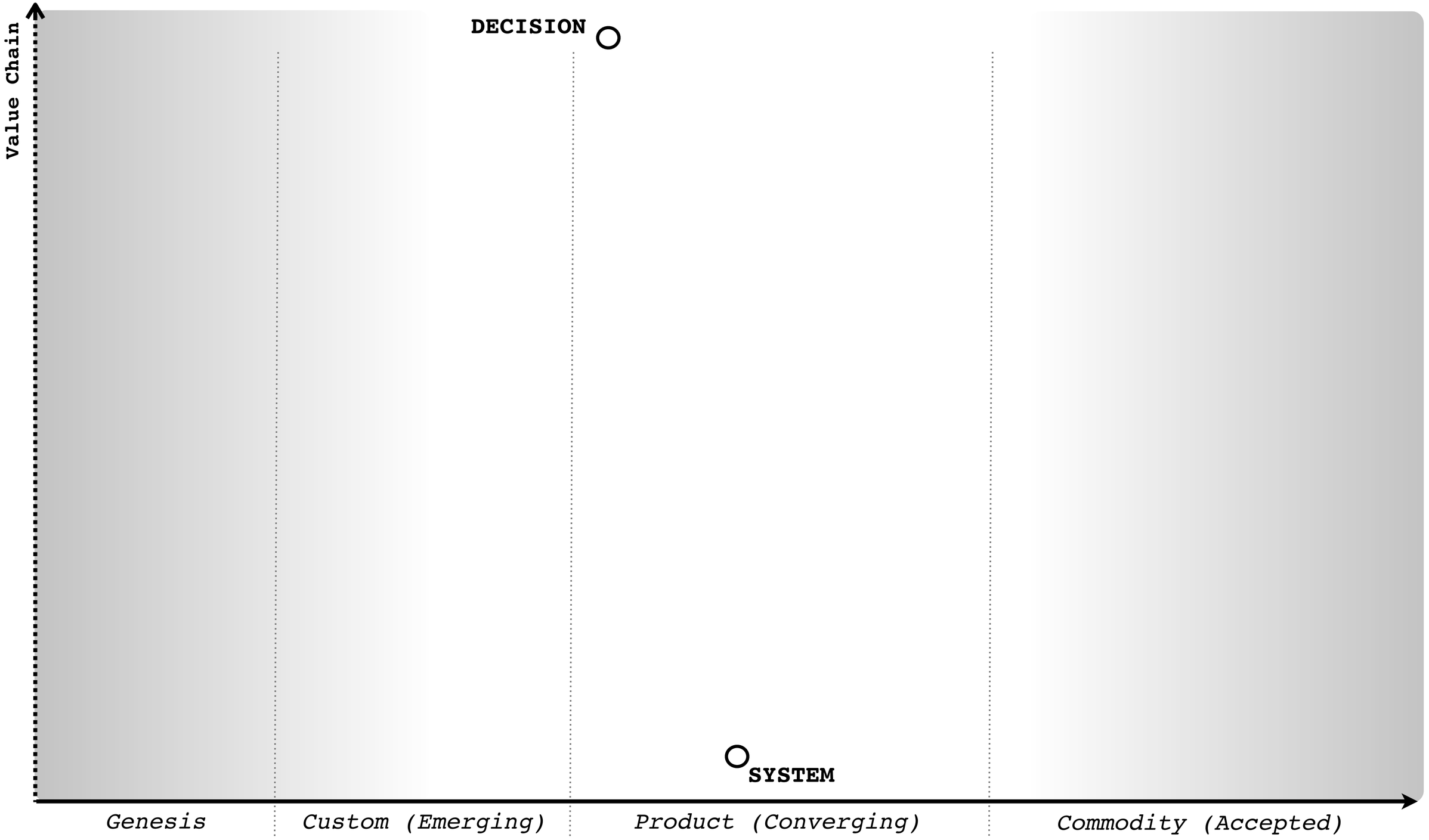
simon@swardleymaps.com

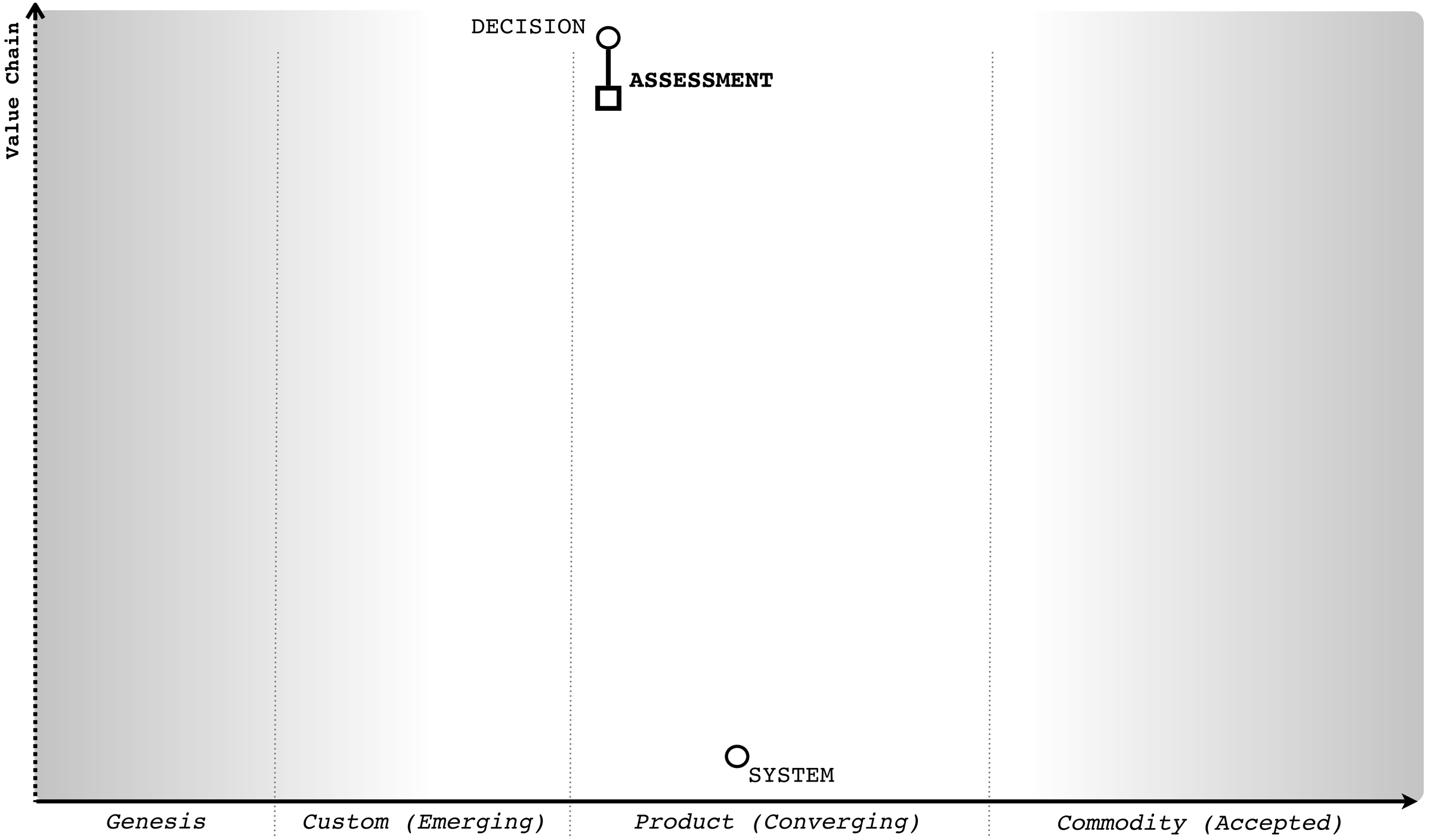


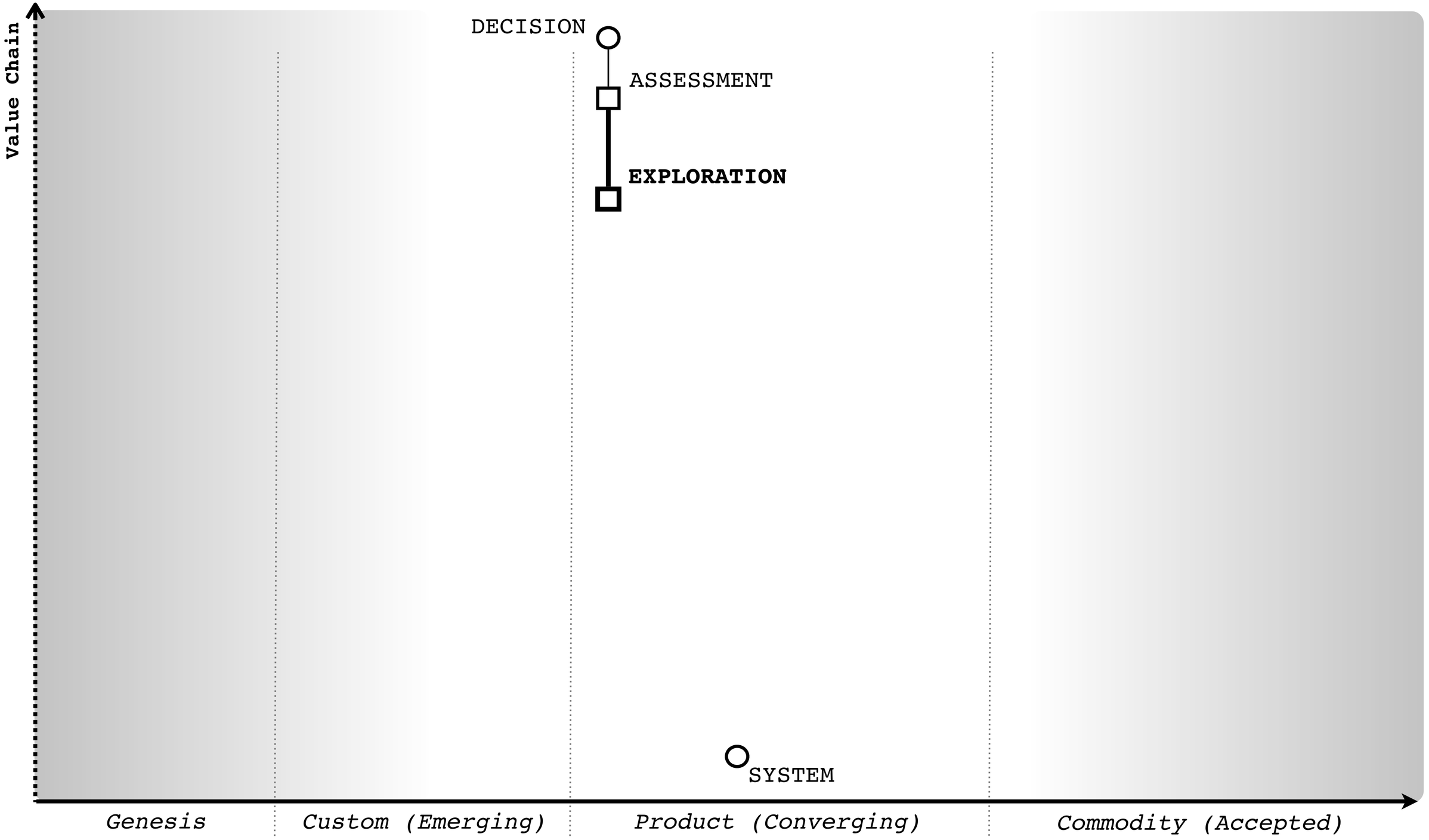


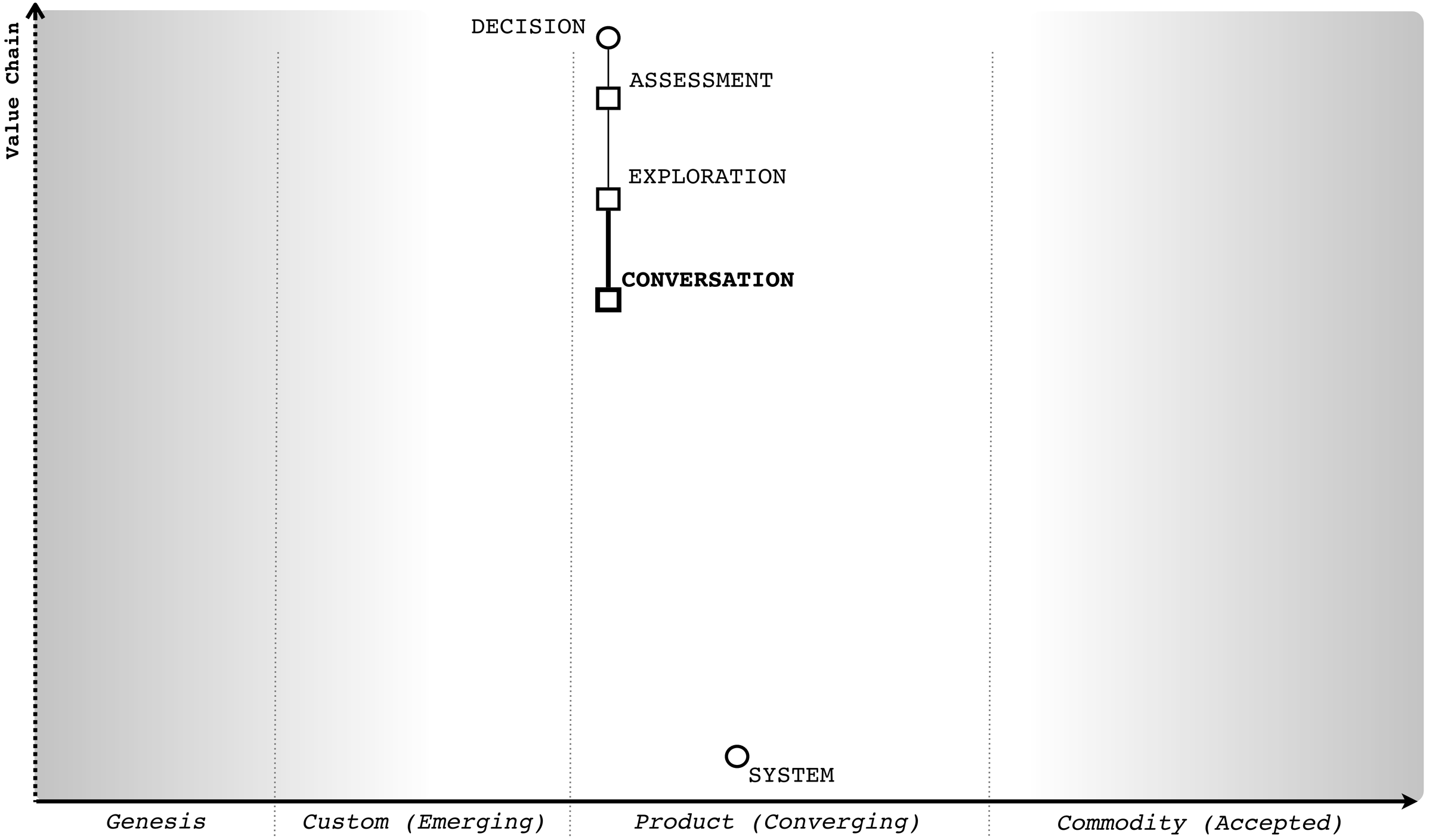

Origin
Maps
Patterns
Change
Architecture
AI
Coding
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N
Culture
Sovereignty

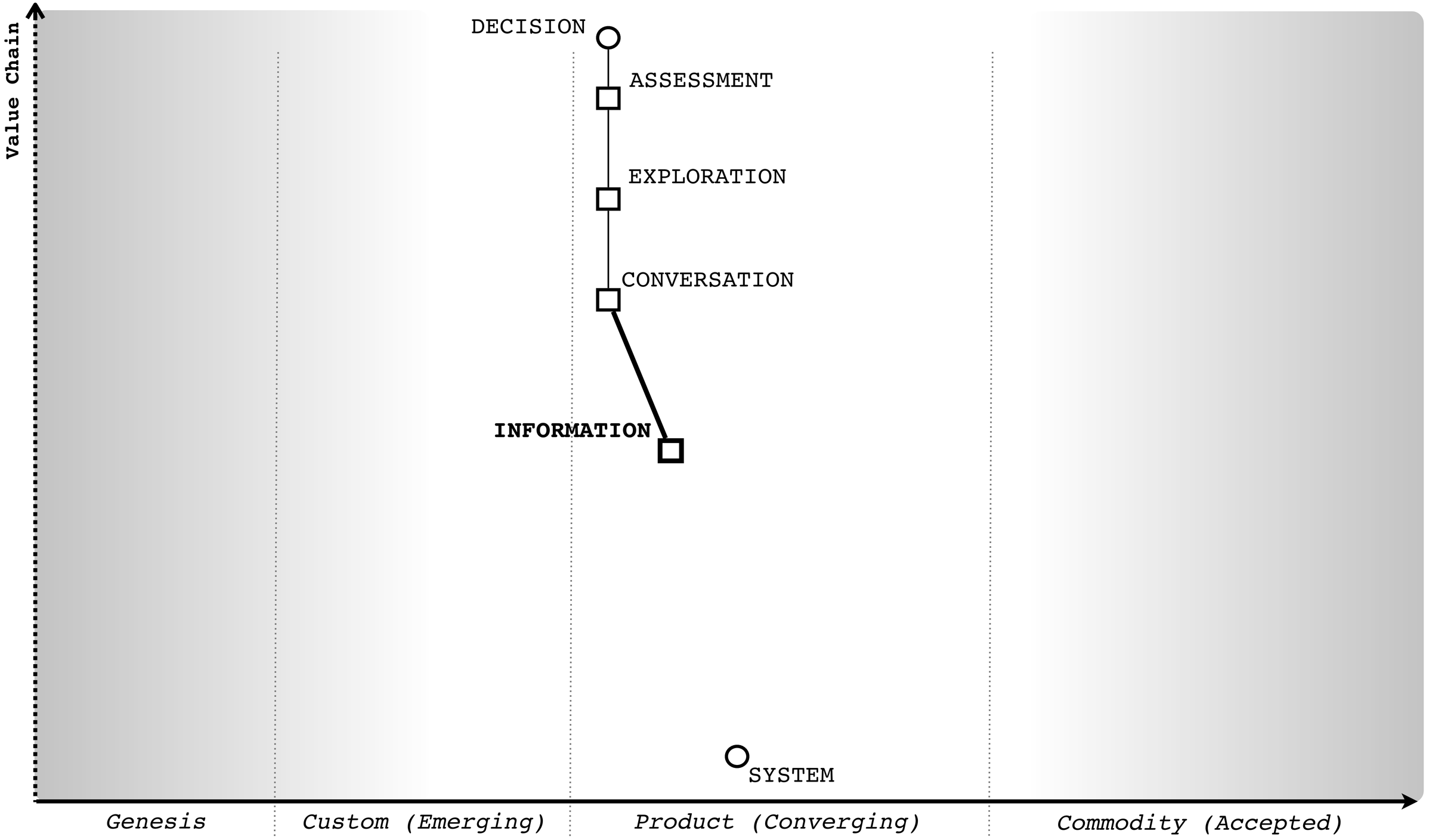

TESTING

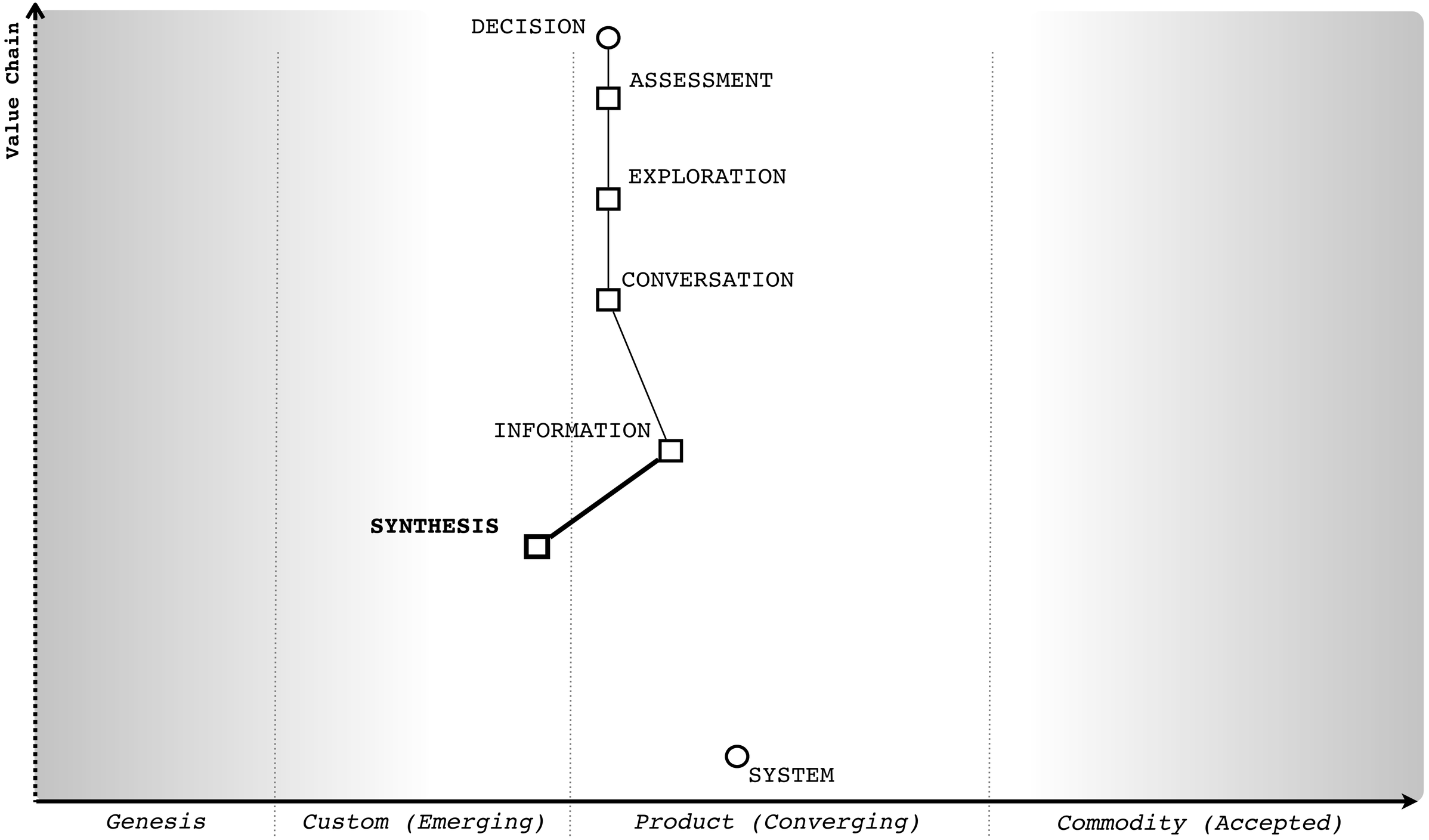

Value Chain
DECISION
SYSTEM
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

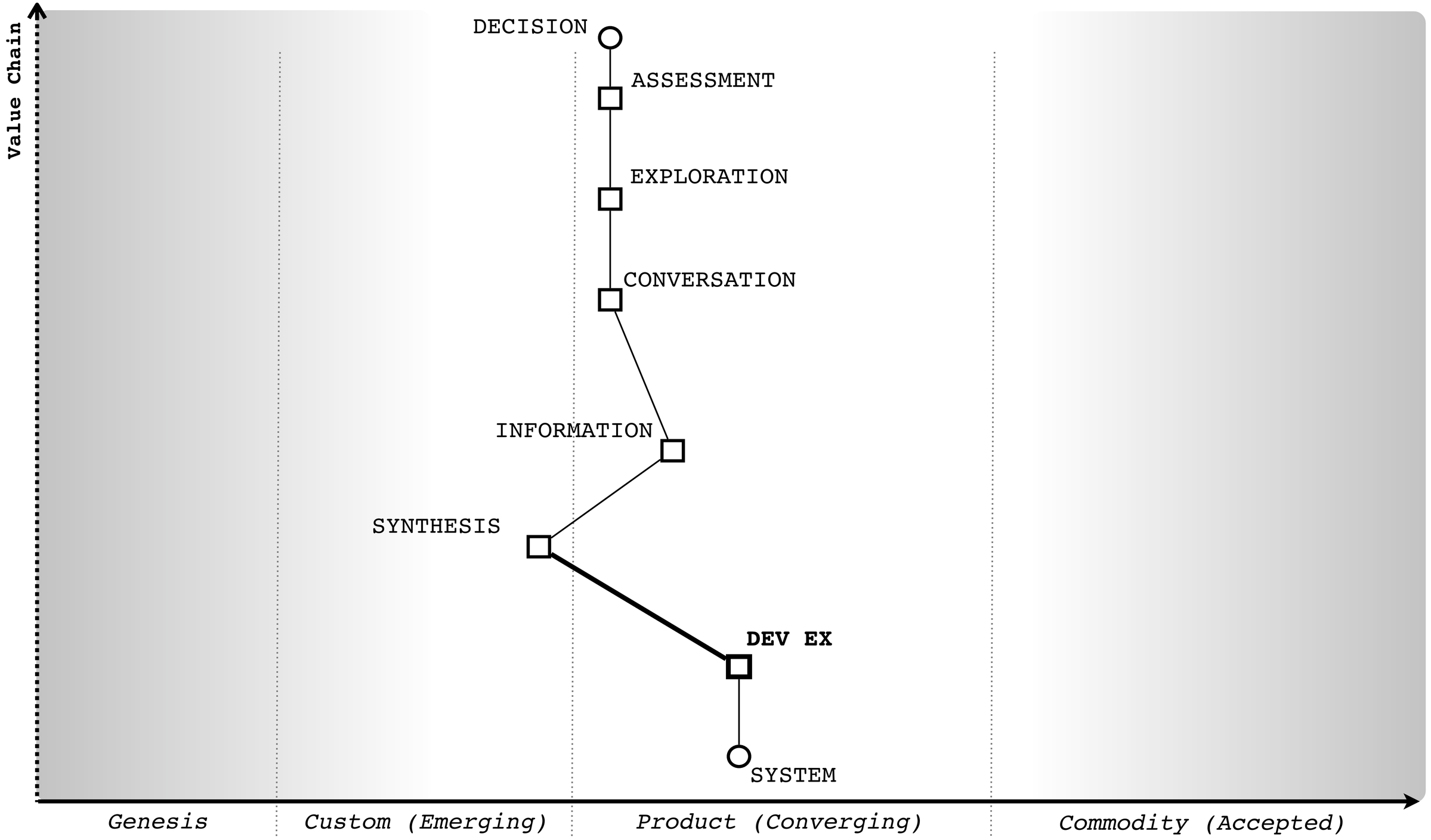

Value Chain
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Product (Converging)
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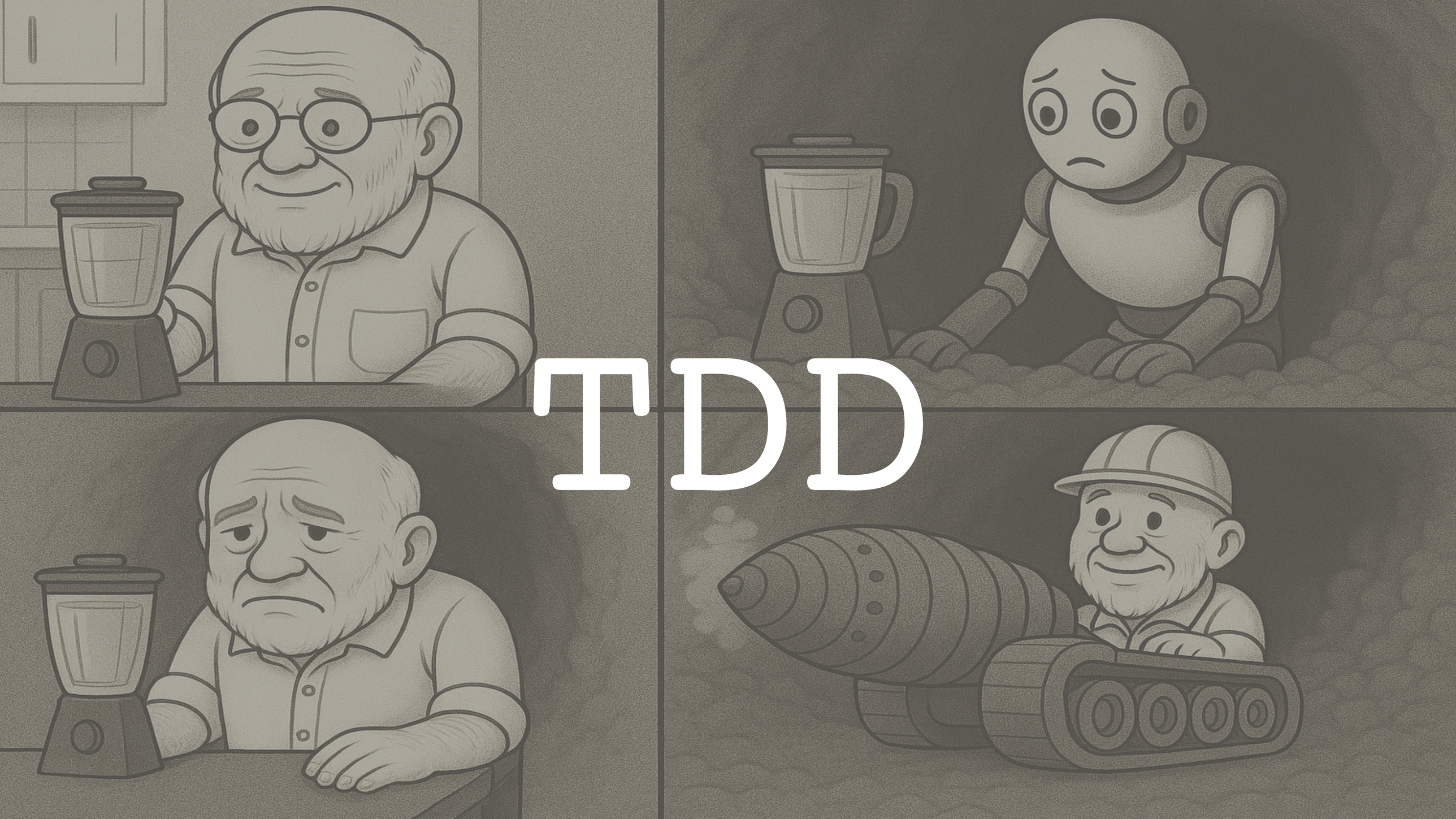

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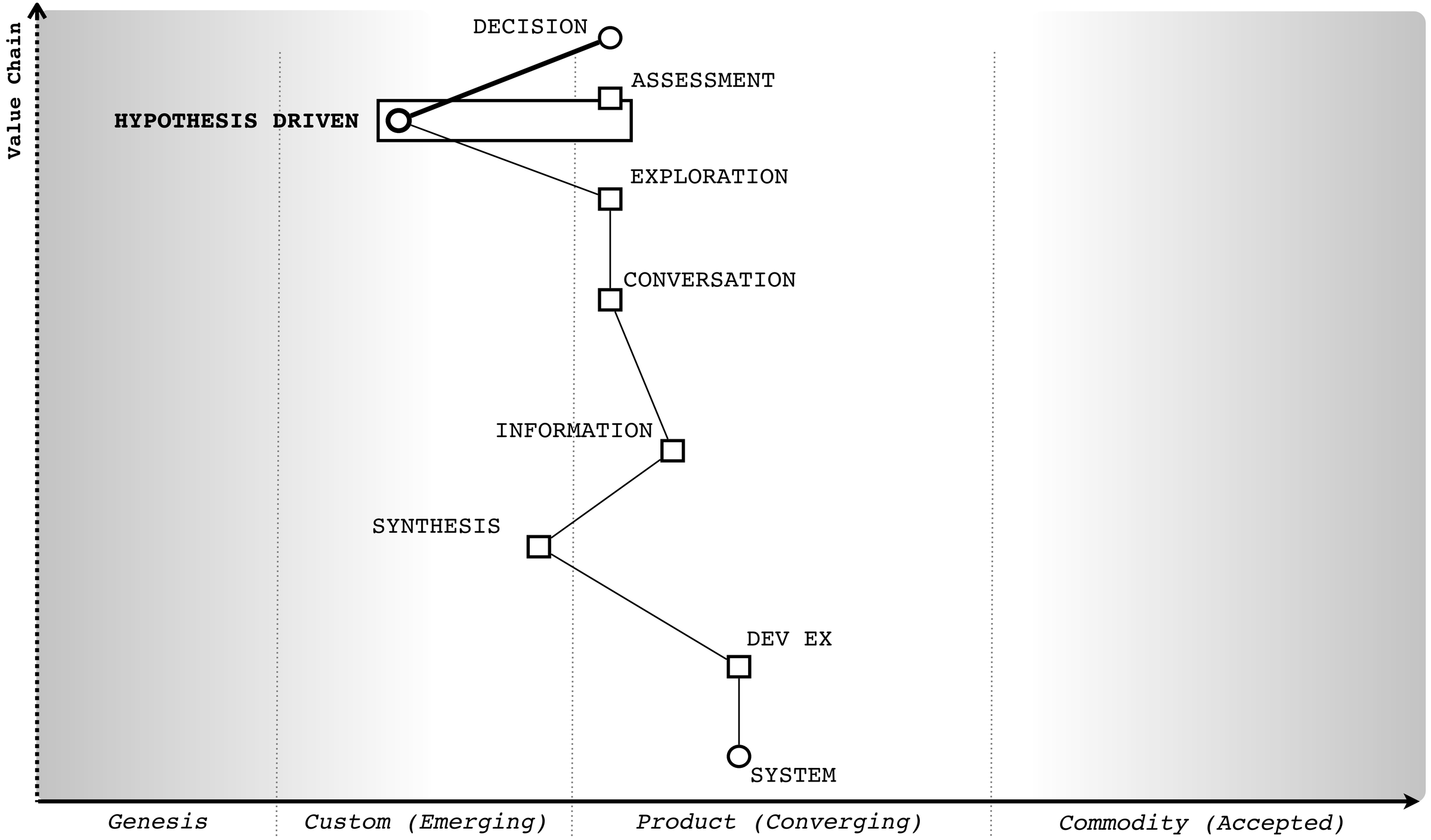

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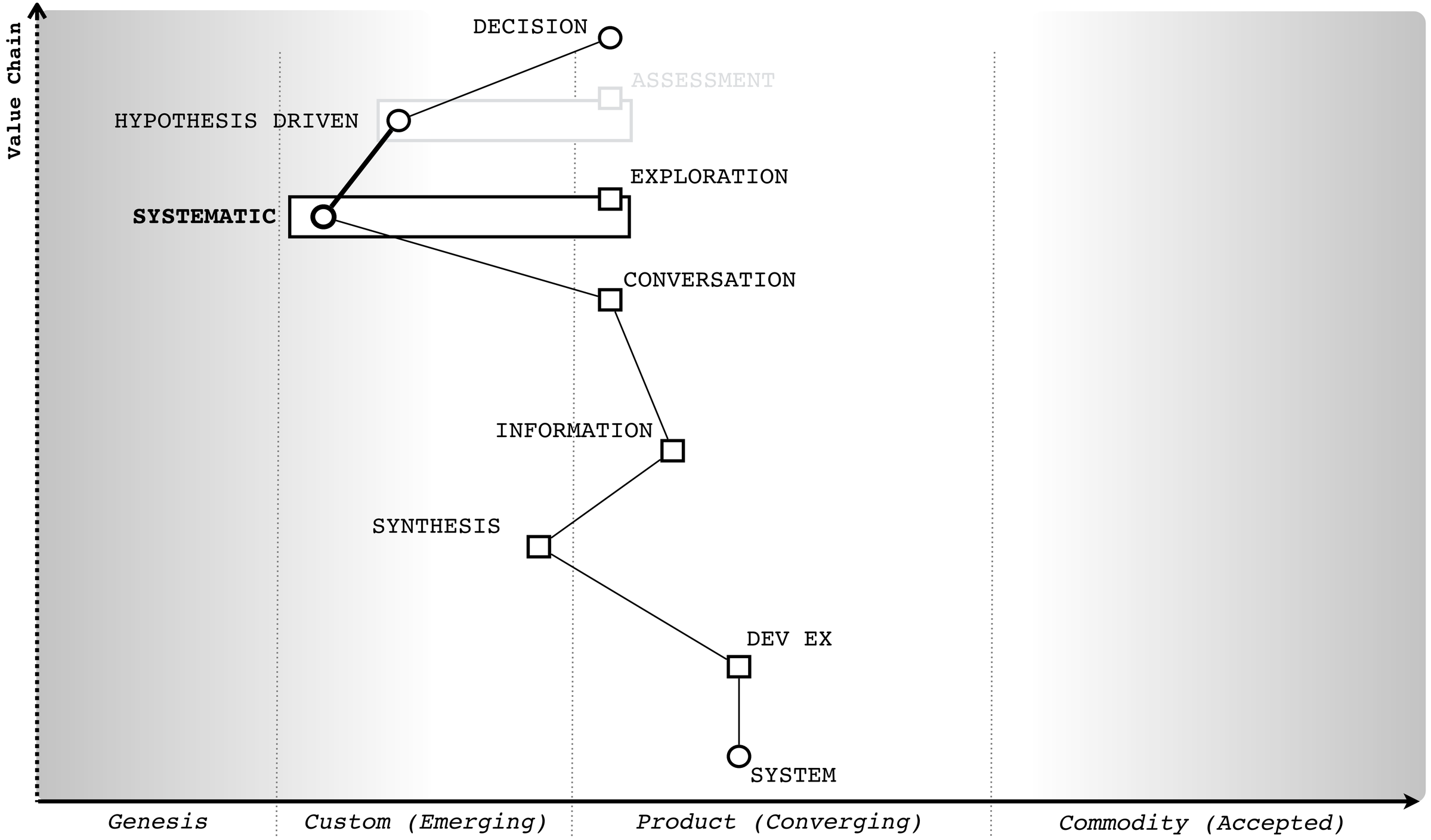

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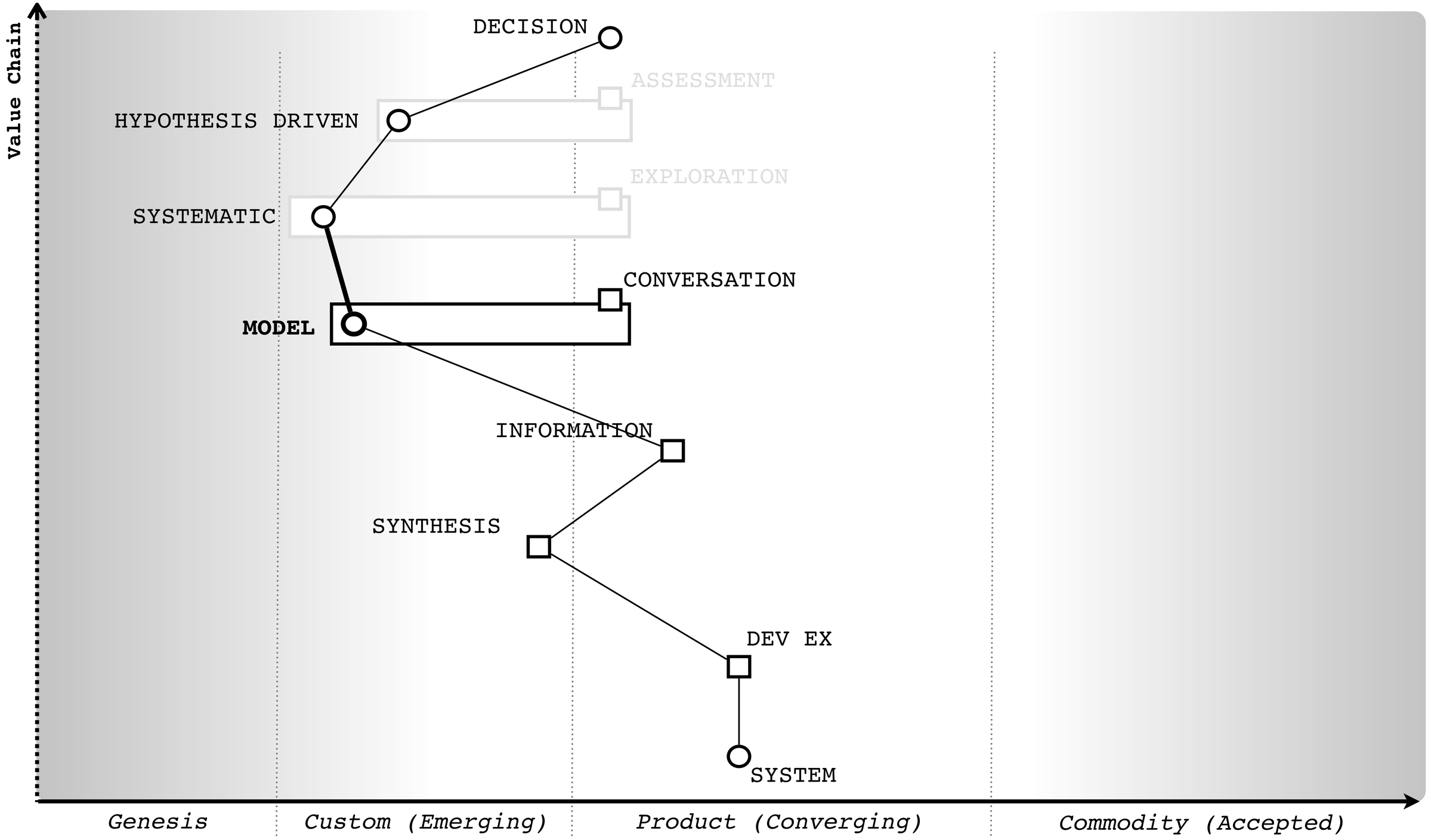

Value Chain
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Genesis
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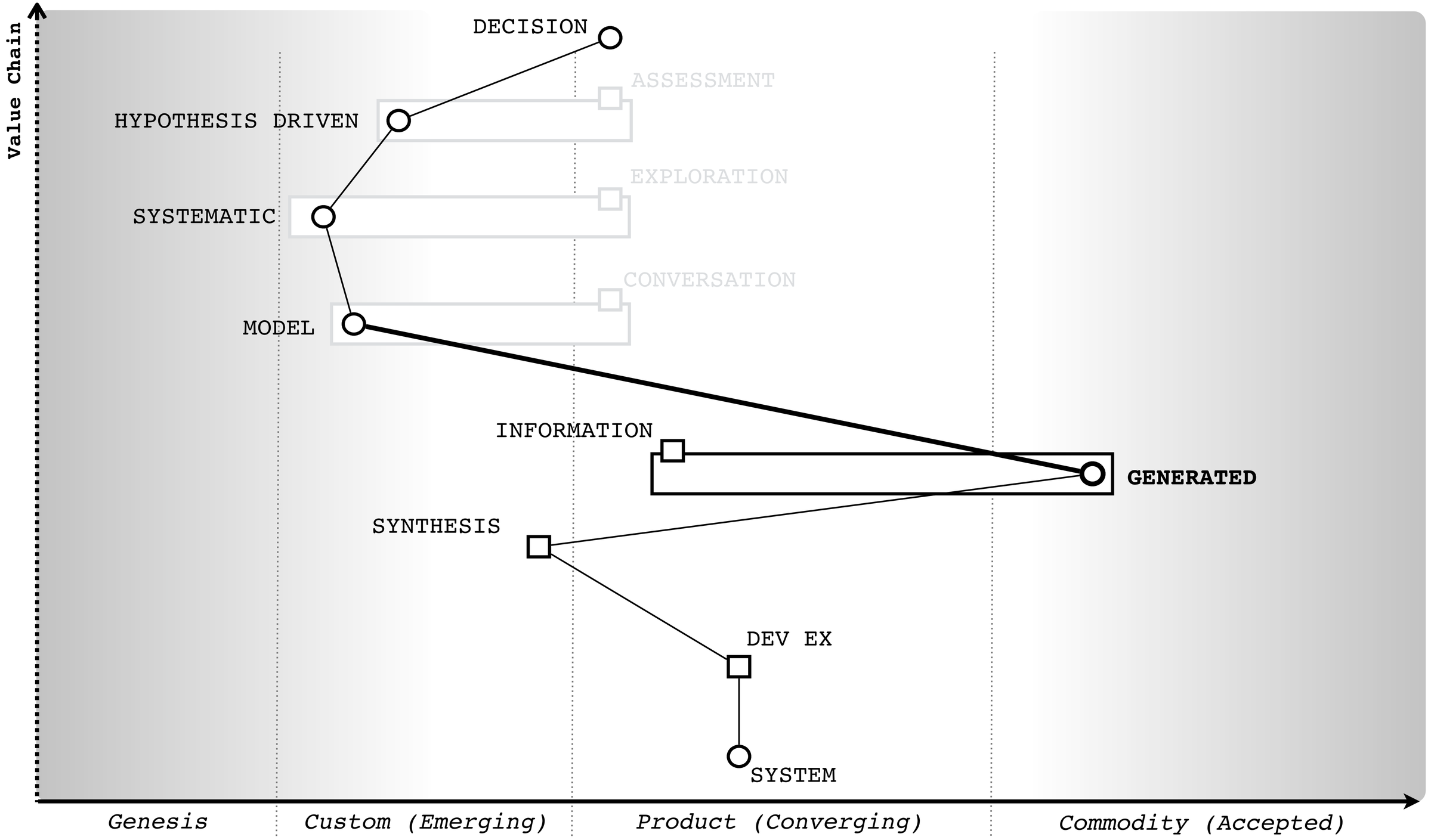

Value Chain
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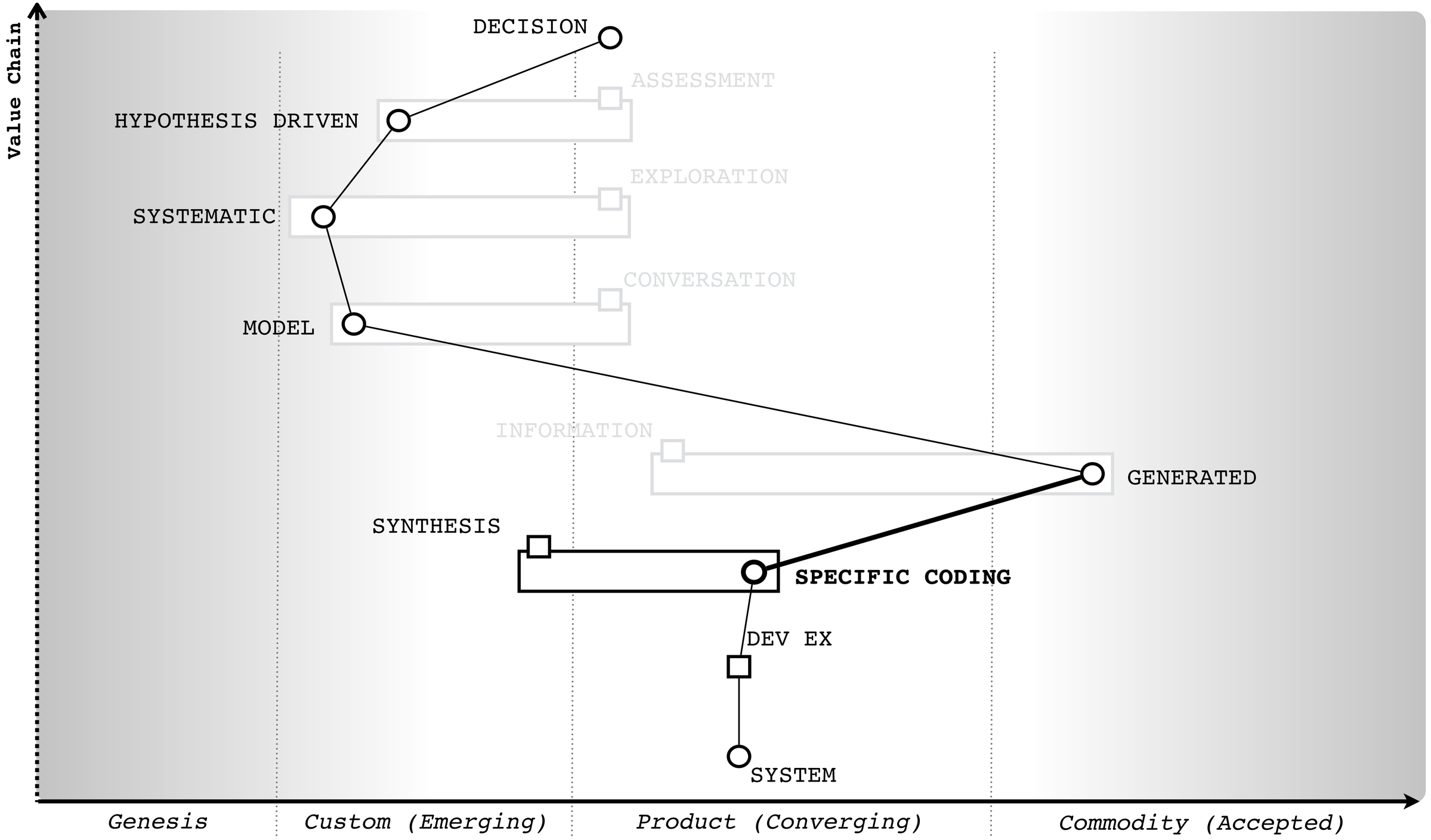

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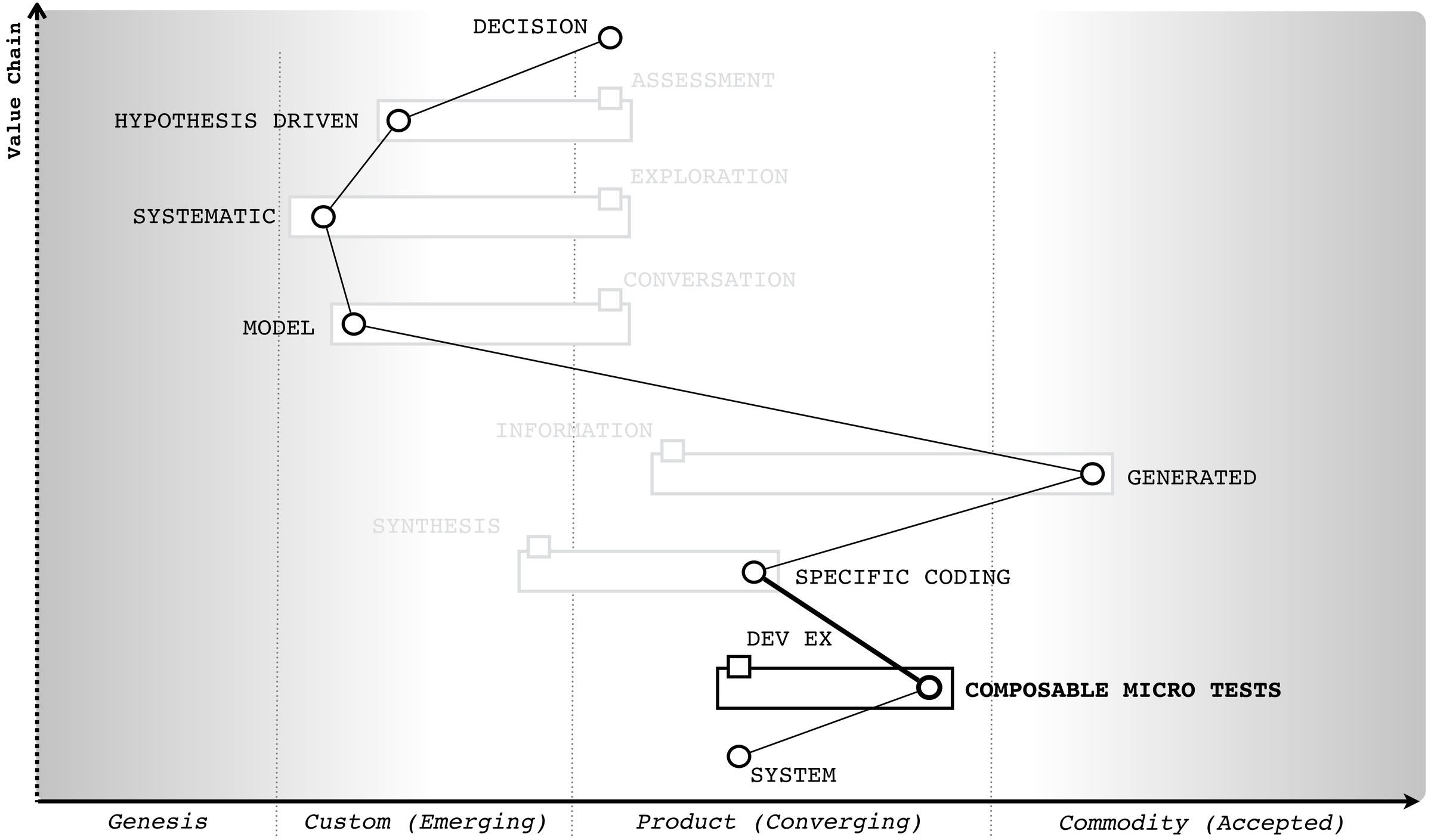

Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
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CONVERSATION
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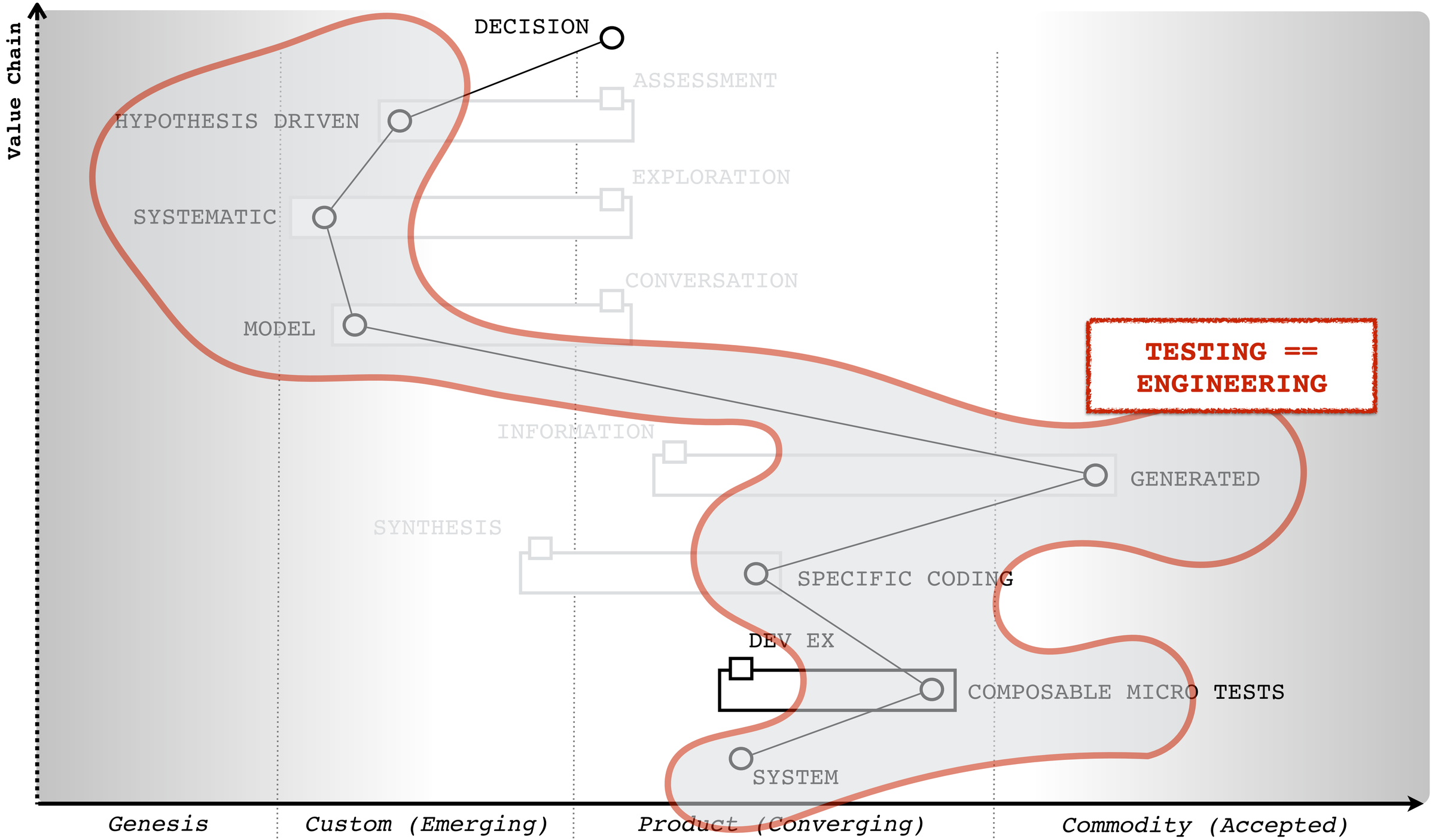

Value Chain
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HYPOTHESIS DRIVEN
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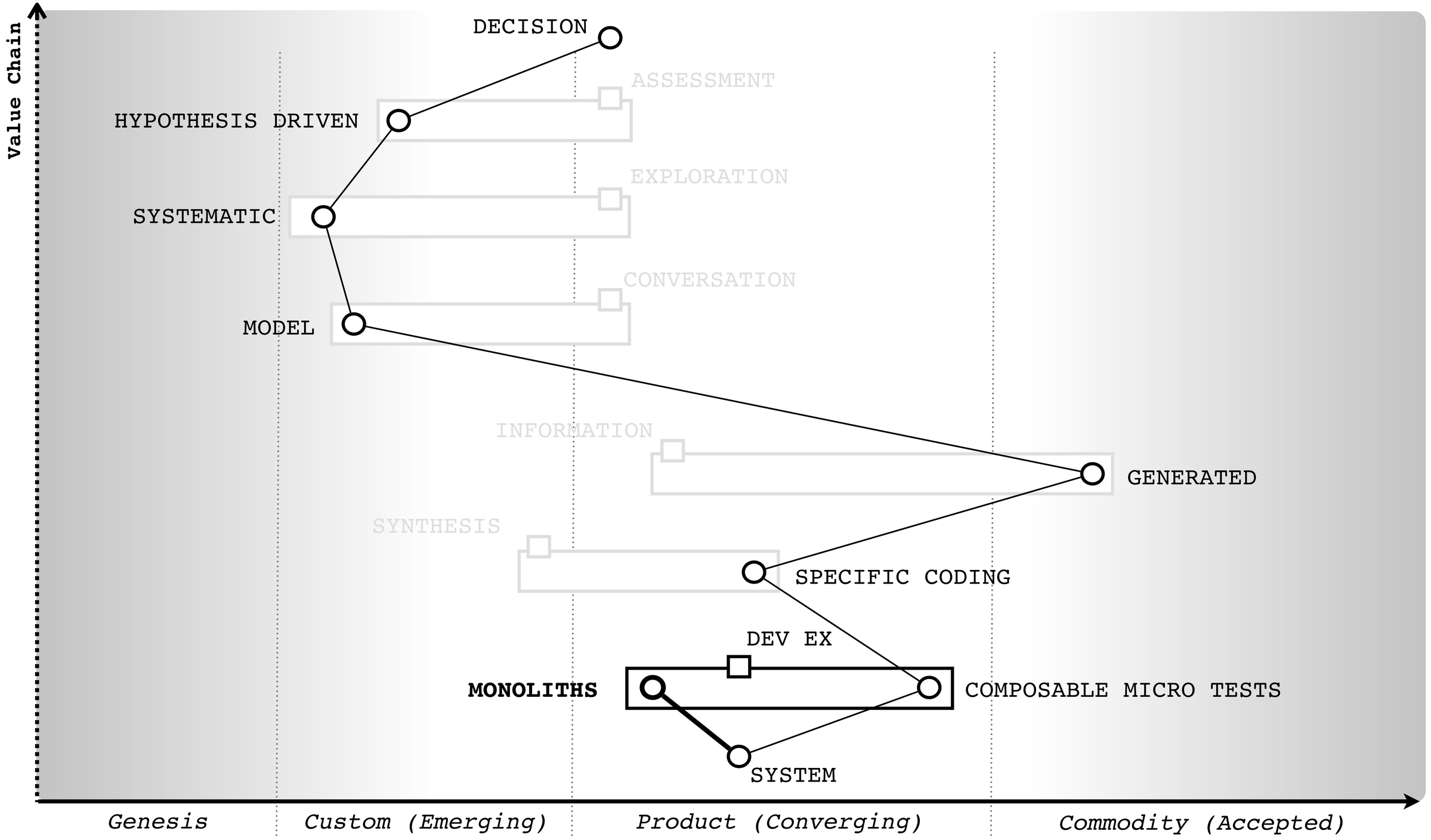

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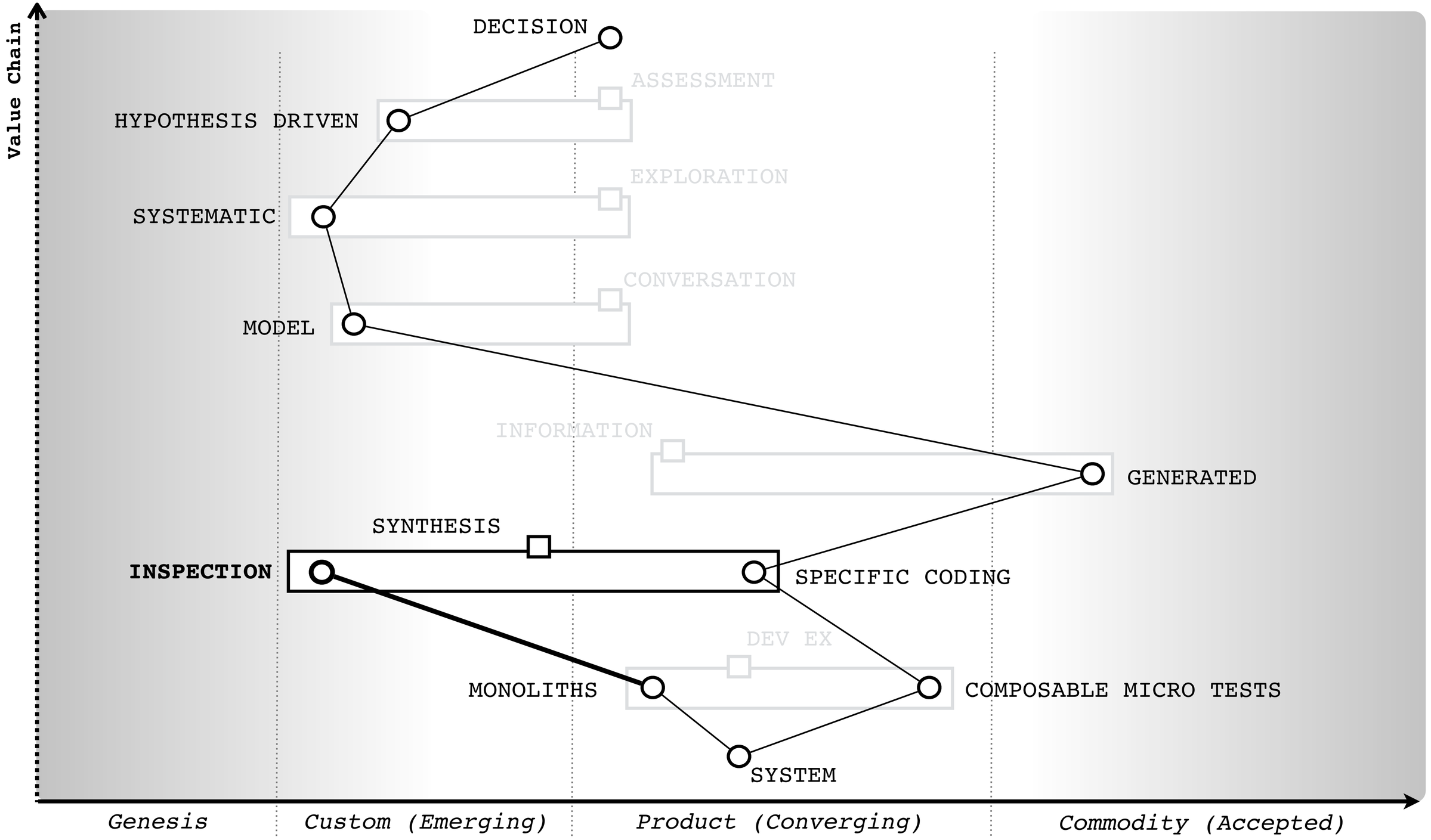

Value Chain
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SYSTEMATIC
CONVERSATION
MODEL
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Value Chain
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CONVERSATION
MODEL
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Value Chain
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SYSTEMATIC
CONVERSATION
MODEL
INFORMATION
GENERATED
SYNTHESIS
SPECIFIC CODING
DEV EX
COMPOSABLE MICRO TESTS
SYSTEM
Genesis
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Product (Converging)
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Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
EXPLORATION
SYSTEMATIC
CONVERSATION
MODEL
TESTING ==
ENGINEERING
INFORMATION
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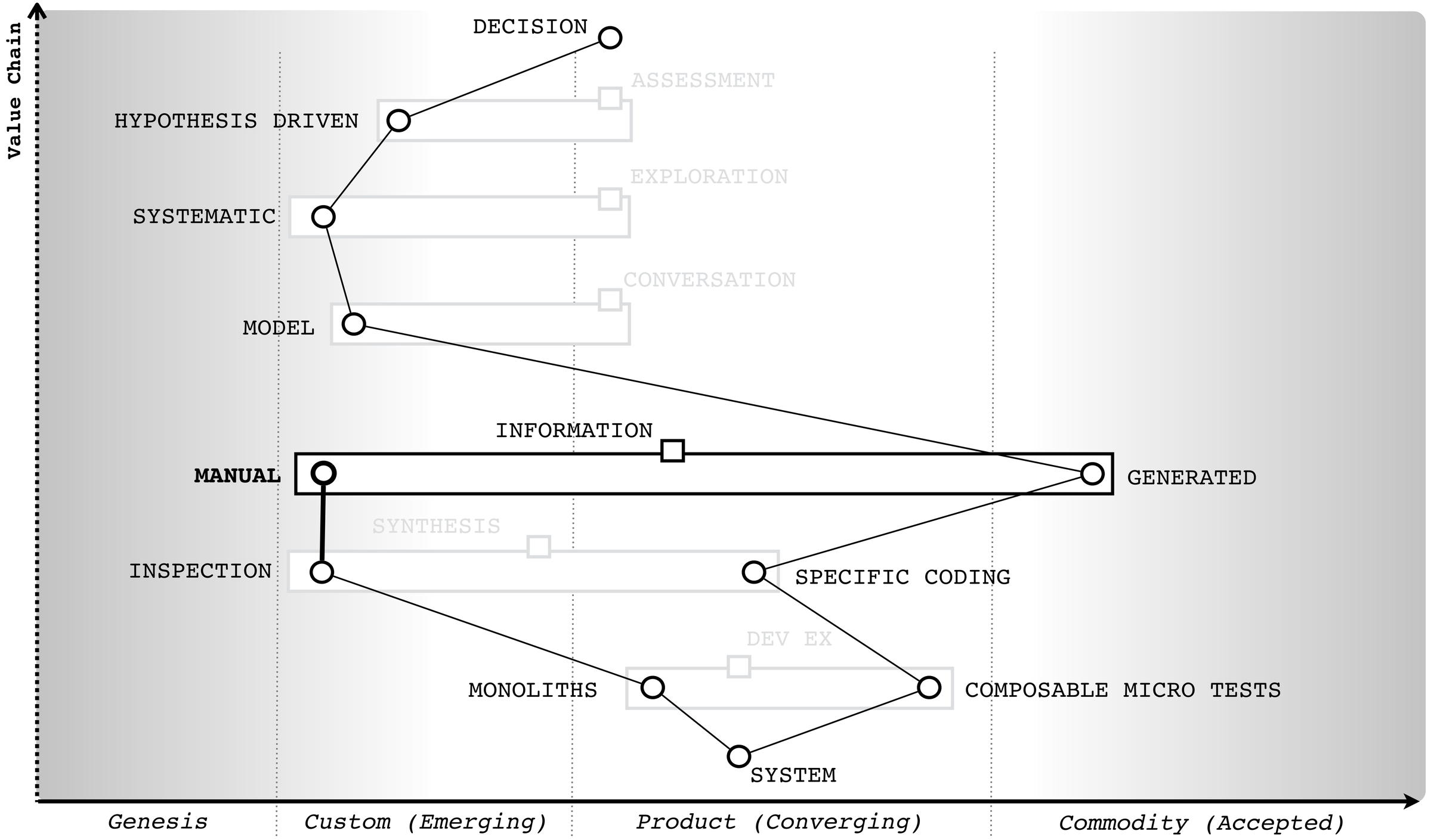

Value Chain
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SYSTEMATIC
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INFORMATION
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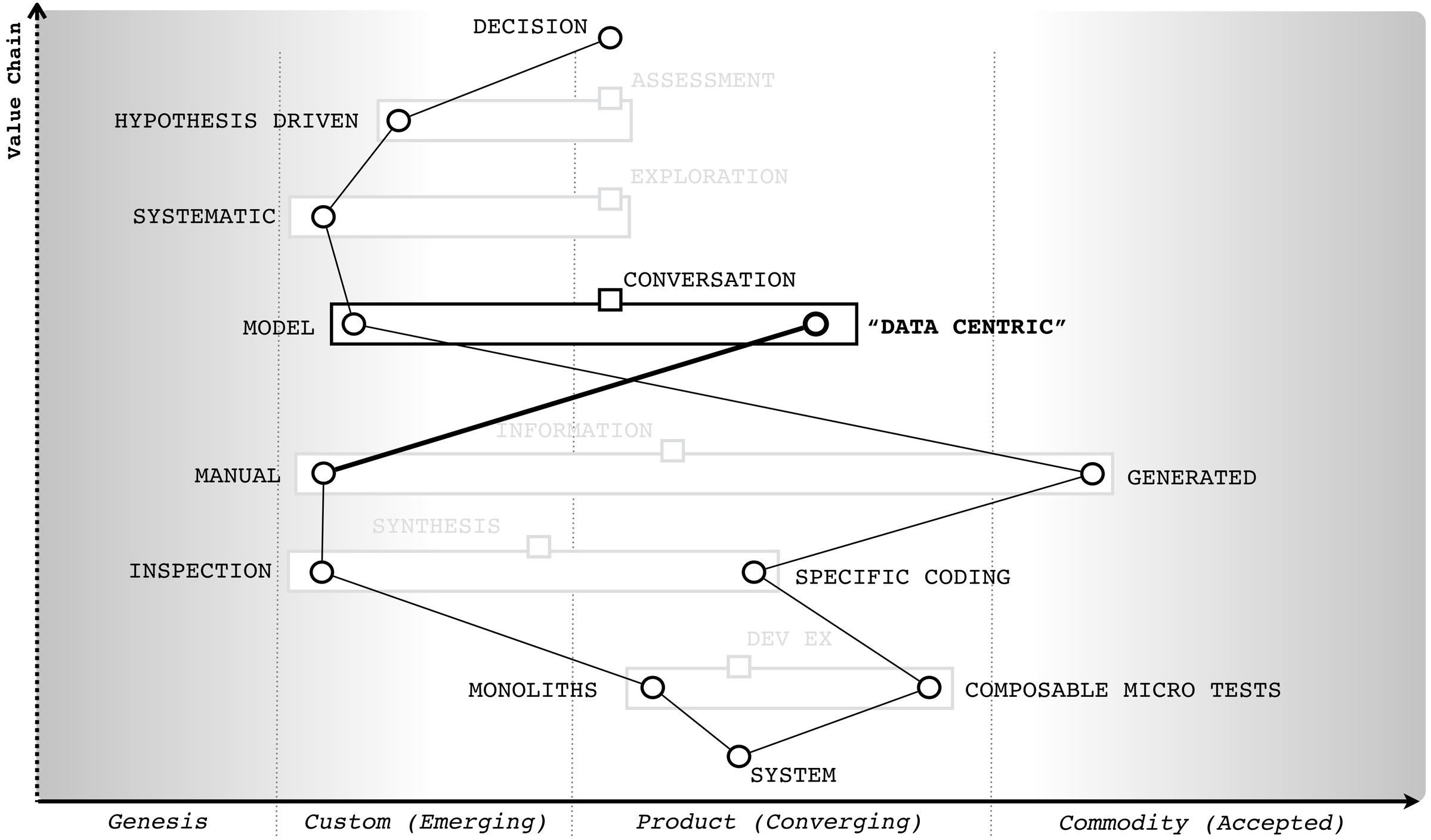

Value Chain
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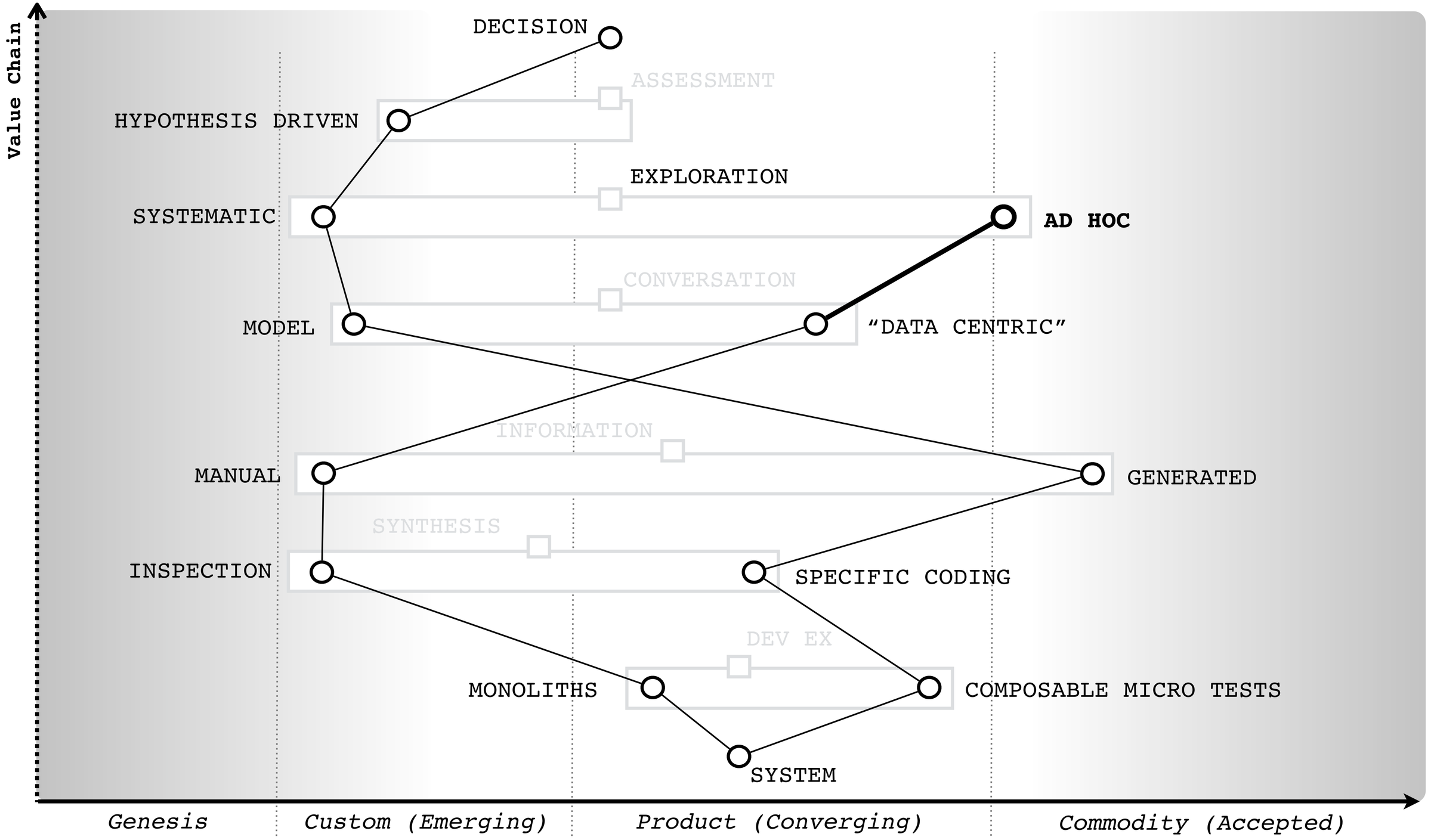


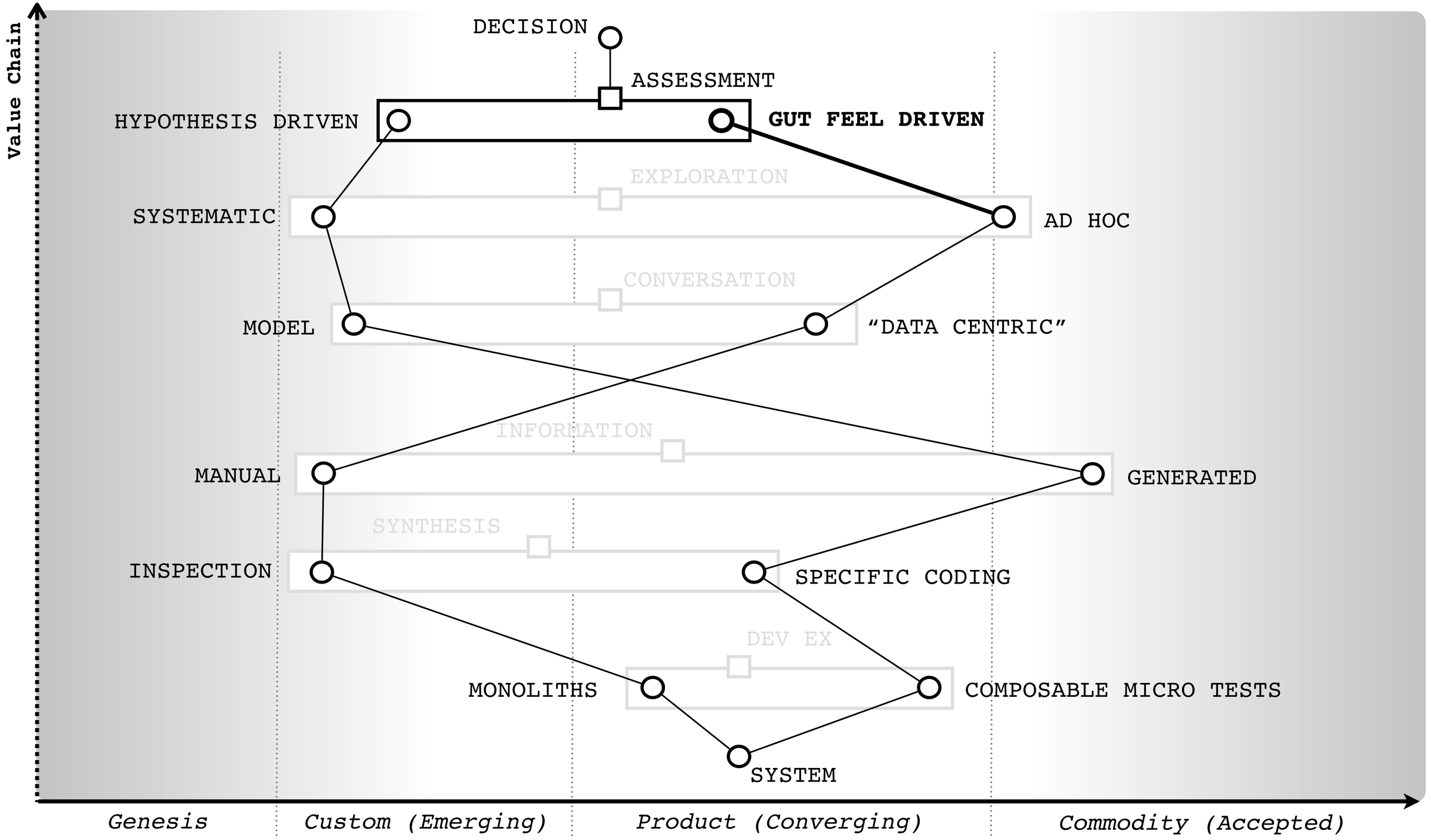
Margaret Hamilton, 1969,
MIT Museum

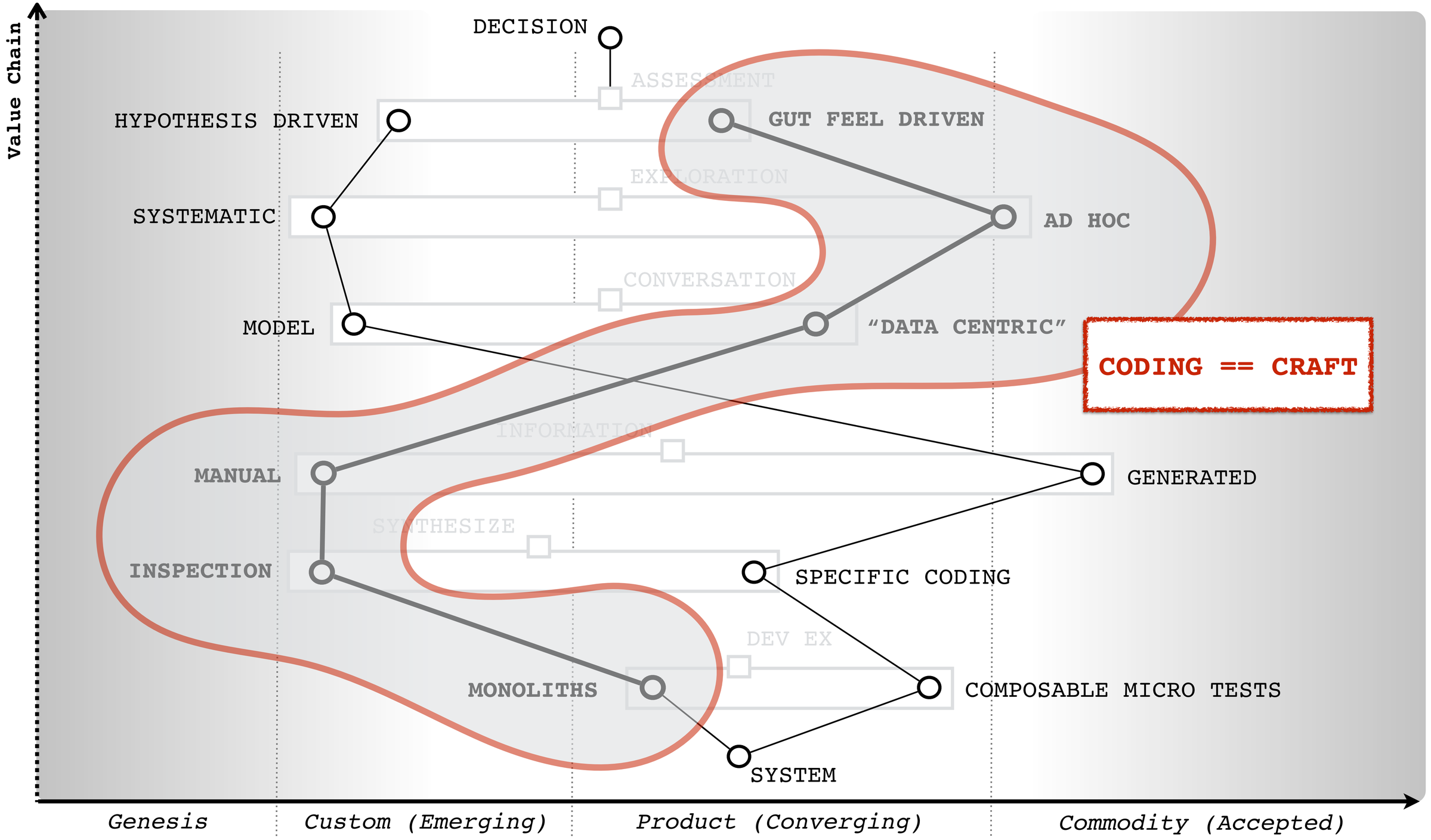
Apollo Moon Landing
130K LoC


Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
EXPLORATION
SYSTEMATIC
CONVERSATION
MODEL
INFORMATION
MANUAL
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SYNTHESIS
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SPECIFIC CODING
DEV EX
MONOLITHS
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SYSTEM
Genesis
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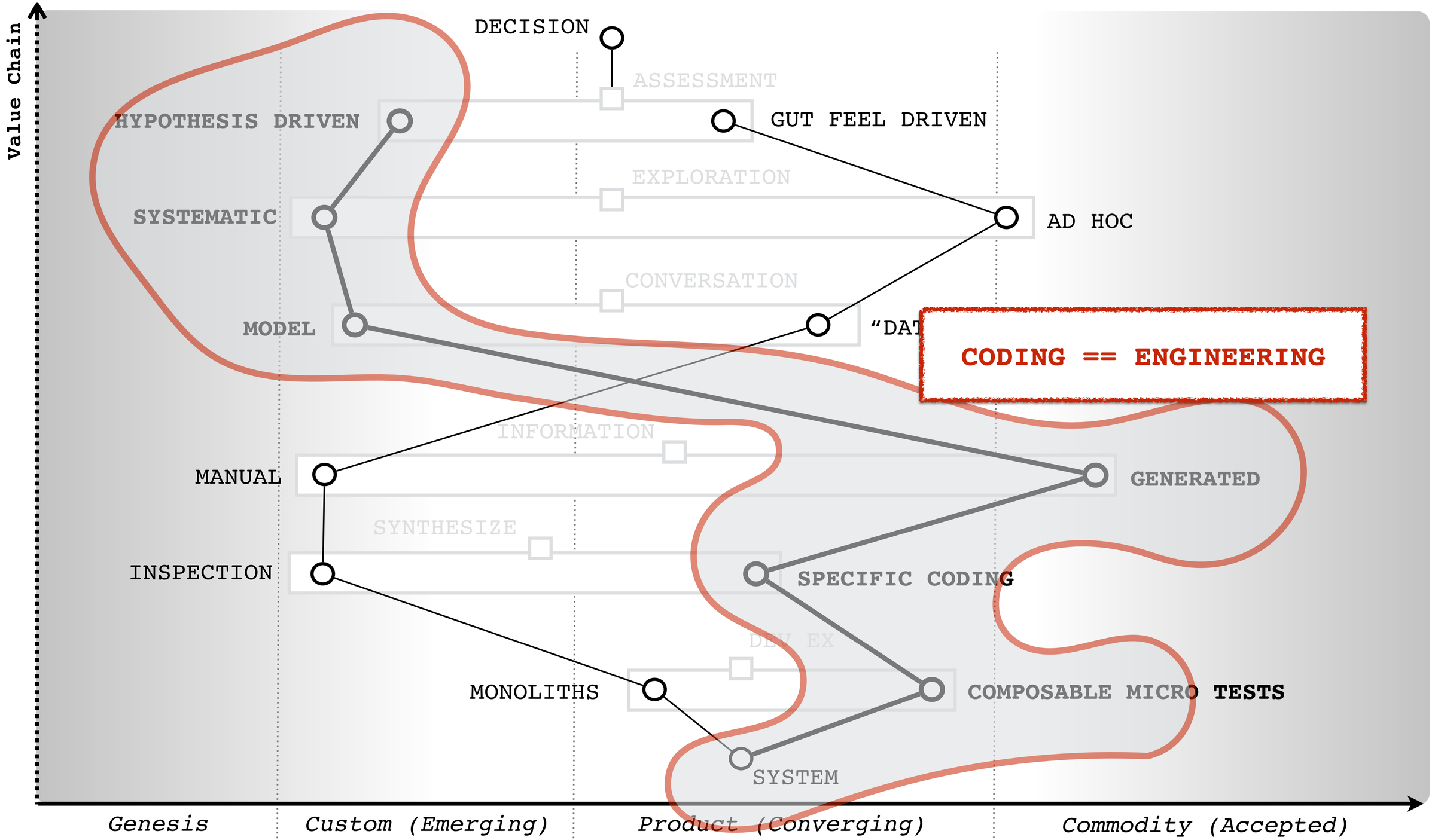

Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
EXPLORATION
SYSTEMATIC
CONVERSATION
MODEL
"DATA CENTRIC"
INFORMATION
MANUAL
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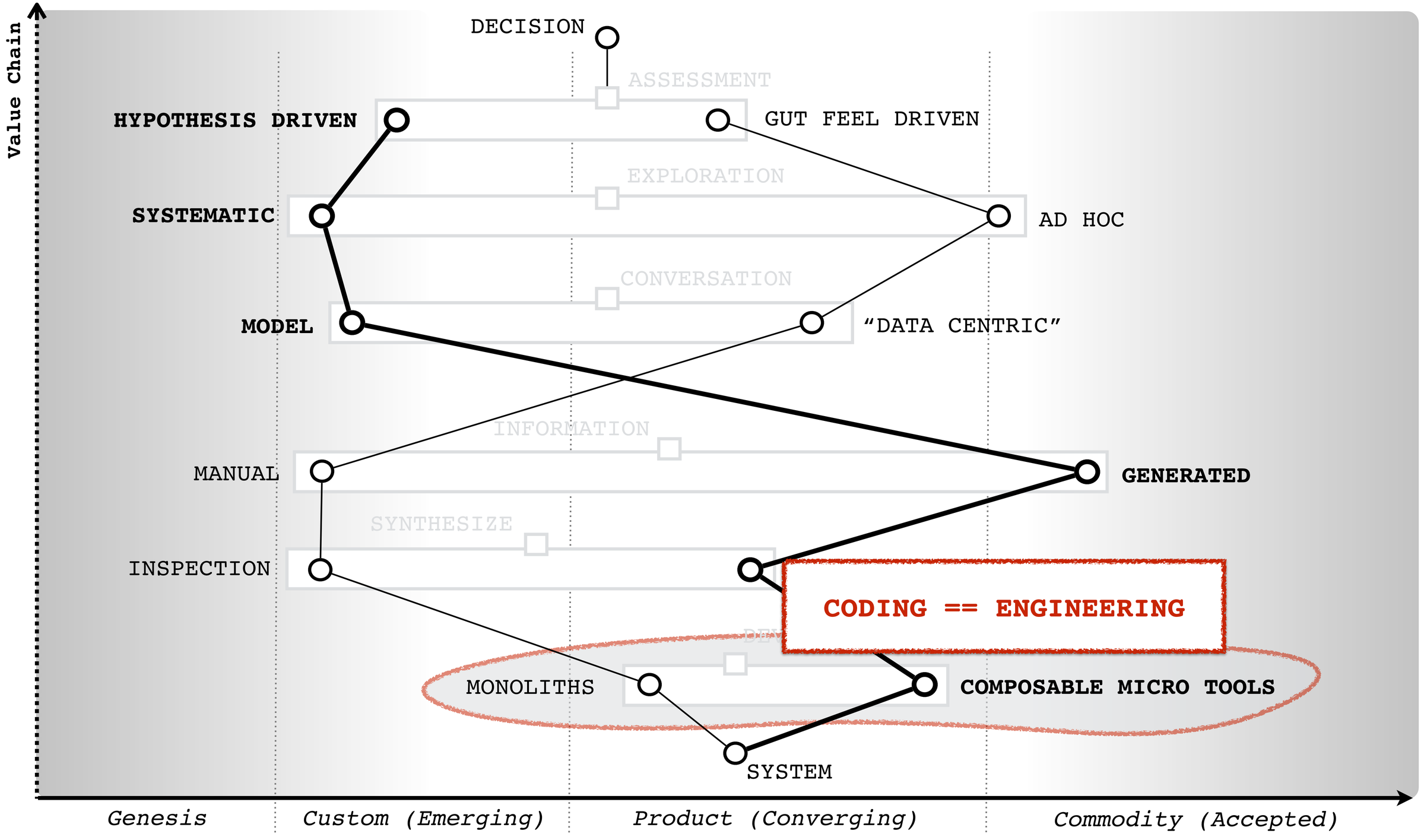

Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
EXPLORATION
SYSTEMATIC
AD HOC
CONVERSATION
MODEL
“DATA CENTRIC”
INFORMATION
MANUAL
GENERATED
SYNTHESIS
INSPECTION
SPECIFIC CODING
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MONOLITHS
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Genesis
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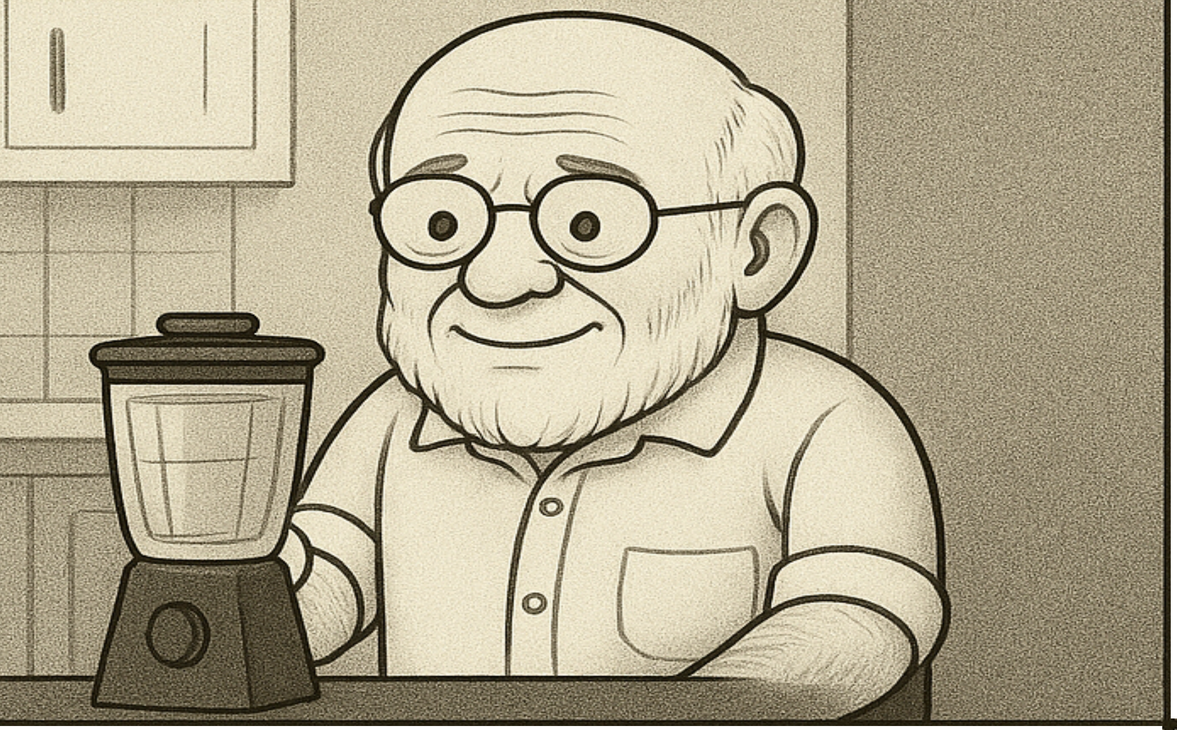

Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
GUT FEEL DRIVEN
EXPLORATION
SYSTEMATIC
AD HOC
CONVERSATION
MODEL
“DATA CENTRIC”
INFORMATION
MANUAL
GENERATED
SYNTHESIS
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COMPOSABLE MICRO TESTS
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Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
GUT FEEL DRIVEN
EXPLORATION
SYSTEMATIC
AD HOC
CONVERSATION
MODEL
"DATA CENTRIC"
CODING == CRAFT
INFORMATION
MANUAL
GENERATED
SYNTHESIZE
INSPECTION
SPECIFIC CODING
DEV EX
MONOLITHS
COMPOSABLE MICRO TESTS
SYSTEM
Genesis
Custom (Emerging)
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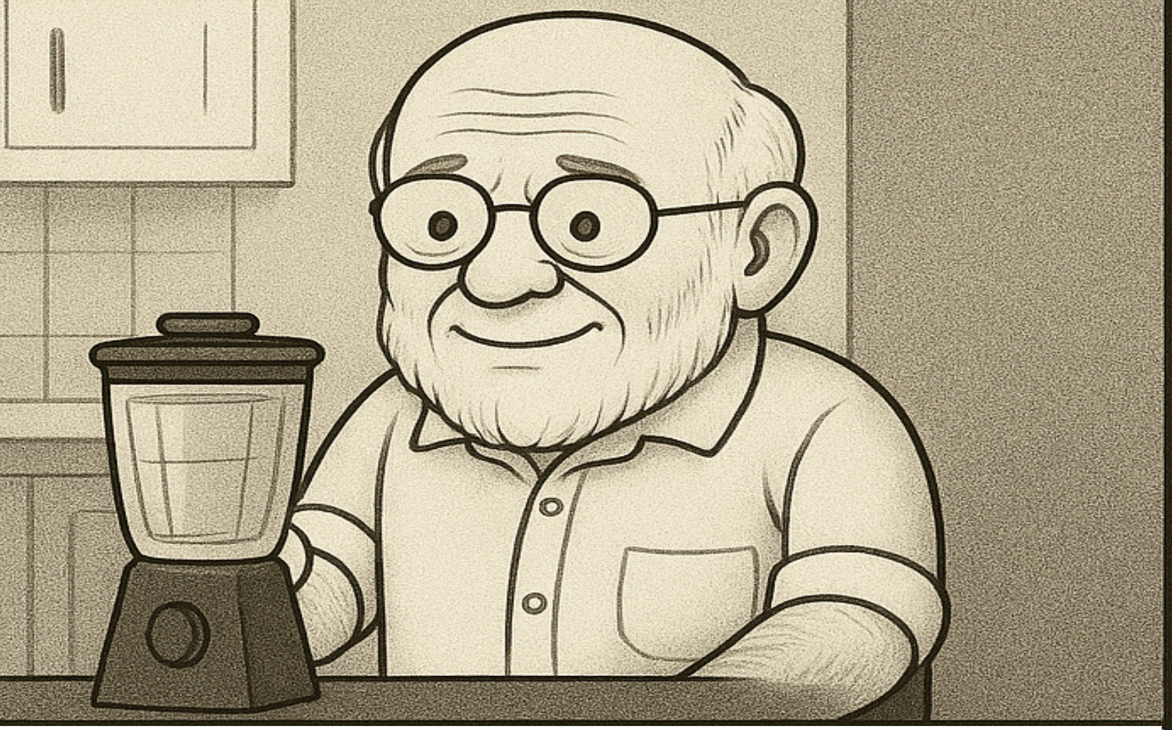

THE REAL ARCHITECTURAL DECISIONS ARE MADE IN CODE
CODING IS A CRAFT

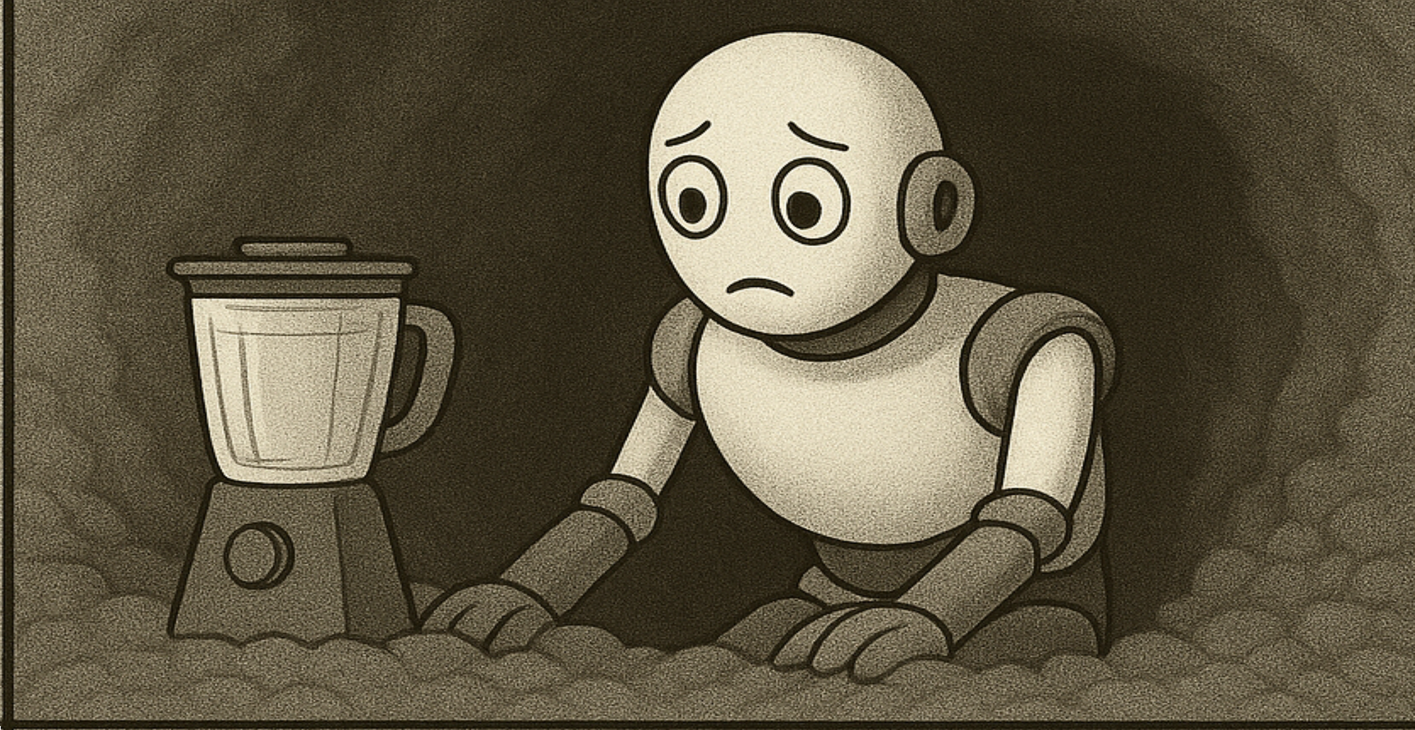

Value Chain
DECISION
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HYPOTHESIS DRIVEN
GUT FEEL DRIVEN
EXPLORATION
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AD HOC
CONVERSATION
MODEL
"DAT
CODING == ENGINEERING
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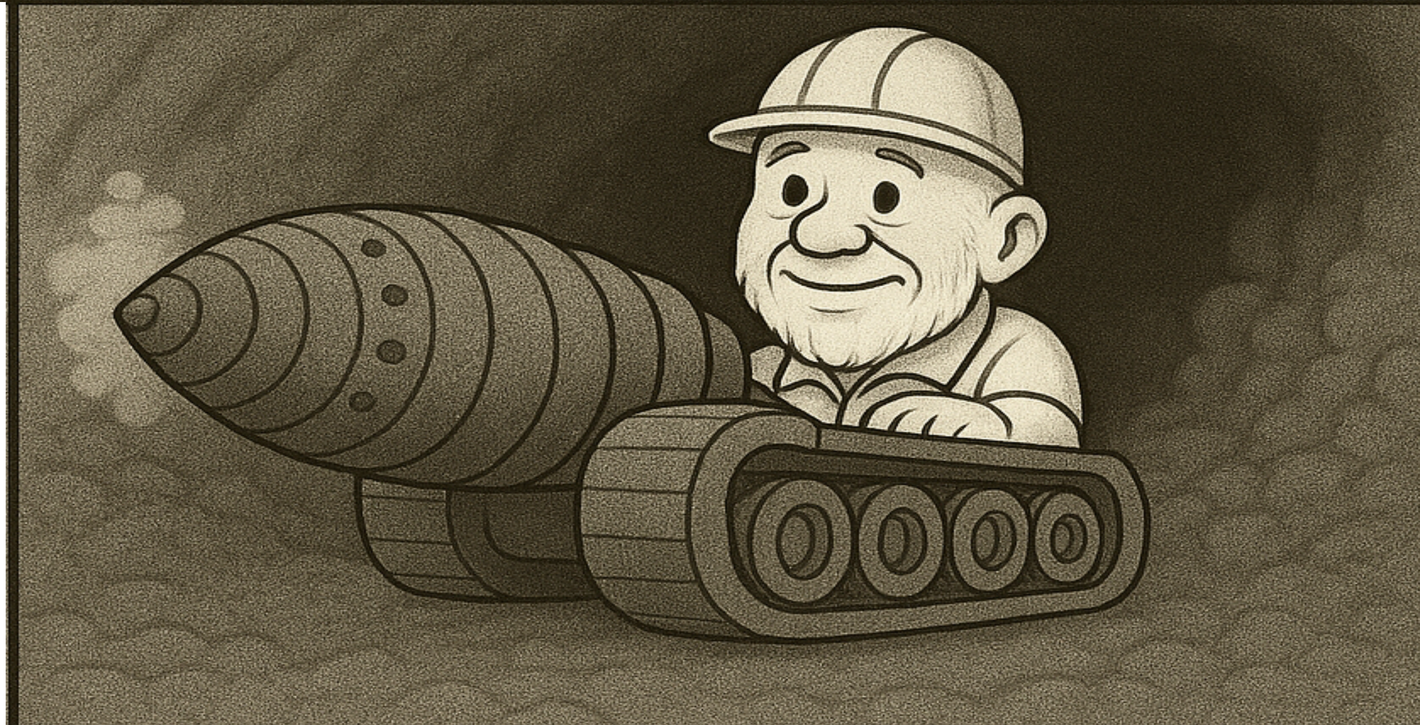

Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
GUT FEEL DRIVEN
EXPLORATION
SYSTEMATIC
AD HOC
CONVERSATION
MODEL
“DATA CENTRIC”
INFORMATION
MANUAL
GENERATED
SYNTHESIZE
INSPECTION
CODING == ENGINEERING
MONOLITHS
COMPOSABLE MICRO TOOLS
SYSTEM
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)



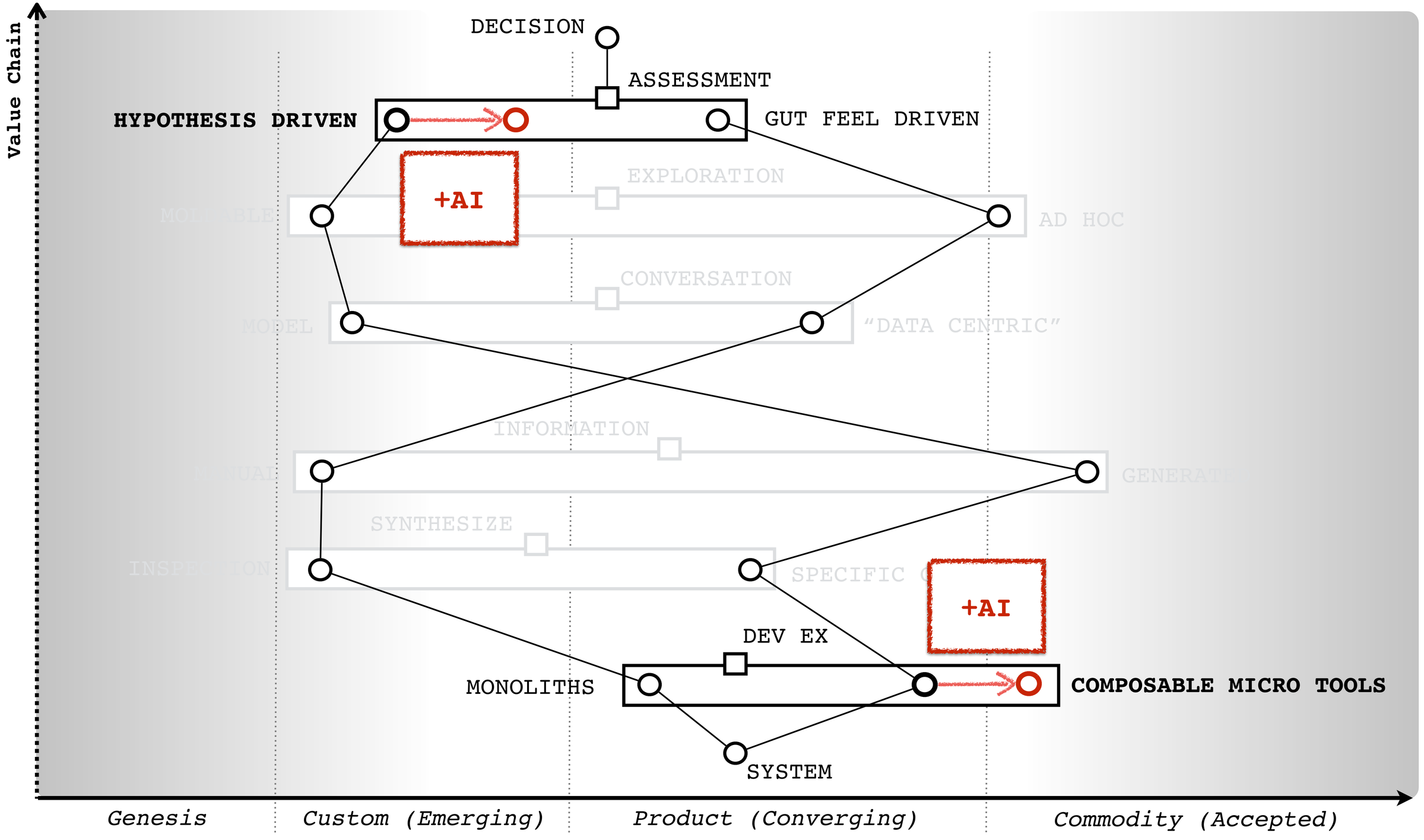


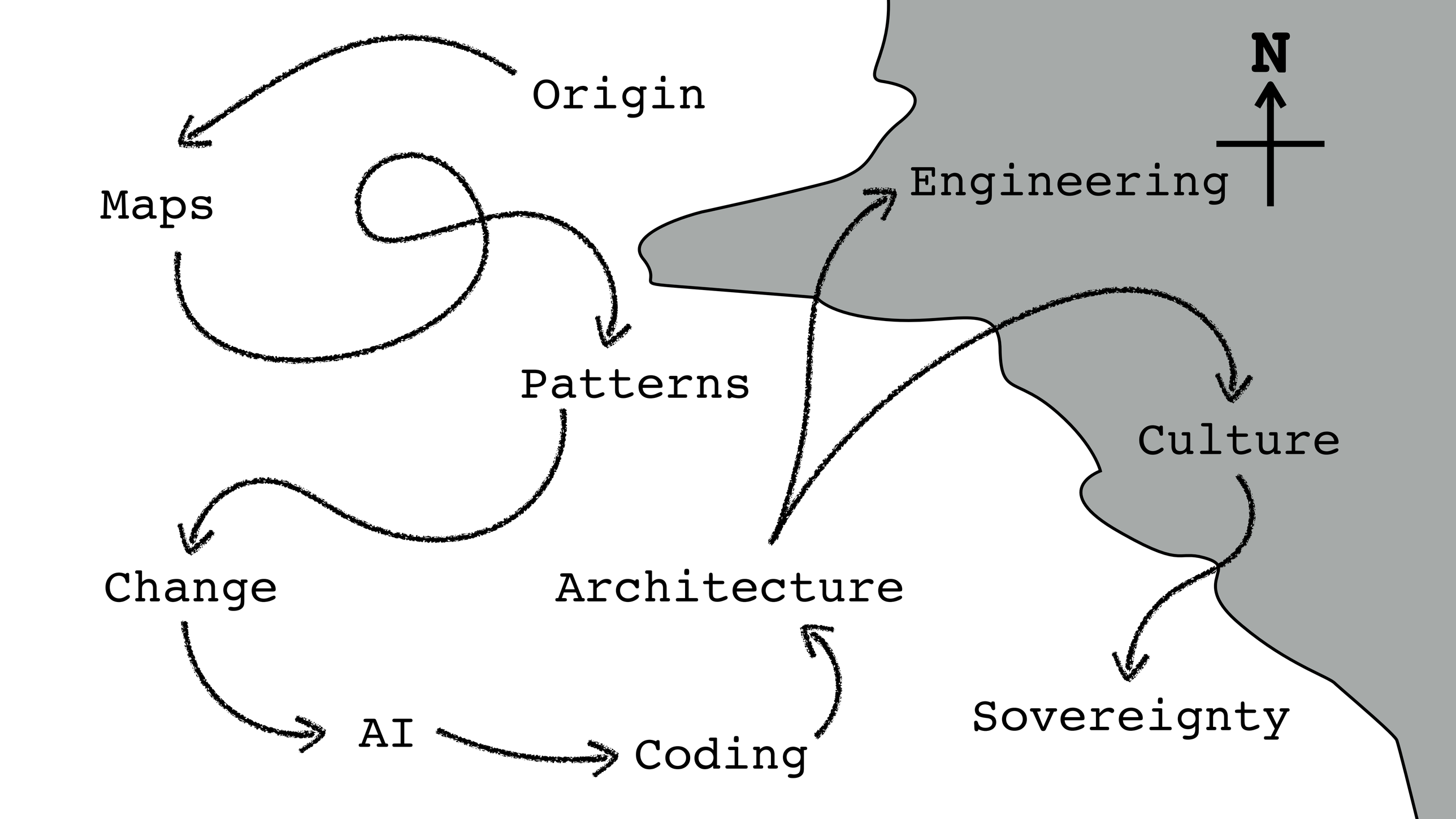




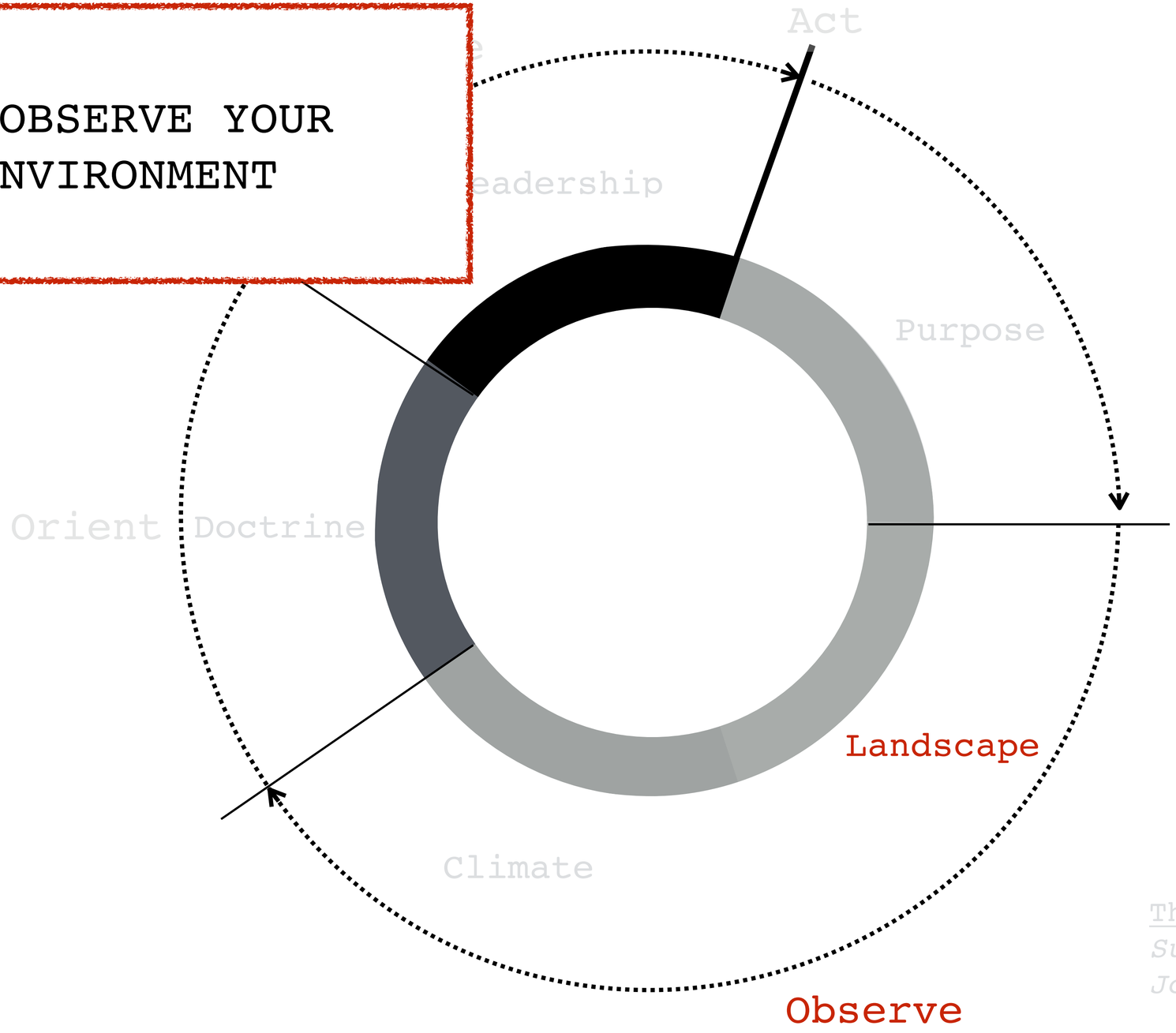





Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
GUT FEEL DRIVEN
+AI
EXPLORATION
AD HOC
CONVERSATION
"DATA CENTRIC"
INFORMATION
SYNTHESIZE
SPECIFIC
+AI
DEV EX
MONOLITHS
COMPOSABLE MICRO TOOLS
SYSTEM
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

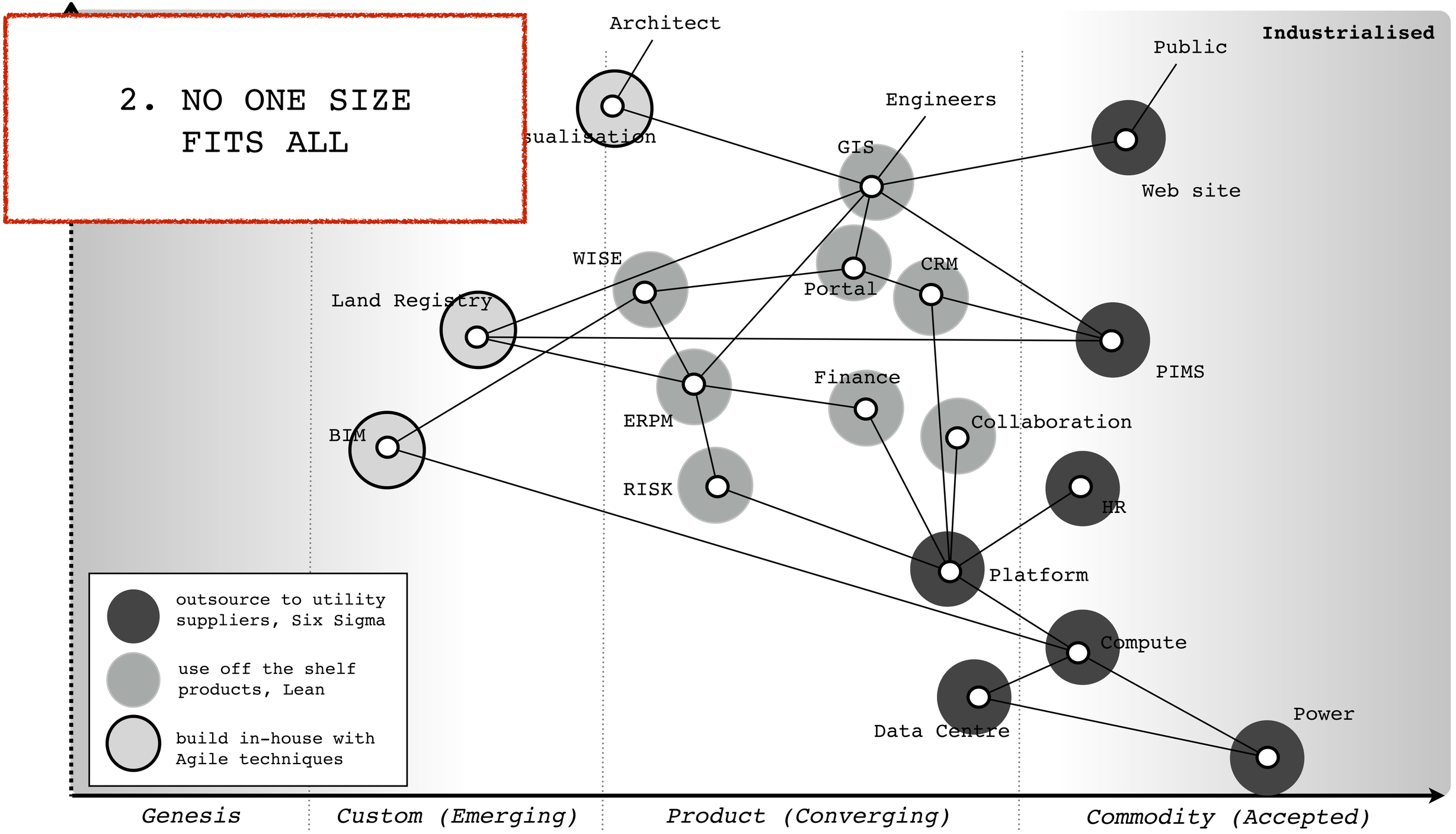

Origin
Maps
Patterns
Engineering
N
Culture
Change
Architecture
AI
Coding
Sovereignty

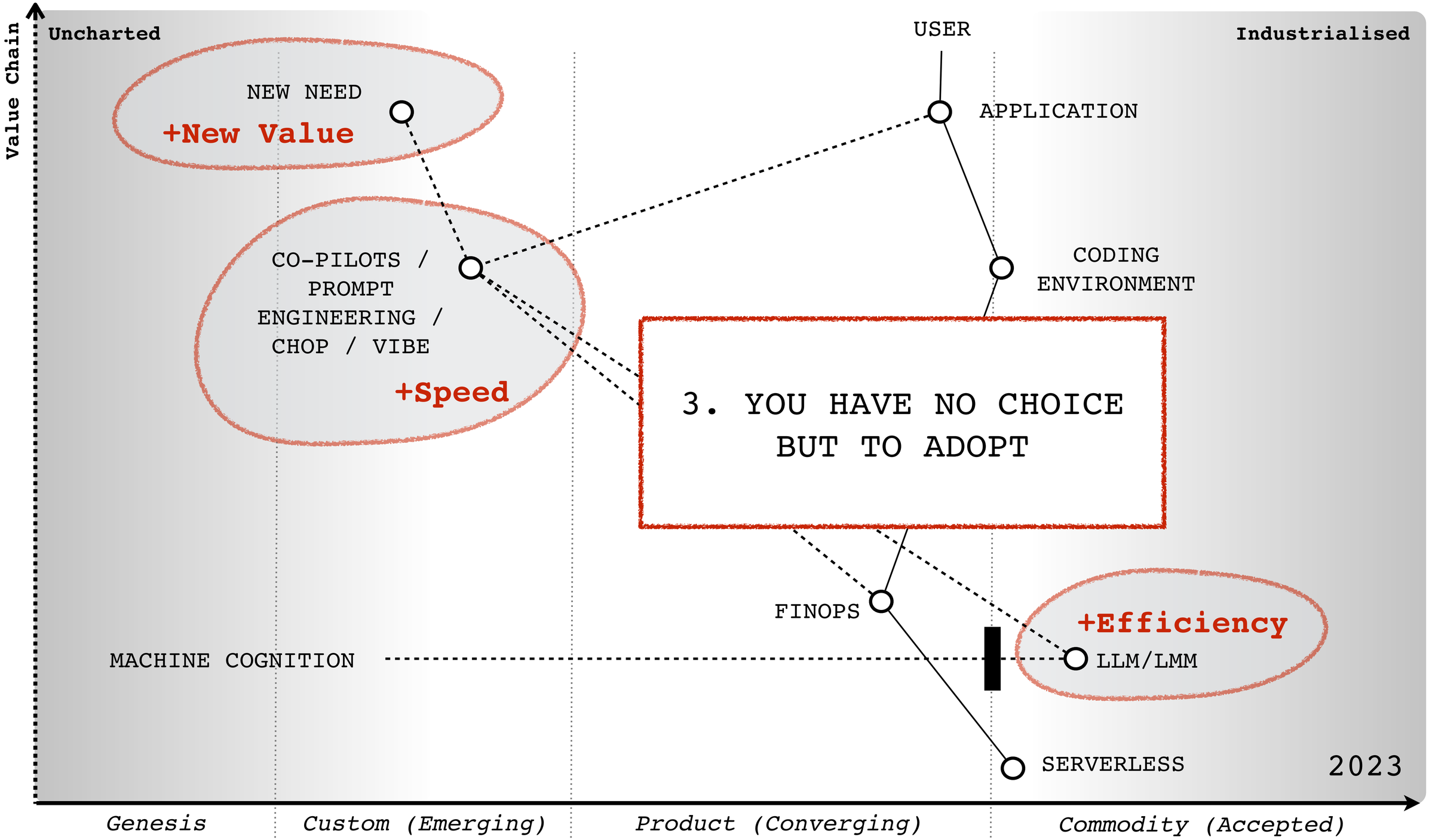
1. OBSERVE YOUR ENVIRONMENT

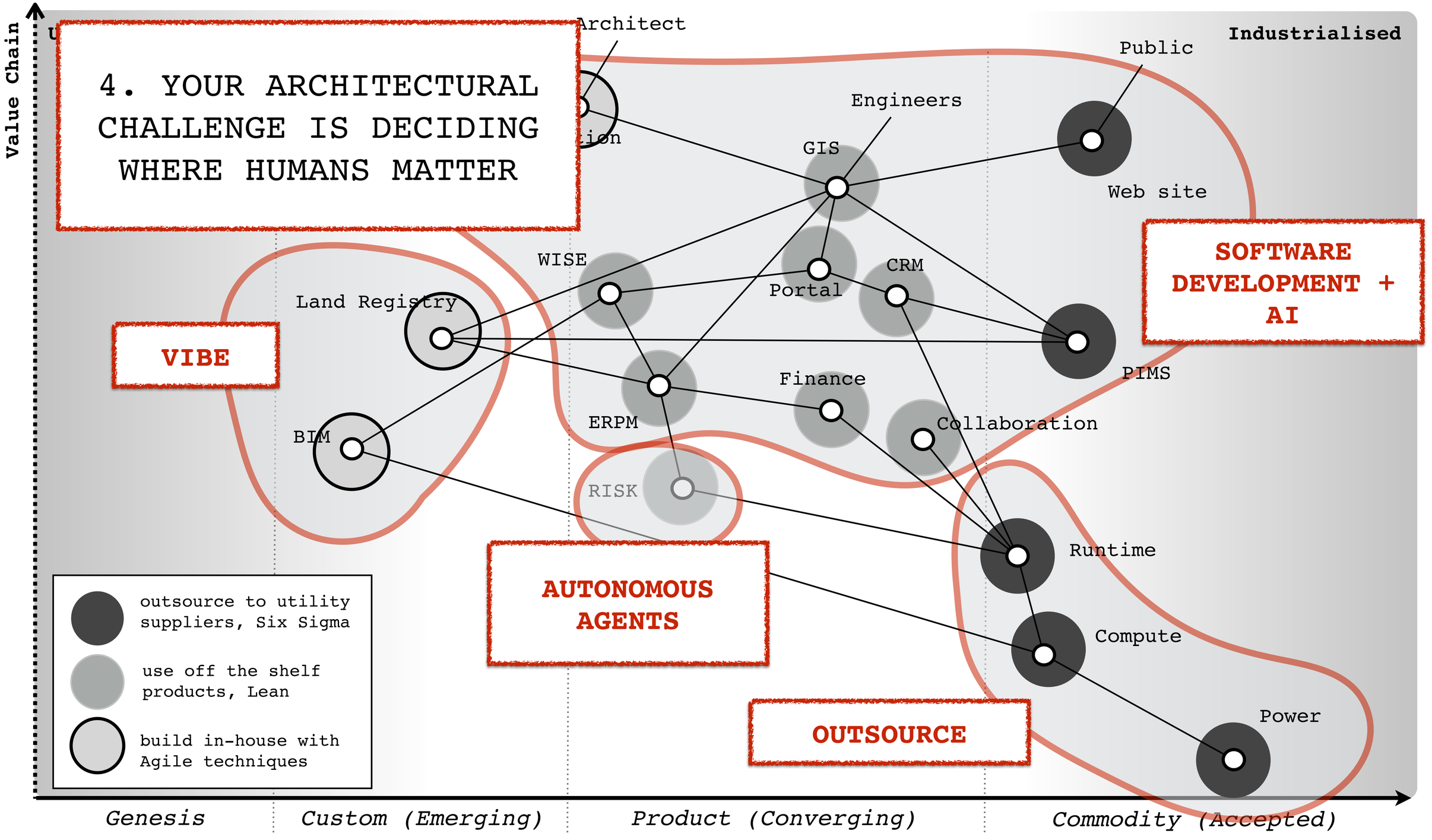


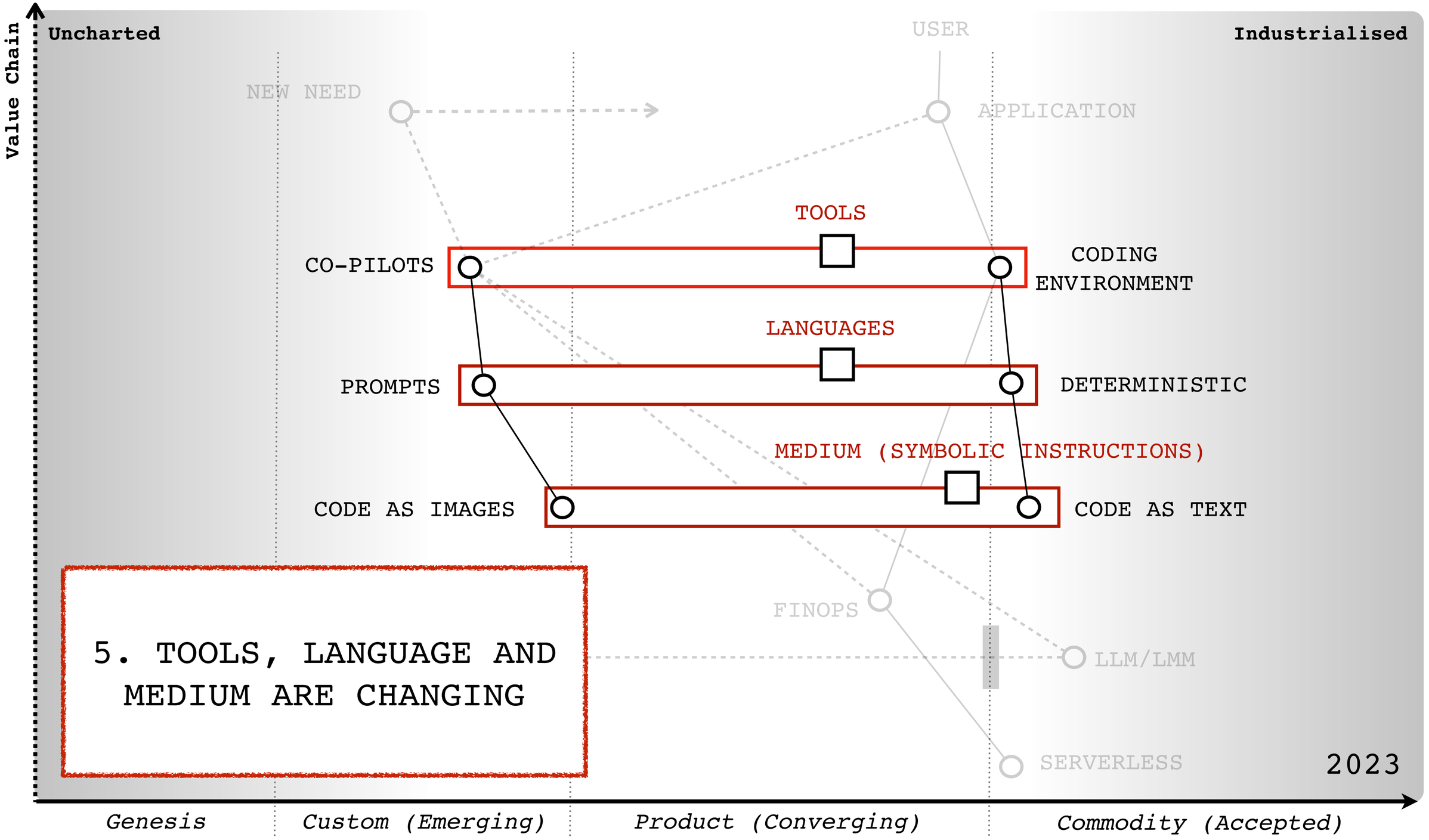
The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

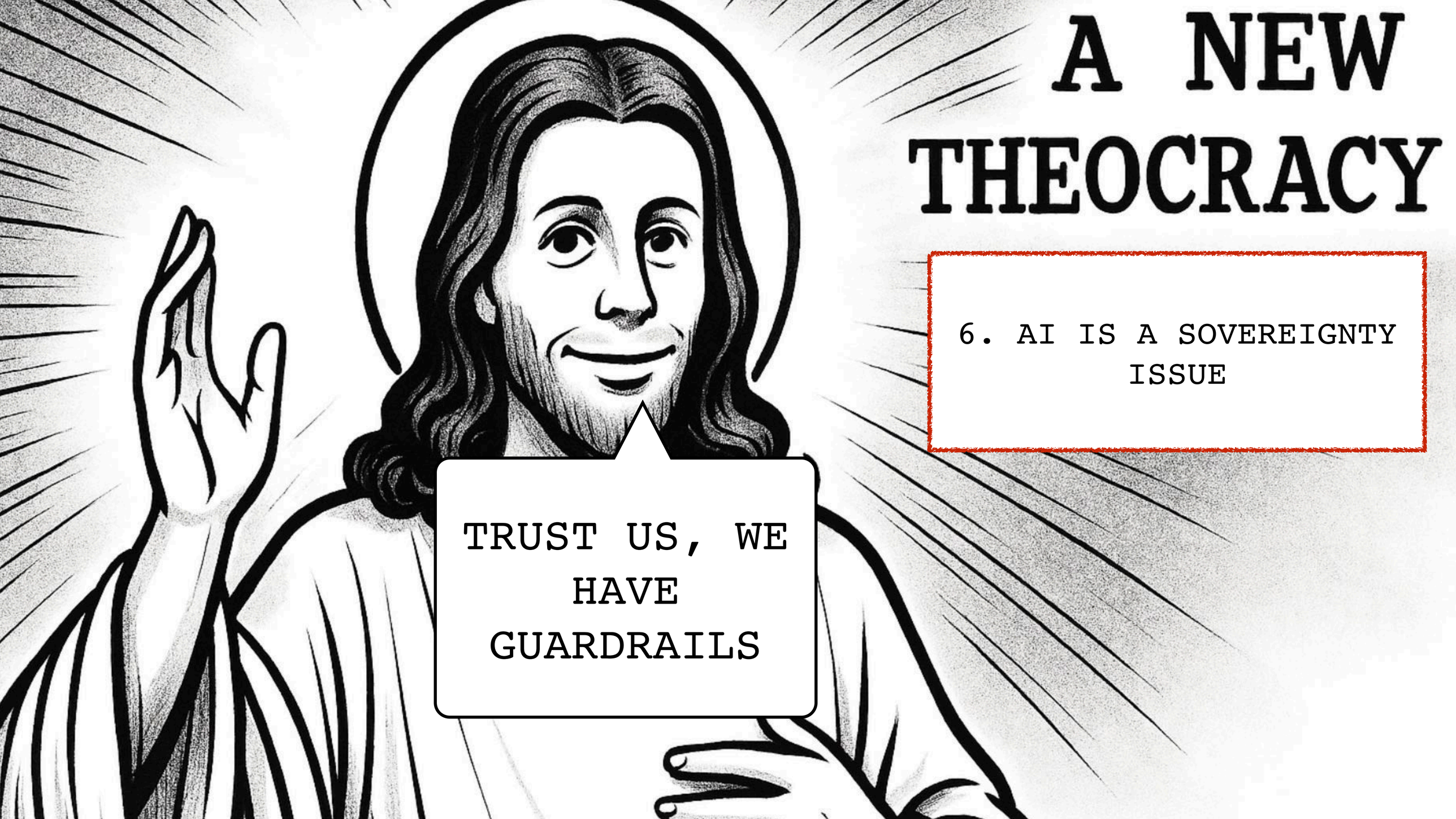
2. NO ONE SIZE FITS ALL

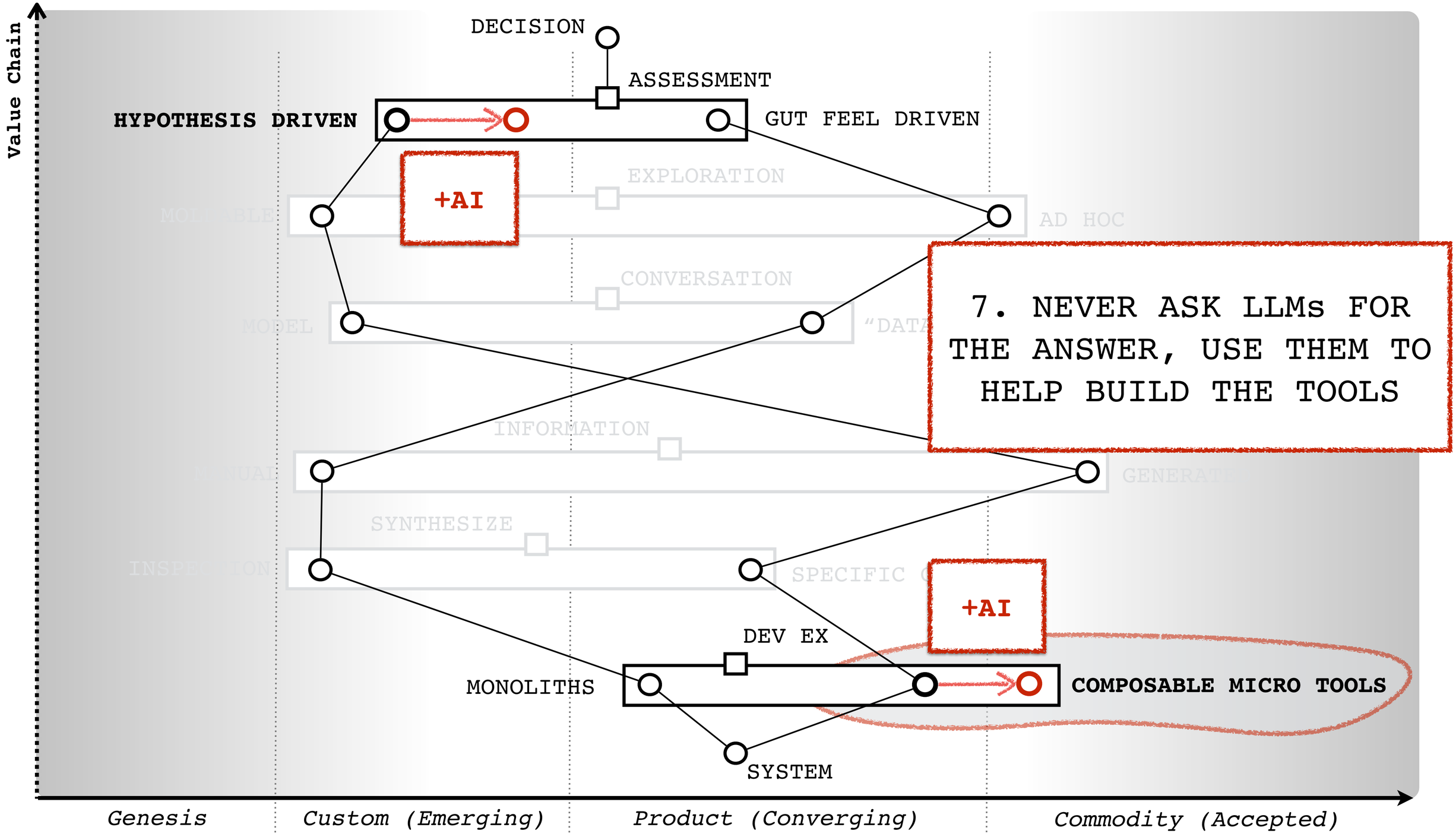



Value Chain
Uncharted
Industrialised
USER
NEW NEED
+New Value
APPLICATION
CO-PILOTS / PROMPT ENGINEERING / CHOP / VIBE
+Speed
CODING ENVIRONMENT
3. YOU HAVE NO CHOICE BUT TO ADOPT
FINOPS
+Efficiency
MACHINE COGNITION
LLM/LMM
SERVERLESS
2023
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


4. YOUR ARCHITECTURAL CHALLENGE IS DECIDING WHERE HUMANS MATTER
Value Chain
Industrialised
Architect
Public
Engineers
GIS
Web site
WISE
CRM
Portal
Land Registry
SOFTWARE DEVELOPMENT + AI
VIBE
PIMS
Finance
ERPM
Collaboration
BIM
RISK
Runtime
AUTONOMOUS AGENTS
Compute
OUTSOURCE
Power
outsource to utility suppliers, Six Sigma
use off the shelf products, Lean
build in-house with Agile techniques
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


Value Chain
Uncharted
Industrialised
USER
NEW NEED
APPLICATION
TOOLS
CO-PILOTS
CODING ENVIRONMENT
LANGUAGES
PROMPTS
DETERMINISTIC
MEDIUM (SYMBOLIC INSTRUCTIONS)
CODE AS IMAGES
CODE AS TEXT
FINOPS
LLM/LMM
SERVERLESS
2023
5. TOOLS, LANGUAGE AND MEDIUM ARE CHANGING
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)


A NEW THEOCRACY
6. AI IS A SOVEREIGNTY ISSUE
TRUST US, WE HAVE GUARDRAILS


Value Chain
DECISION
ASSESSMENT
HYPOTHESIS DRIVEN
GUT FEEL DRIVEN
+AI
EXPLORATION
AD HOC
CONVERSATION
7. NEVER ASK LLMs FOR THE ANSWER, USE THEM TO HELP BUILD THE TOOLS
INFORMATION
SYNTHESIZE
+AI
DEV EX
MONOLITHS
COMPOSABLE MICRO TOOLS
SYSTEM
Genesis
Custom (Emerging)
Product (Converging)
Commodity (Accepted)

THANK YOU

creative commons share alike.

simon@swardleymaps.com



