I often hear people talk about how Canonical was lucky, well there's always some element of luck but the moves were deliberate. Obviously, people can just say the timing was lucky but they'd be wrong on that as well. I had a helping hand with timing thanks to Gartner. They probably don't even realise but I think it's worth explaining.

On the question of timing

I'm not a big fan of Gartner but figure 227 is one of the most useful graphs they've ever produced. It's a hype cycle of emerging technologies created in 2008. It uses the earlier y-axis of *visibility* which later on became *expectations*. How can the axis change whilst the graph remain the same? Ah, that's the beauty of it but first, a bit more background.

Figure 227 — Gartner emerging technologies, 2008

Figure 1. Hype Cycle for Emerging Technologies, 2008