What this means is not only do we have a future battle with a Goliath but the entire system logic of Phoenix and our code based that is built upon years of good to best practice with these highly expensive sensors is about to become legacy. I've summarised this all in the map below (figure 176) dropping the line between the co-evolved practice and our product as that is fairly redundant. Of course, someone is bound to suggest we do that at some point in the future, however I'd rather focus on where the future is going i.e. utility rather than futility. We will use this map to examine the company strategy.

Now, you might argue with the position of pieces on the map or components that have been missed or assumptions that have been made but that's the entire point of a map. To expose all of this in a visual form that we can then challenge.