



Normally with maps I just use the description of evolution for activities. This evolution is exactly the same with practice but with slightly different terms e.g. novel, emerging, good and best rather than genesis, custom, product and commodity. For background on this, see figure 10 ([Chapter 2](#))

The thing is, compute evolved. As an activity then compute had started back in the 1940s in that uncharted space (the genesis of the act) where everything is uncertain. We then had custom built examples (divergent forms) and then products (convergence around certain characteristics with some differentiation between them). However, compute by the early 2000's had started to transform and become more commodity like with differentiation becoming far more constrained, the activity itself becoming far more defined. In this world a server was really about processor speed, memory, hard disk size,