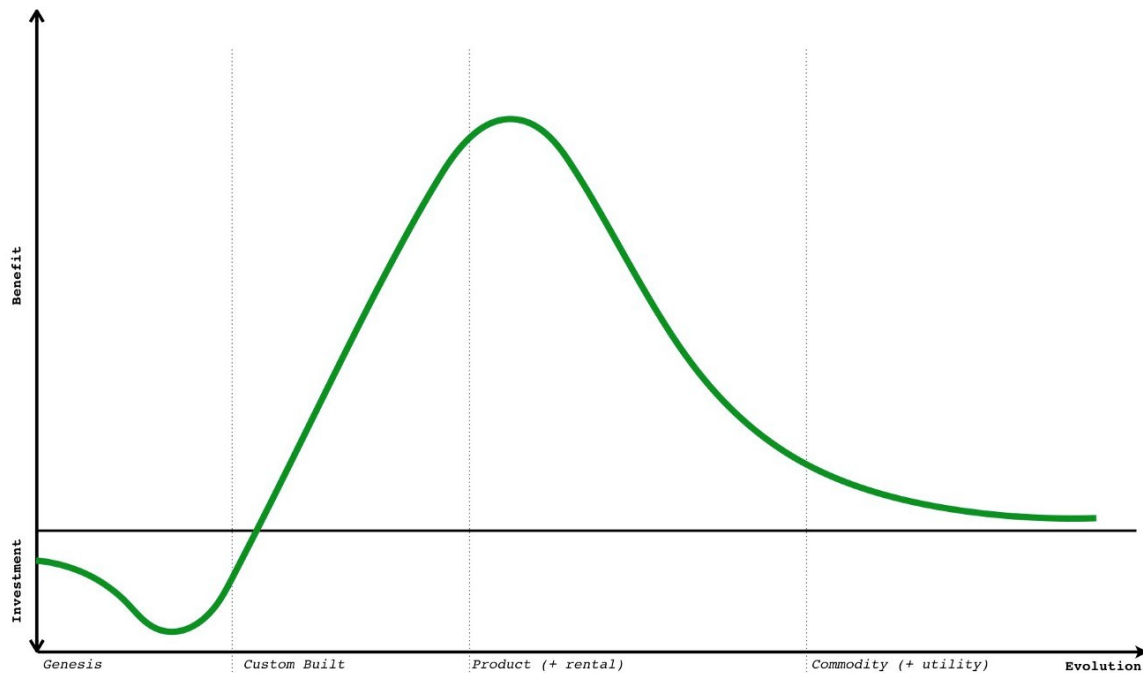


differential value is shown in figure 229. An almost identical benefit curve appears to exist for operational value but that occurs much later in evolution and is related to the co-evolved practices that emerge.

Figure 229 — A benefit curve for differential value



From the benefit curve, the early stages of genesis are all about investment. As it evolves, the cost of production reduces and we start to realise some of the benefit. We're still in the custom build stage, others are starting to copy but in general the cost of production is reducing fast enough to overcome any differential loss due to copying. Alas, at some point the cost of production is low enough and the activity defined enough that someone produces a product. On the upside the cost to implement is plummeting but alas, the differential value is declining faster as more companies actually implement. The models I developed all had variations of this shape. I'm not