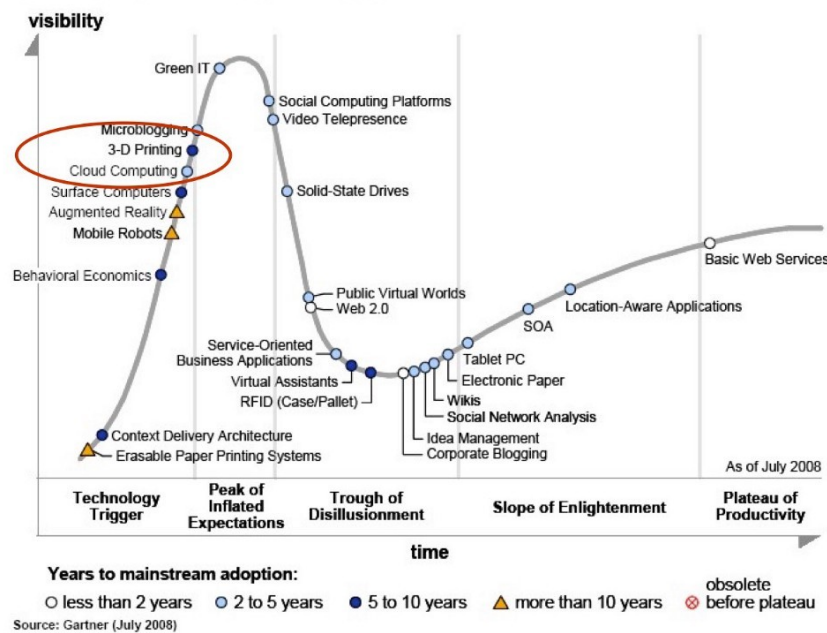


Figure 1. Hype Cycle for Emerging Technologies, 2008



They both appeared at roughly the same place. This told me something which I've subsequently found quite useful. The Gartner hype cycle doesn't distinguish between differential and operational value as both are on the same curve. So, why does that matter? Well, in the case of cloud computing, which was the industrialisation of computing and all about operational value then you'd want to be going "*all in*" during 2008. Being in the early stage of this expectation curve just reinforces the point that people are learning about a change which you absolutely want to be a first mover to. The last thing you'd want to do is wait until it reach the plateau of productivity by which time the war would be well and truly over. If you're a vendor, this would be curtains. Gartner even calls out that this is moving fast with its time to mainstream adoption for cloud (light blue circle).