



But during that time something exceptional had also happened. On August 25, 2006 it wasn't Google but Amazon that launched with EC2. I was rapturous once again. Amazon was a big player, they had provided instant credibility to the idea of utility computing and in response we immediately set about moving our platform onto EC2. Every time we presented at events our booths tended to be flooded with interest with crowds of people often four, five or six layers deep. The company had embraced the new direction (there were still a few stragglers) and there was a growing buzz. We were still very small and had a huge mountain to climb but we had taken our first steps,