

To compound this the current market is only just north of £300M (*point 2*) and by 2020 then the combined revenues of Phoenix and the US player will vastly exceed this. Even given growth of the current market, we can assume we're going to be head to head in a battle with the US player. One of us is not going to get what we're hoping for. Unfortunately, we will be playing the part of David with our trusty sling versus a Goliath who has turned up with an entire army of brothers armed with general purpose machine guns. This is not going to be pretty for us. Alas it gets worse.

In chapter 9 — *charting the future* — we discussed the concept of co-evolution of practice with activity. Looking at our map, we can apply the same pattern to sensors. The commodity sensors available in China are likely to trigger an entire new set of practices. Our CIO hinted at this with the statement “*a potential solution could be to use lots of the cheaper sensors*” which our CDO dismissed with the normal inertia of one wedded to a past practice — “*require a complete rewrite of Phoenix*”. Whether we like it or not, a new emerging practice is coming and our existing system logic needs the rewrite (see figure 175).

**Figure 175 — Co-evolution of practice with activity**