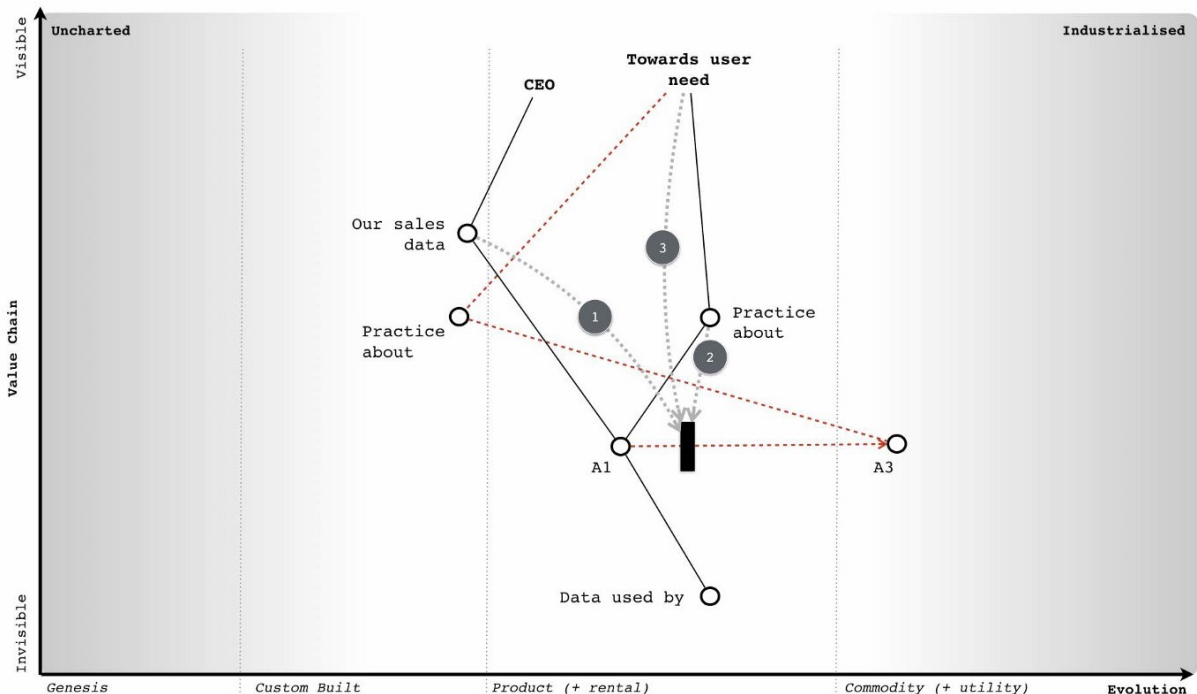


your sales team will tell you this, your own engineers are likely to say this and even your customers. Despite the inevitability of the change, you are given every reason to believe that it won't happen. The same happened in cloud and it has happened many times before.

In a short period of time, we will have a change of activity, a change of practice and three major sources of inertia to contend with. Our past sales data, the change of practice itself (which will be resisted by our own people) and the impact of a change of practice on our customers (they will also tend to resist) will try to dull our senses and demand we stay put. I've marked these sources of inertia onto figure 194.

Figure 194 — three points of inertia.



But, it's even worse than this. Not only do you have to overcome multiple sources of inertia but the fourth complication is your choice of