

8. dispose of the legacy
9. industrialise the data space
10. exploit inertia in the industry around the China sensors.

In such an map, there are always many paths. One path describes how the company thought of its future and the strategic choices it was making. It's quite clear that the company could not see the threat of the sensors and co-evolution of practice or how dangerous the US company was or even how it had inertia to change. In all likelihood, such a company wouldn't even understand how things evolve. In their mind, they might have an unwritten map but it'll look more like figure 184. To this company, their strategy makes sense because they don't understand how the landscape is changing. The commodity sensors are just a disconnected component which they believe they have choice over or the cloud is just an optional choice. They have none of the anticipation that is brought on by an understanding of climatic patterns

Figure 184 — the Phoenix map