

moving towards more utility provision of IT were often brushed aside for lacking any understanding of “*real business*” and the maps I needed to demonstrate why this would happen were considered “*too confusing*”. I felt increasingly trapped in a Paul Valéry paradox of “*Everything simple is false. Everything which is complex is unusable*”. I found myself sitting in rooms listening to conversations of the form: -

CTO: “All the new servers are installed; systems are running fine”.

CIO: “Excellent. Apparently the latest thing is cloud, hence I’ve asked Simon to come along. According to this business magazine then numerous successful companies are considering future pilots that might use it. We should look into it and whether it’s worth considering as part of our long term strategy.”

CTO: “We’ve already examined the subject. Cloud just means virtualisation of the data centre. The latest research I have says that virtualisation has entered the plateau of performance and provides an extremely efficient mechanism of infrastructure provision over our existing data centre technology. Our technology partners have virtualisation based products in this space that we should consider buying.”

CIO: “Excellent work. Well let’s look at getting this up and running. There’s some business interest and I’d like to tell the CEO we’ve been using cloud if it comes up in conversation. We don’t want to be left behind in this technology war. Any thoughts Simon?”