

so in public. Many would argue today that OpenStack is not a failure and the goals of supporting a competitive market of public providers were not its aim nor was it planning to take on Amazon. That is simply revisionist history and an attempt to make the present more palatable.

Yes, OpenStack has made a few people a lot of money but it's a minnow in the cloud space. Certain analysts do predict that the entire OpenStack market will reach \$5 billion in 2020. Even if we accept this figure at face value and this is for an entire market, AWS revenue hit \$12 billion in 2016. The future revenue for an entire market in 2020 is less than half the revenue for a single provider in 2016 and growing at a slower rate? You'd have to stretch the definition to breaking point to call this a success hence I suspect the importance of a bit of revision. Nevertheless, the battle is a long game and there is a route back to the public arena through China where many better players exist.

You need to apply thought

One of the problems of mapping is people expect it to give them an answer. Maps aren't a 2x2 where your goal is to get into some corner to win the magic prize. All maps do are help you understand the environment, challenge what you're doing, encourage learning and the application of a bit of thought. There can exist all sorts of feedback loops for the unwary. For example, let us consider healthcare.

A question of healthcare

You have a Government that has needs including a need for people to vote for it, assuming it's a democracy. Those voters also have needs one