

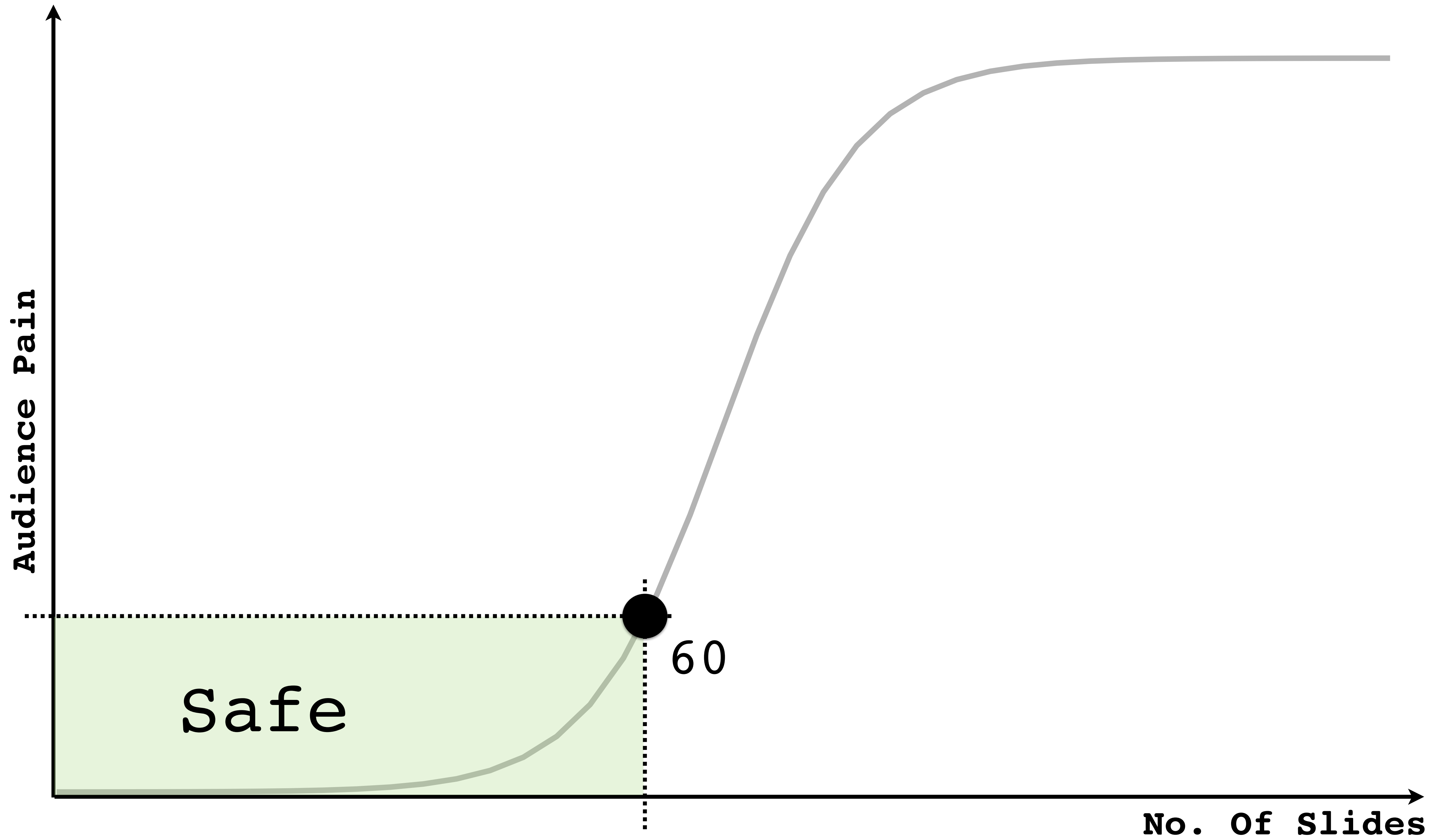
Why the fuss about serverless?

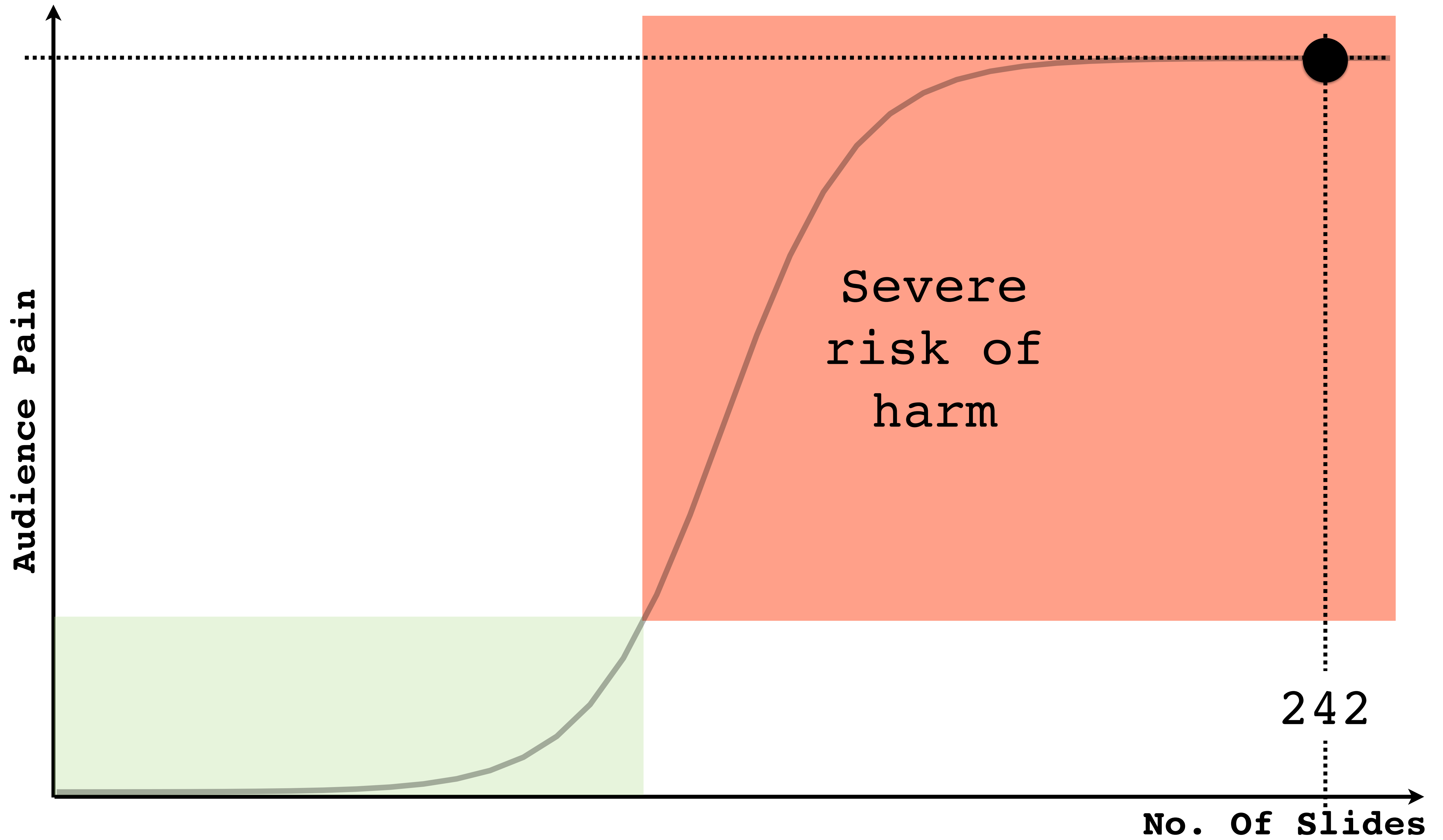
simon.wardley@leadingedgeforum.com

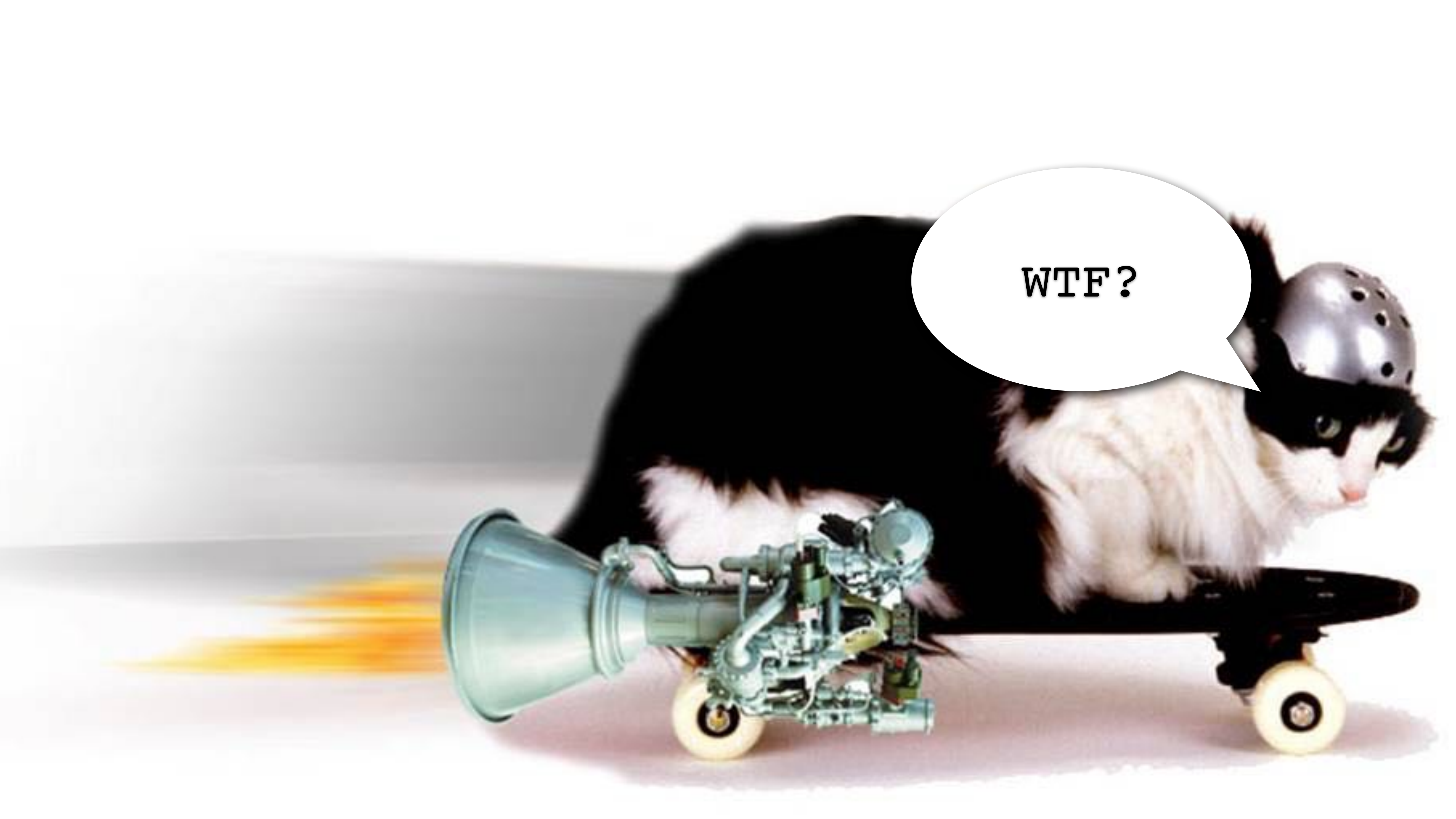
WARNING

Audience Pain

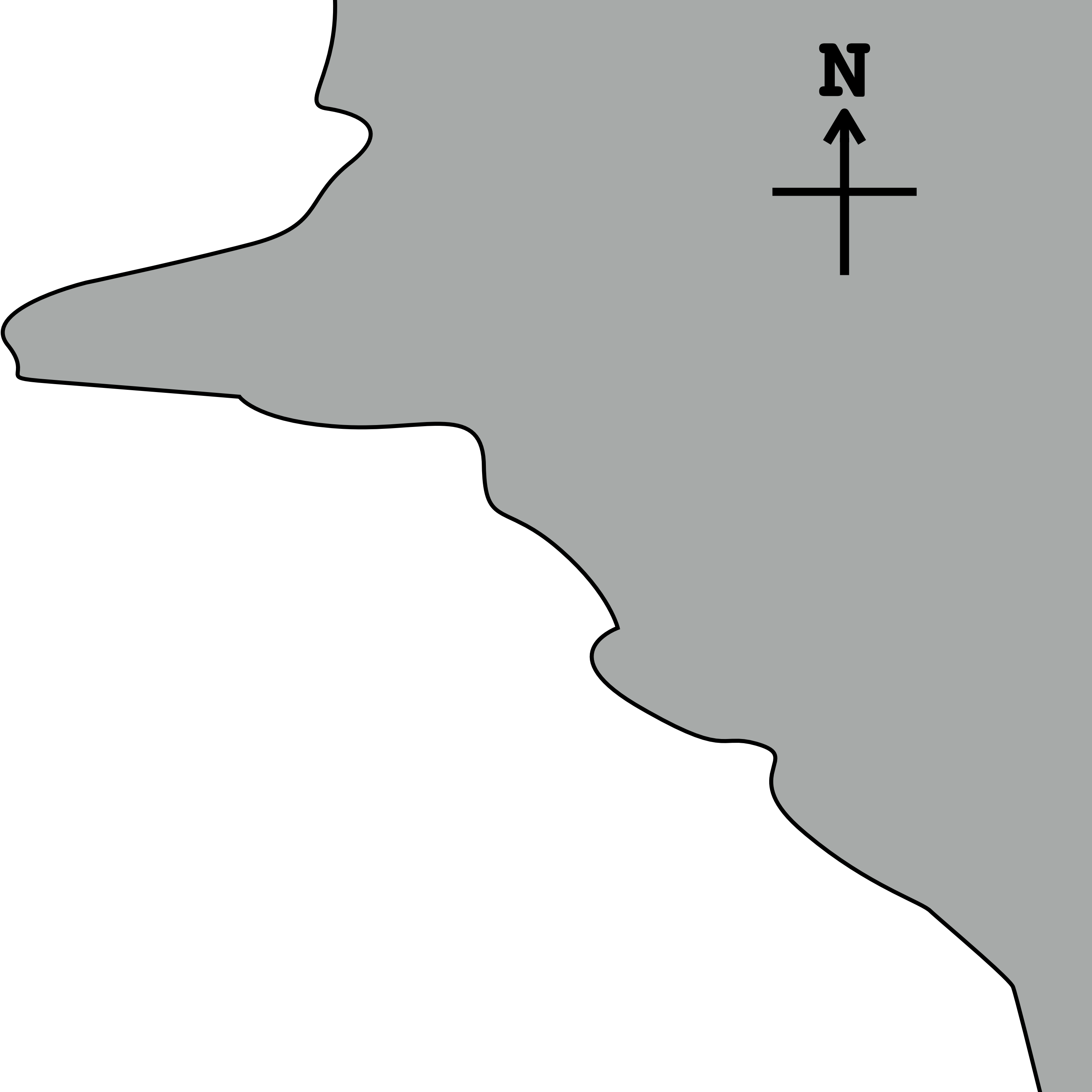
No. Of Slides



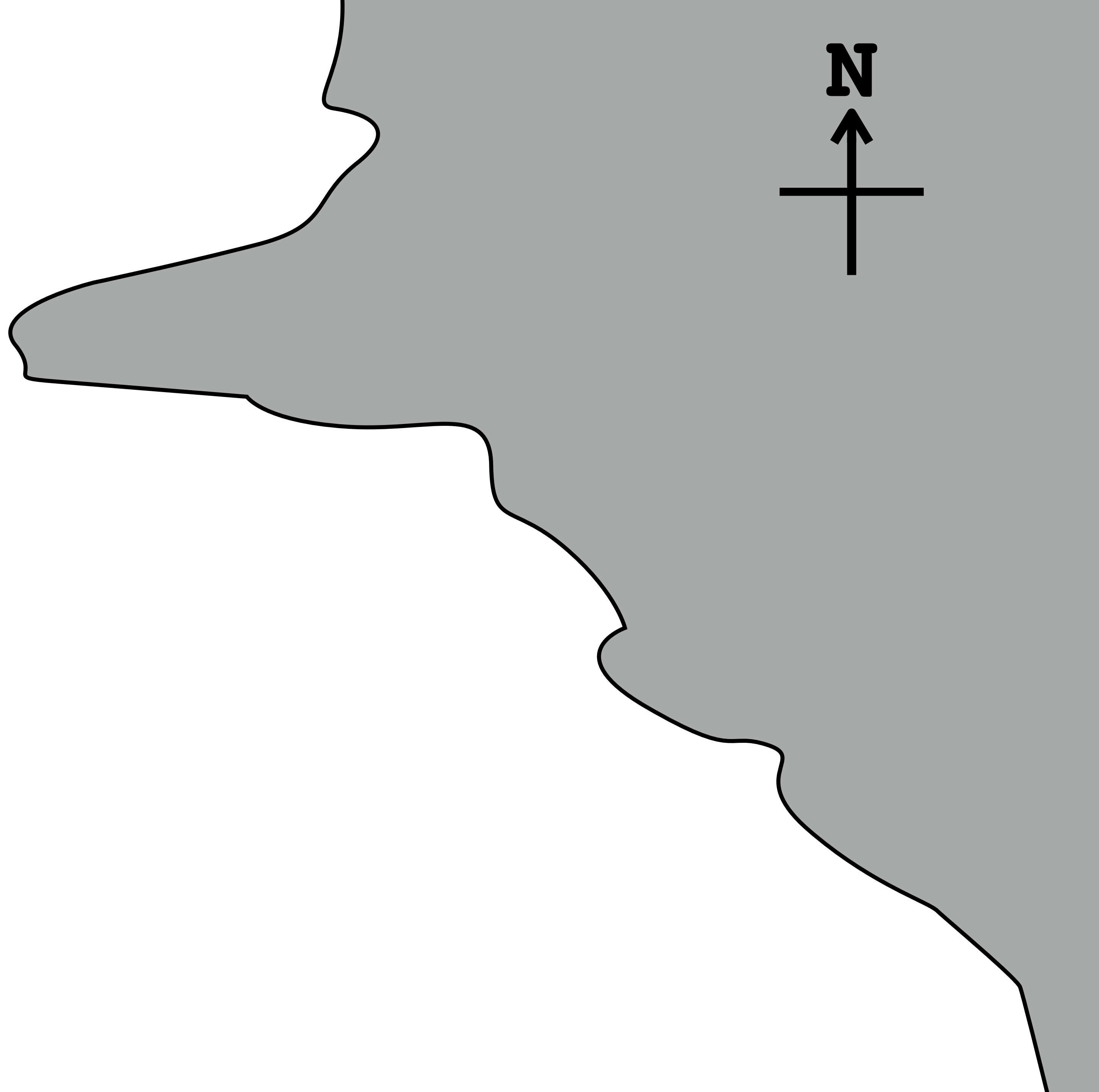


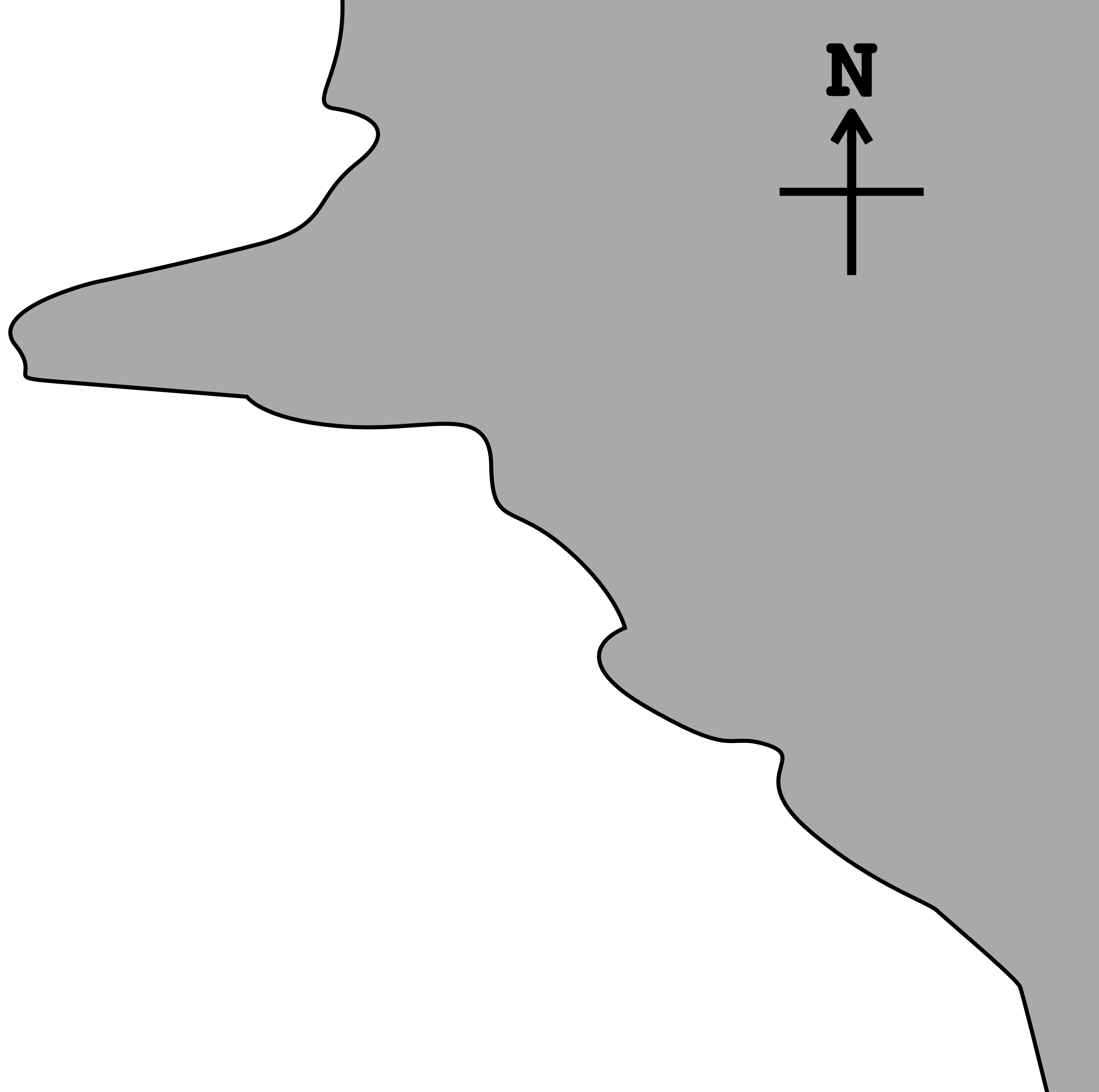
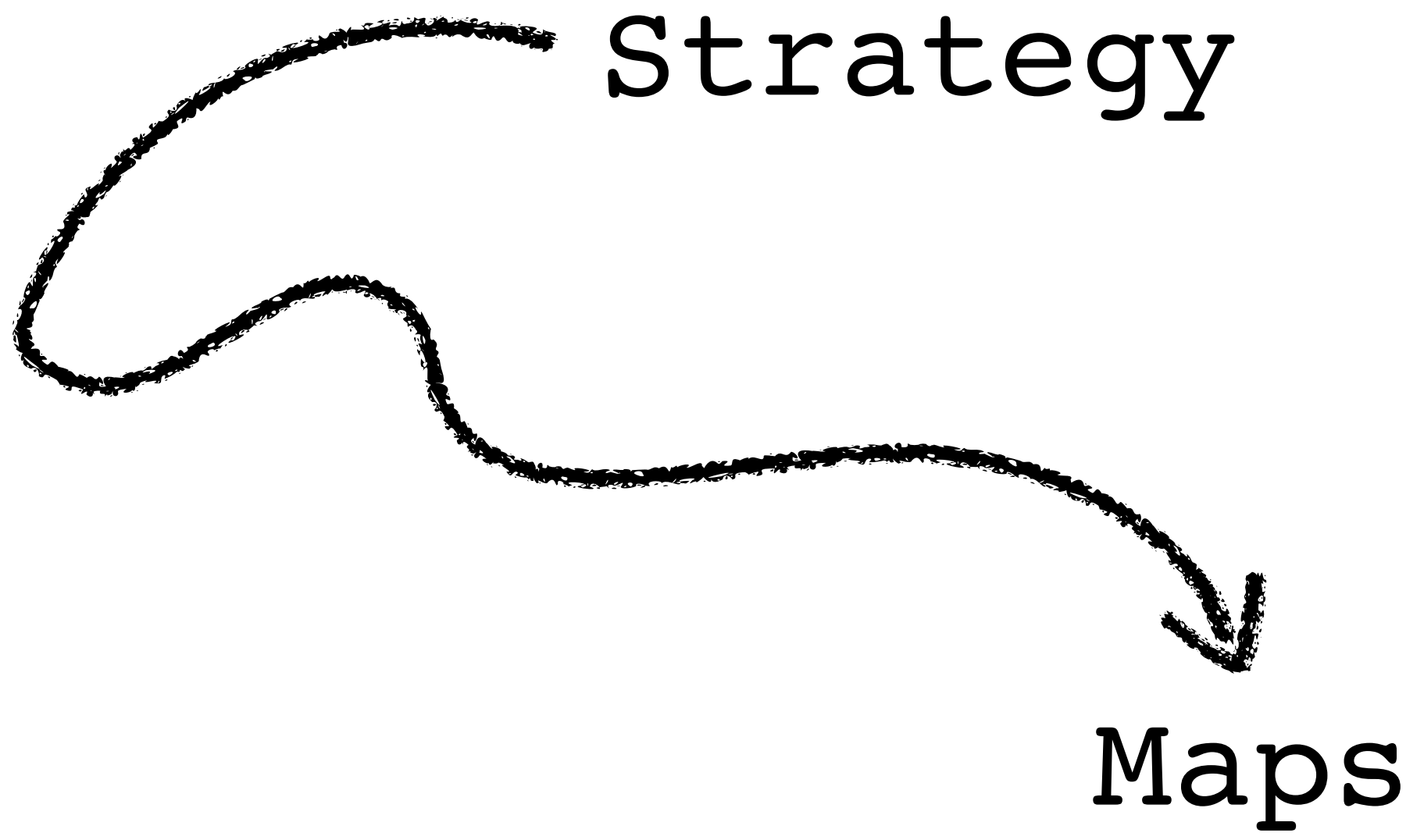
A black and white cat is shown in profile, wearing a silver, perforated helmet. It is riding a black skateboard on a white surface. Attached to the back of the skateboard is a small, green, toy-like engine with a large, light green megaphone at the rear. A bright orange and yellow flame trail is visible behind the megaphone, suggesting motion. A white speech bubble with a black outline is positioned above the cat's head, containing the text "WTF?".

WTF?



Strategy

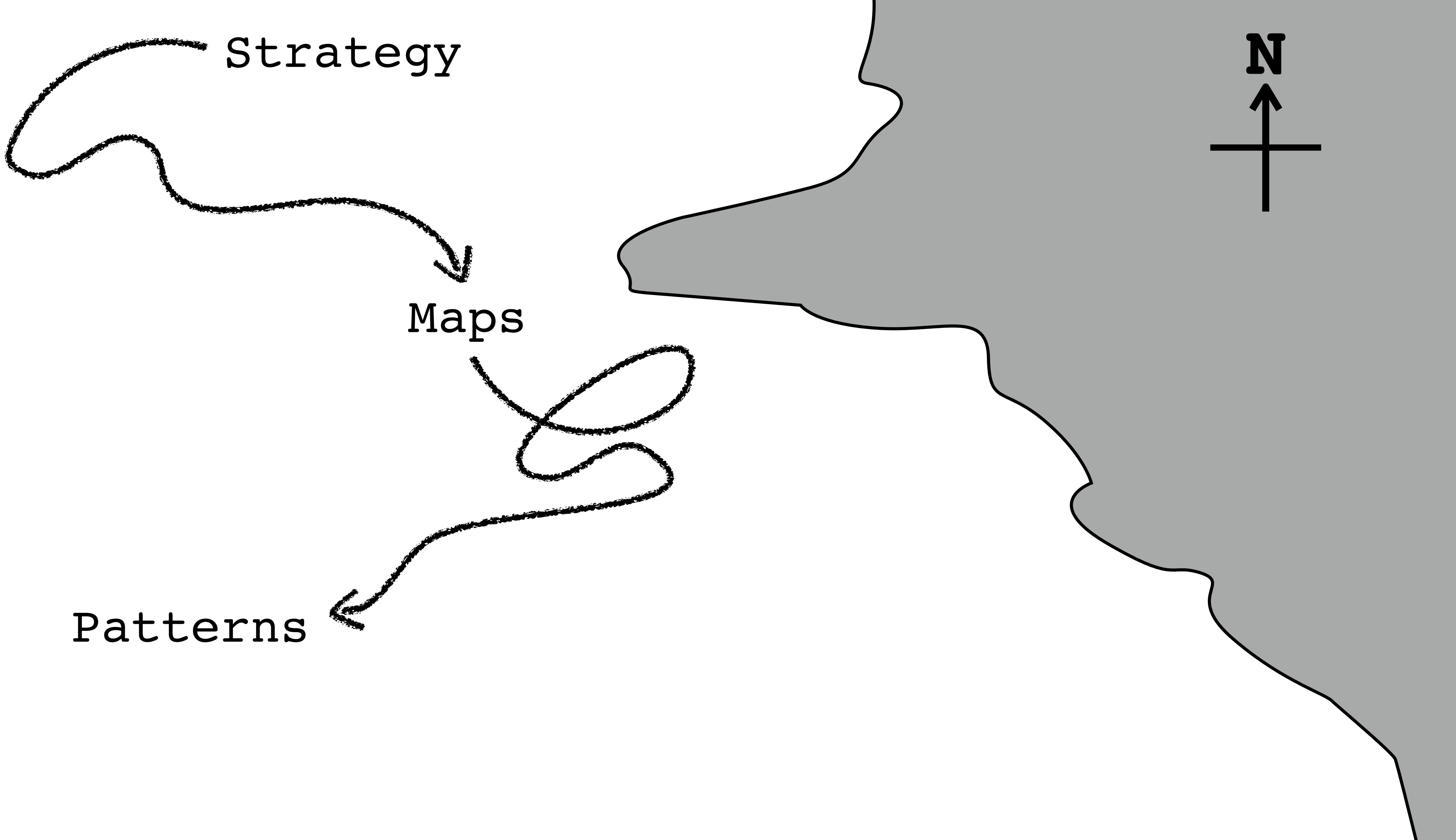
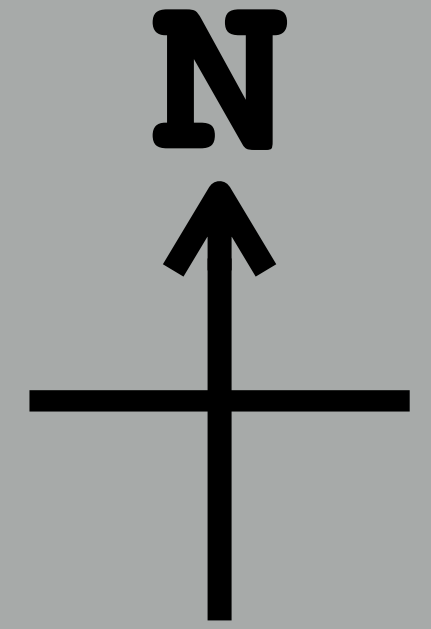




Strategy

Maps

Patterns

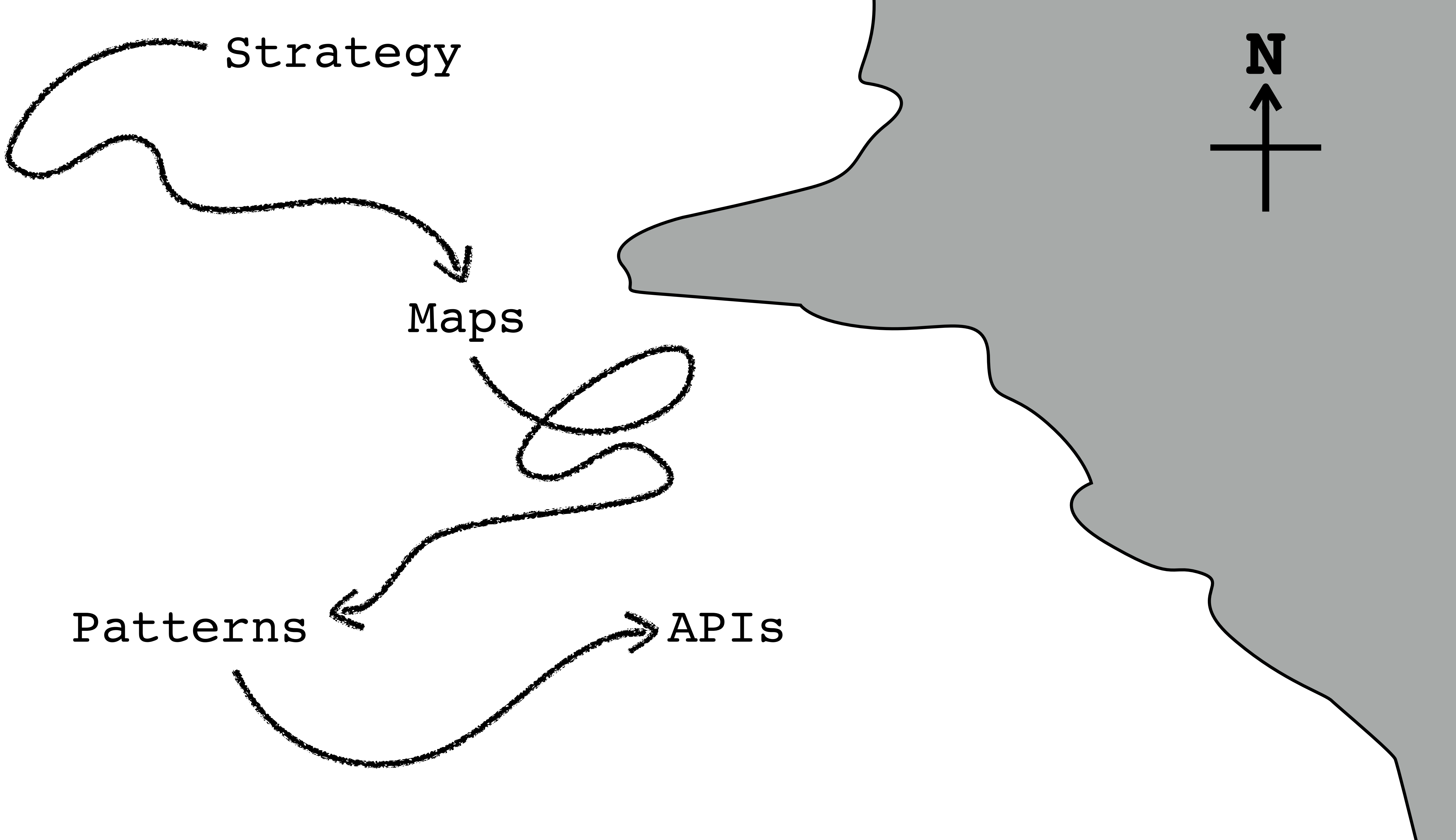
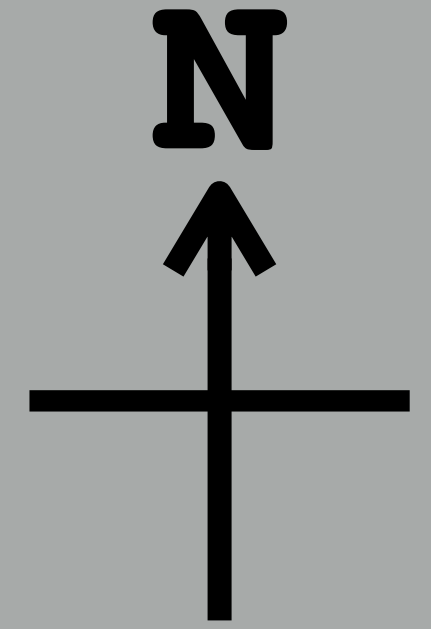


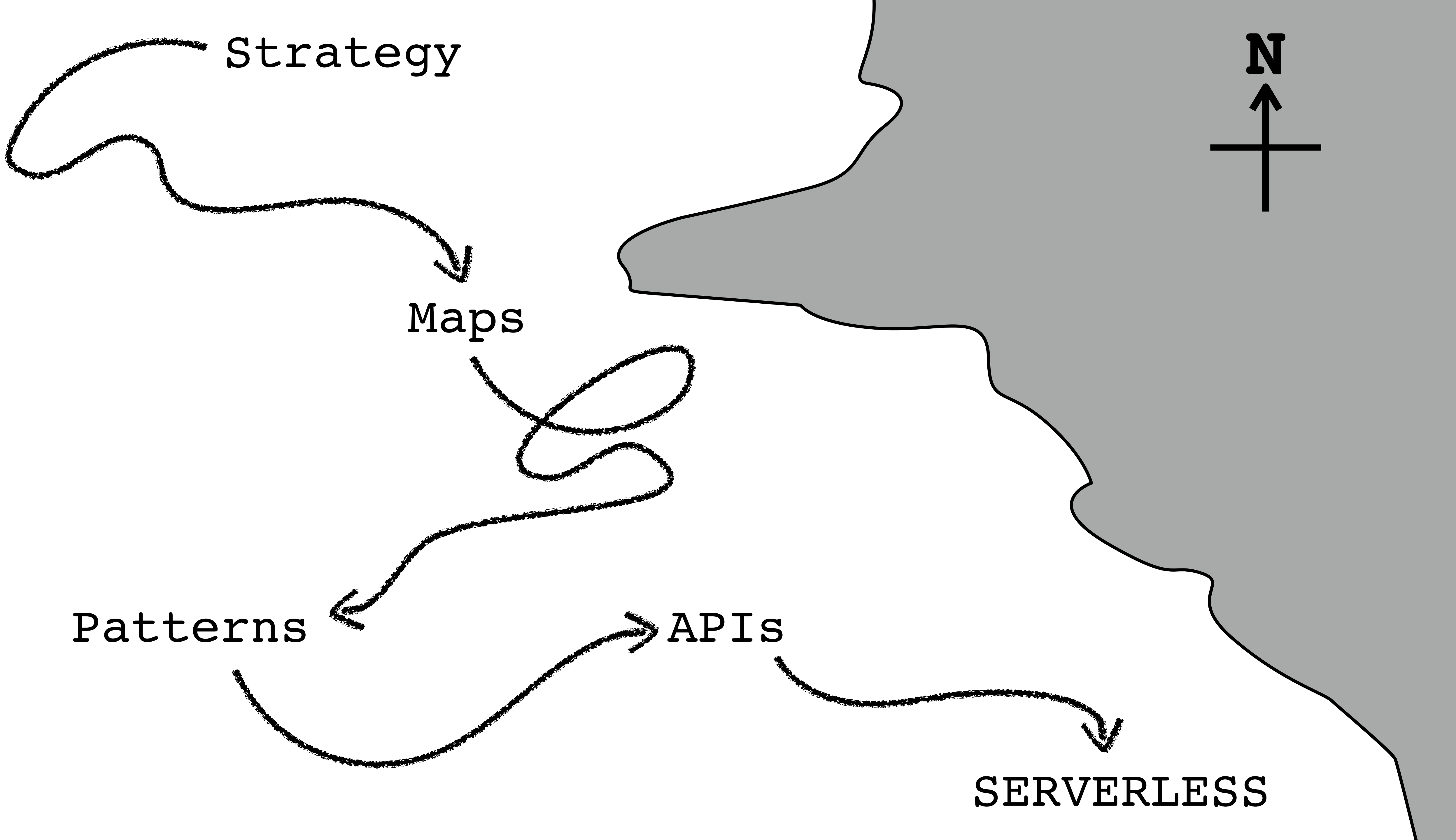
Strategy

Maps

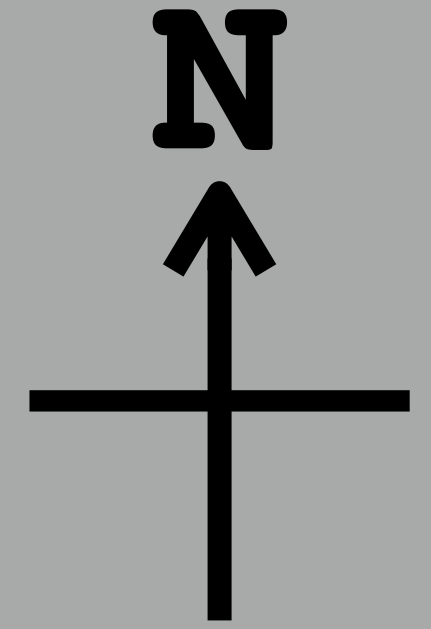
Patterns

APIs





Strategy

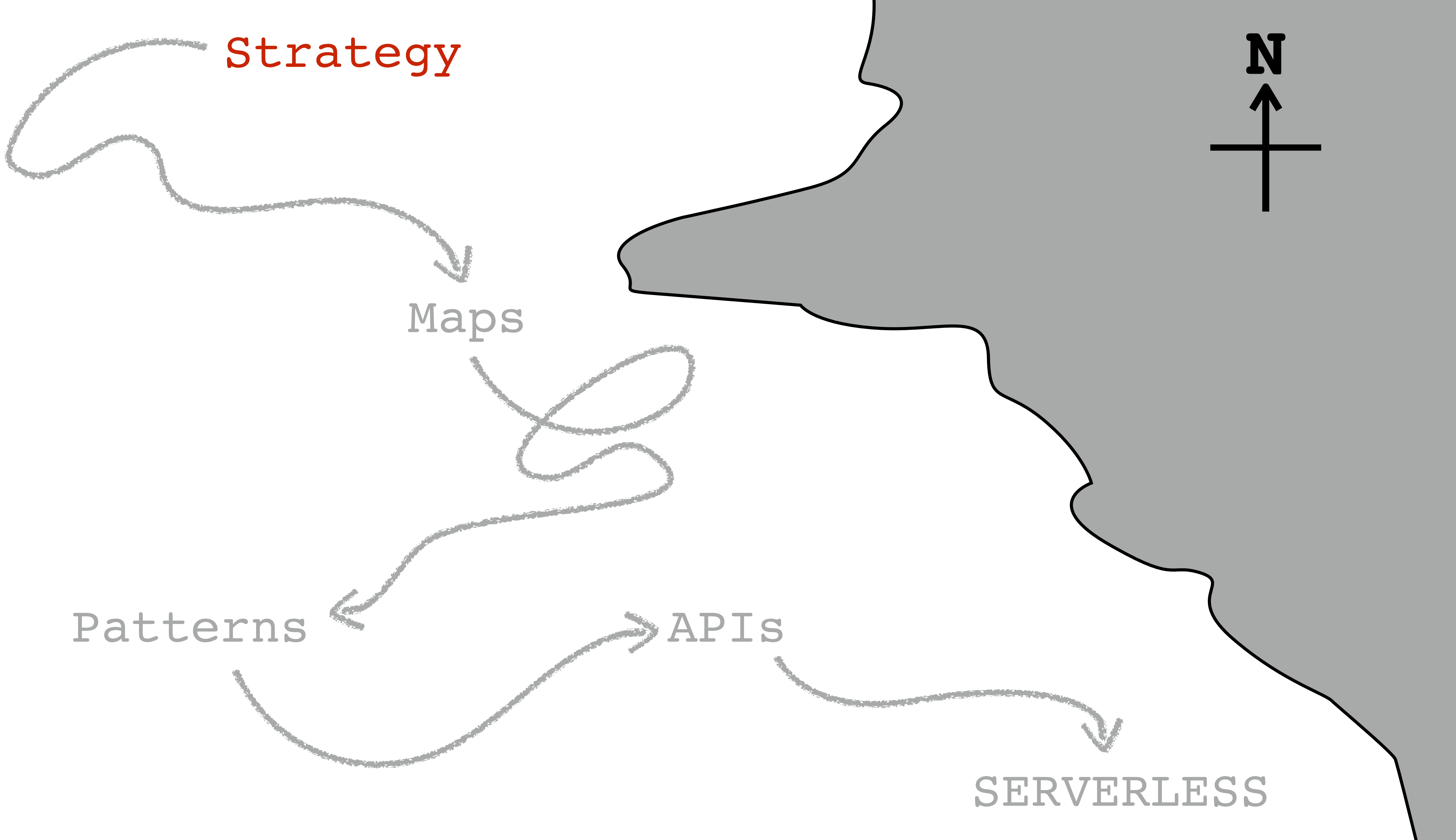


Maps

Patterns

APIs

SERVERLESS





Top quality prints and a **FREE** online photo service

- **Digital and film**

Easy upload for digital pictures and film rolls

- **Create online albums**

Unlimited secure space for your pictures

- **Photo upload software**

Upload your images from your desktop

- **Share your photos**

Friends, family, workmates, share the moment

- **Buy prints and gifts**

Turn your favourite photos into great gifts

username

password

Login

[forgotten password?](#)

[Take the Tour](#)

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Gifts Gallery

Turn your photos into great gifts!



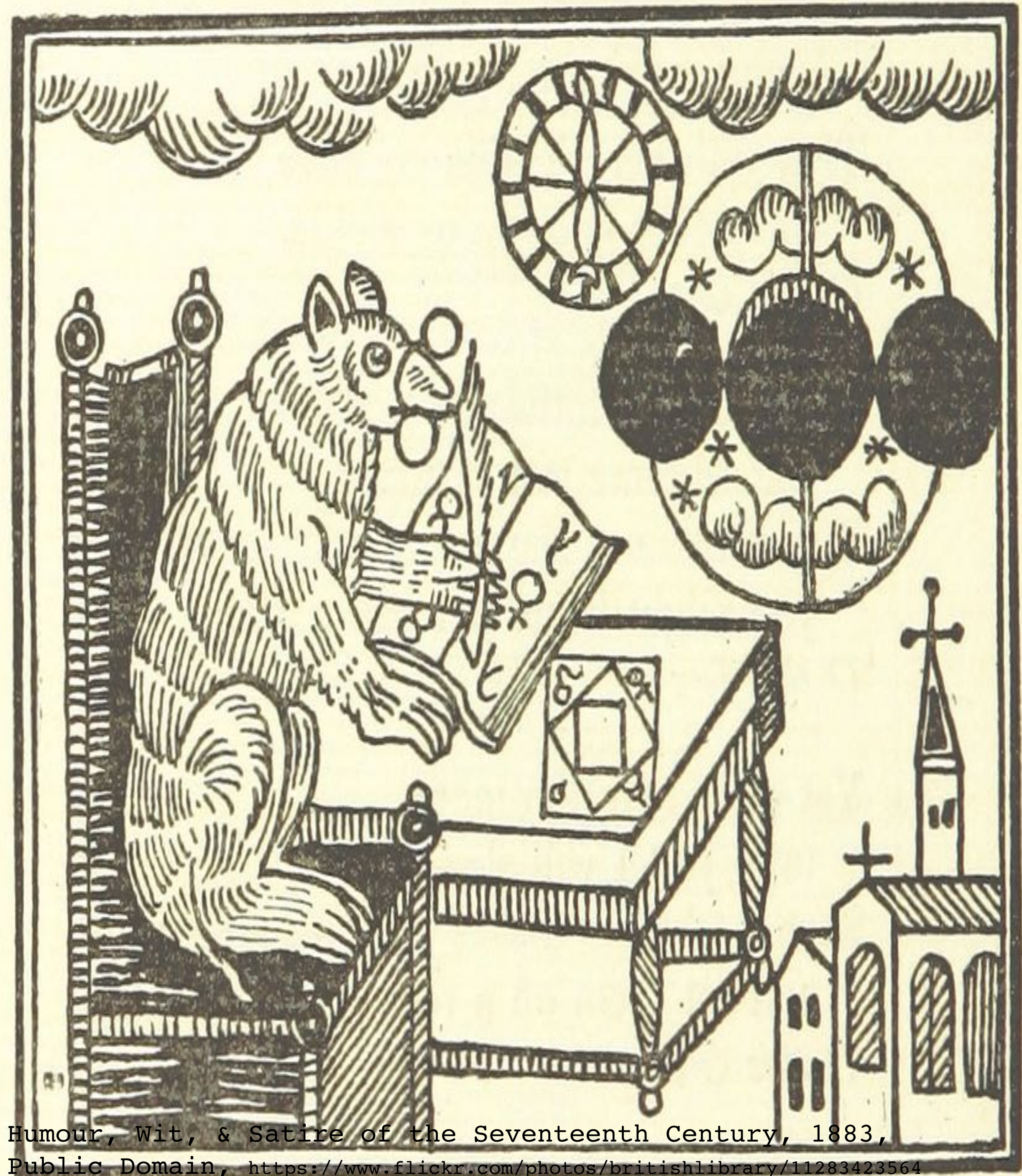
Promotions

Share pictures & when friend registers, you both get 3 free 6x4 prints.



A black and white cat is sitting at a long wooden conference table in a room with wood-paneled walls. The cat is wearing a bright pink necktie. In the background, several black leather chairs are visible. A white speech bubble is overlaid on the left side of the image, containing the text "FAKE CEO" in red, serif, all-caps font.

**FAKE
CEO**



Humour, Wit, & Satire of the Seventeenth Century, 1883,
Public Domain, <https://www.flickr.com/photos/britishlibrary/11283423564>

Fotango

Our strategy is **customer focused**. We will lead a **innovative** effort in the market through our use of **agile techniques** and **open source** to become a leading provider of open standard solutions to the digital world. To develop products of the highest standards we make our clients part of the team. Our final measure of success is the satisfaction of the team at the end of the project.

Business

Level

Abststractions of a

Healthy

Strategy

Common Blahs

digital business, big data, disruptive,
innovative, collaborative, competitive
advantage, ecosystem, open source,
networked, efficiency, learning
organisation, social
media, revolution, cloud based, agile,
secure, internet of things, growth, value,
customer focused, open,
digital first, data leaders, agile, insight
from data, platform,
sustainable, revolution, culture.

Blah Template

Our strategy is **[Blah]**. We will lead a **[Blah]** effort of the market through our use of **[Blah]** and **[Blah]** to build a **[Blah]**. By being both **[Blah]** and **[Blah]**, our **[Blah]** approach will drive **[Bah]** throughout the organisation. Synergies between our **[Blah]** and **[Blah]** will enable us to capture the upside by becoming **[Blah]** in a **[Blah]** world. These transformations combined with **[Blah]** due to our **[Blah]** will create a **[Blah]** through **[Blah]** and **[Blah]**.

Blahs
+
Blah template
=
auto generate
64 strategies

Strategy 1 / 64

Our strategy is **customer focused**. We will lead a **disruptive** effort of the market through our use of **innovative social media** and **big data** to build a **collaborative cloud based ecosystem**. By being both **digital first** and **agile**, our **open** approach will drive **efficiency** throughout the organisation.

Synergies between our **culture revolution** and **networked learning organisation** will enable us to capture the upside by becoming **data leaders** in a **digital business** world.

Strategy 2 / 64

Our strategy is **innovative digital business**. We will lead a **growth** effort of the market through our use of **customer focused competitive advantage** and **disruptive social media** to build a **collaborative revolution**. By being both **data leaders** and **cloud based**, our **ecosystem** approach will drive **insight from data** throughout the organisation. Synergies between our **platform** and **open culture** will enable us to capture the upside by becoming **digital first** in a **networked** world.

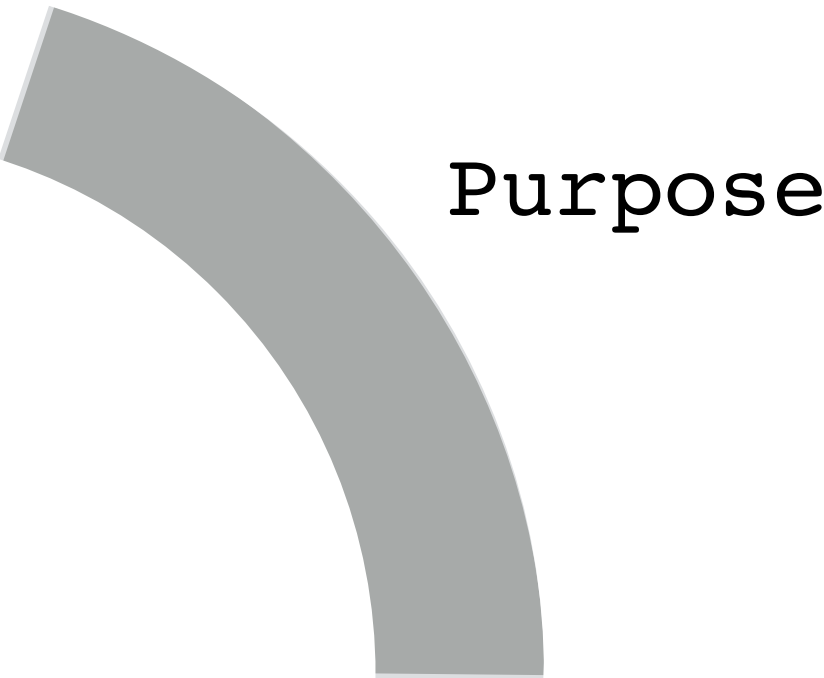
1. This is the exact wording from our business plan.

1. This is the exact wording from our business plan.
2. I've seen two of these used already.

1. This is the exact wording from our business plan.
2. I've seen two of these used already.
3. Are you for hire?

Our strategy is collaborative. We will lead an open effort of the market through our use of big data and social media to build a digital business. By being both disruptive and agile, our networked approach will drive internet of things throughout the organization. Synergies between our growth and insight from data will enable us to capture the upside by becoming sustainable in an innovative world. These transformations combined with learning organization due to our data leaders will create a platform through revolution and leaders.

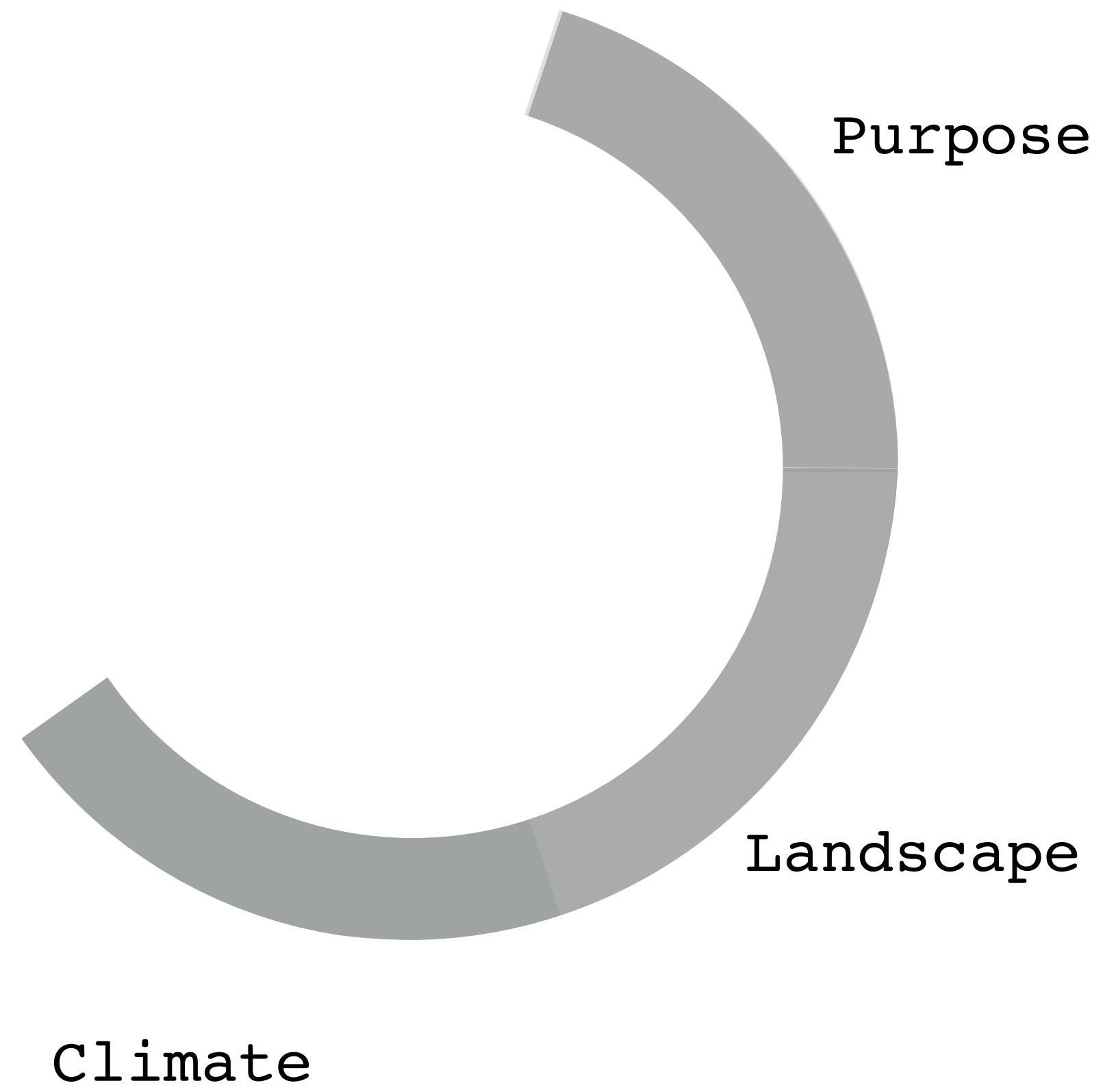




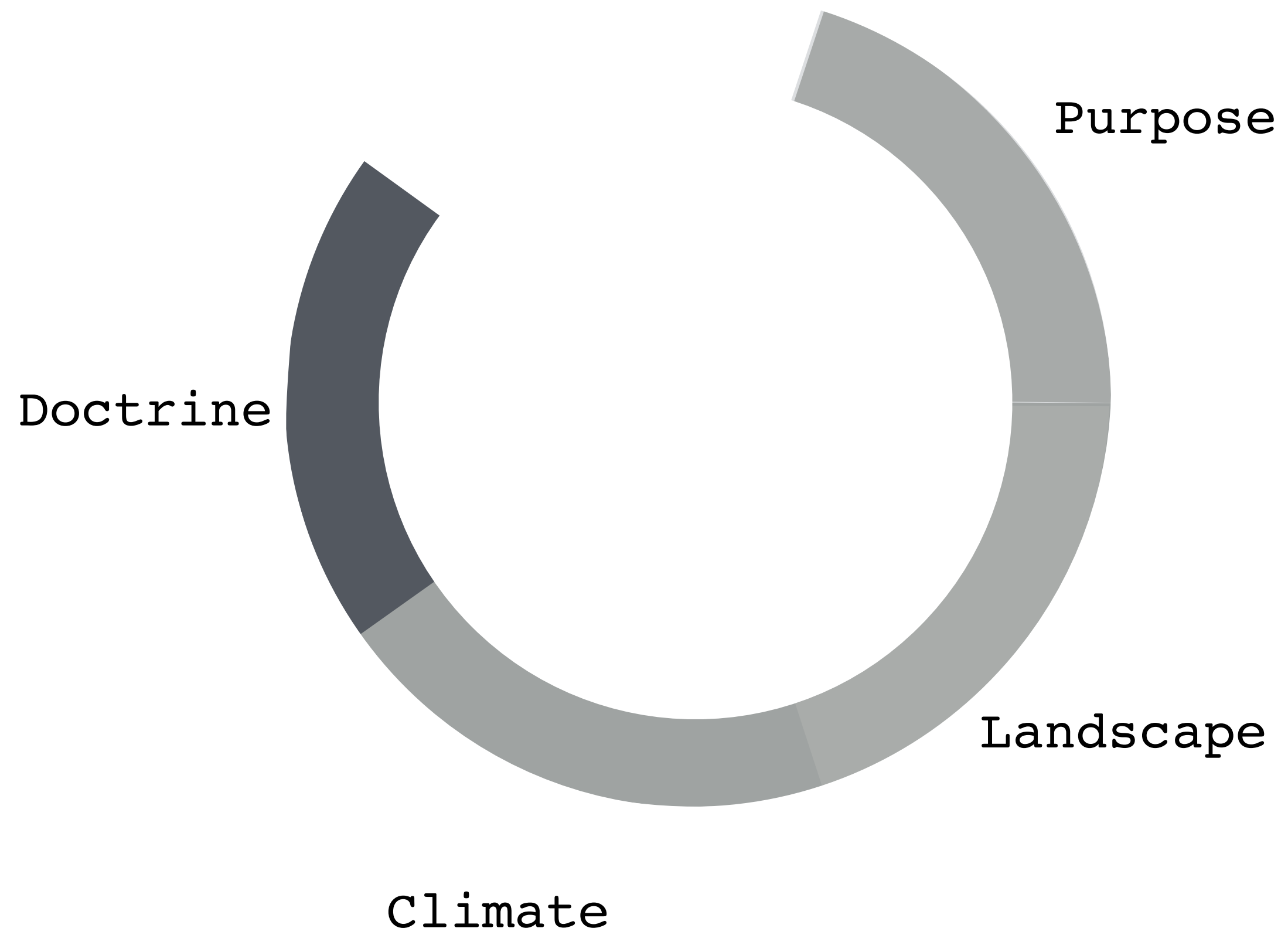
The Strategy Cycle
Sun Tzu's five factors



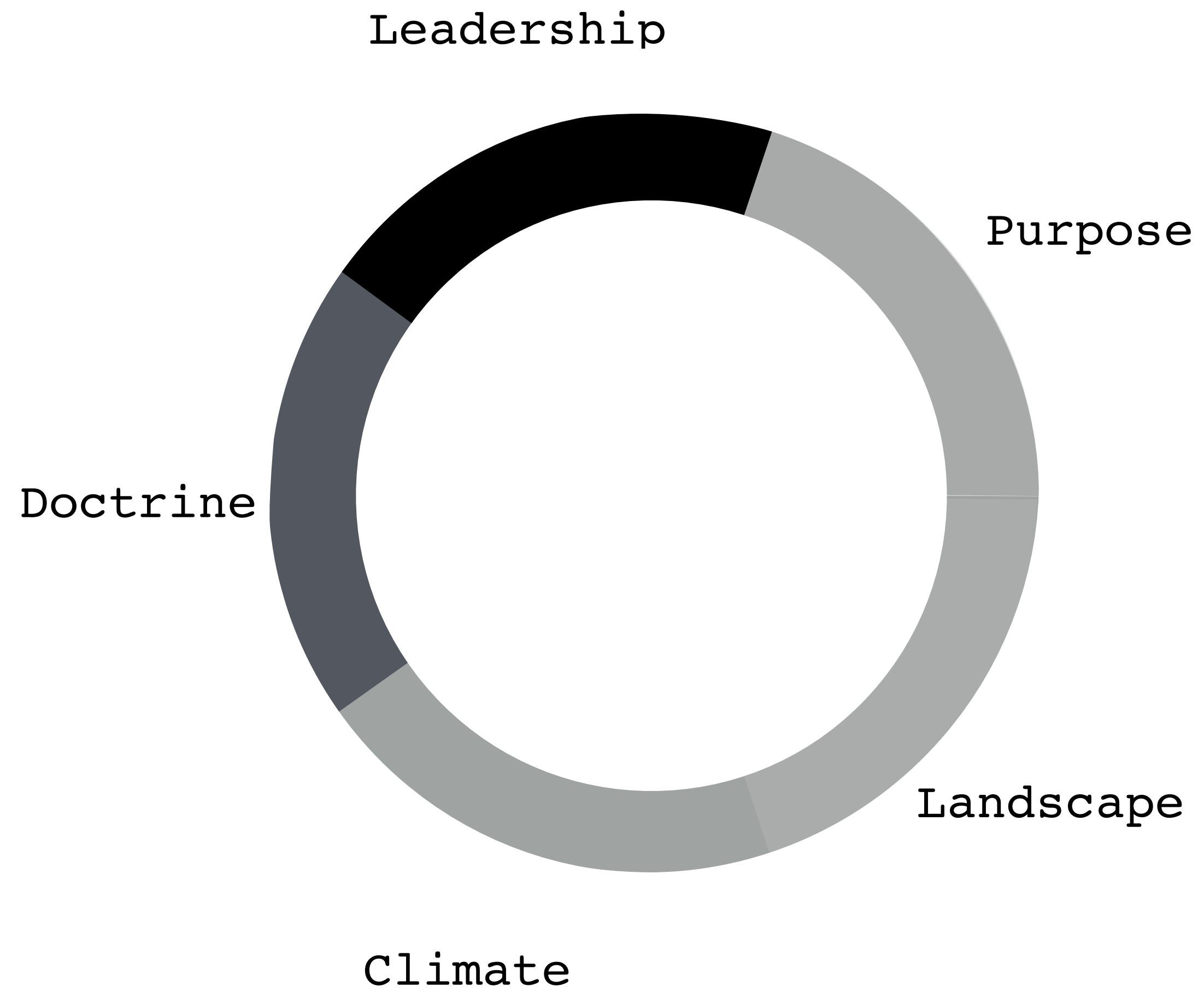
The Strategy Cycle
Sun Tzu's five factors



The Strategy Cycle
Sun Tzu's five factors



The Strategy Cycle
Sun Tzu's five factors

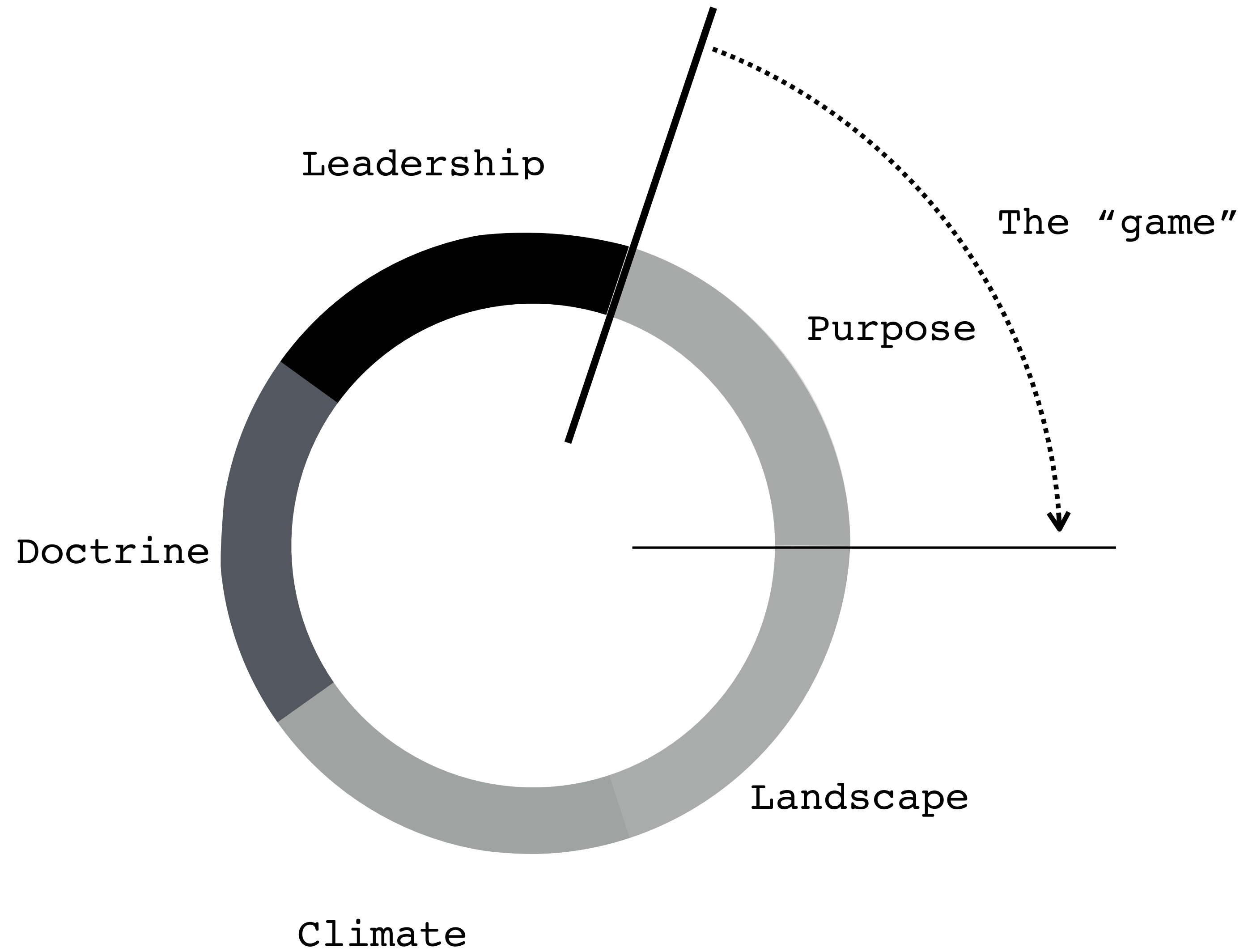


The Strategy Cycle
Sun Tzu's five factors

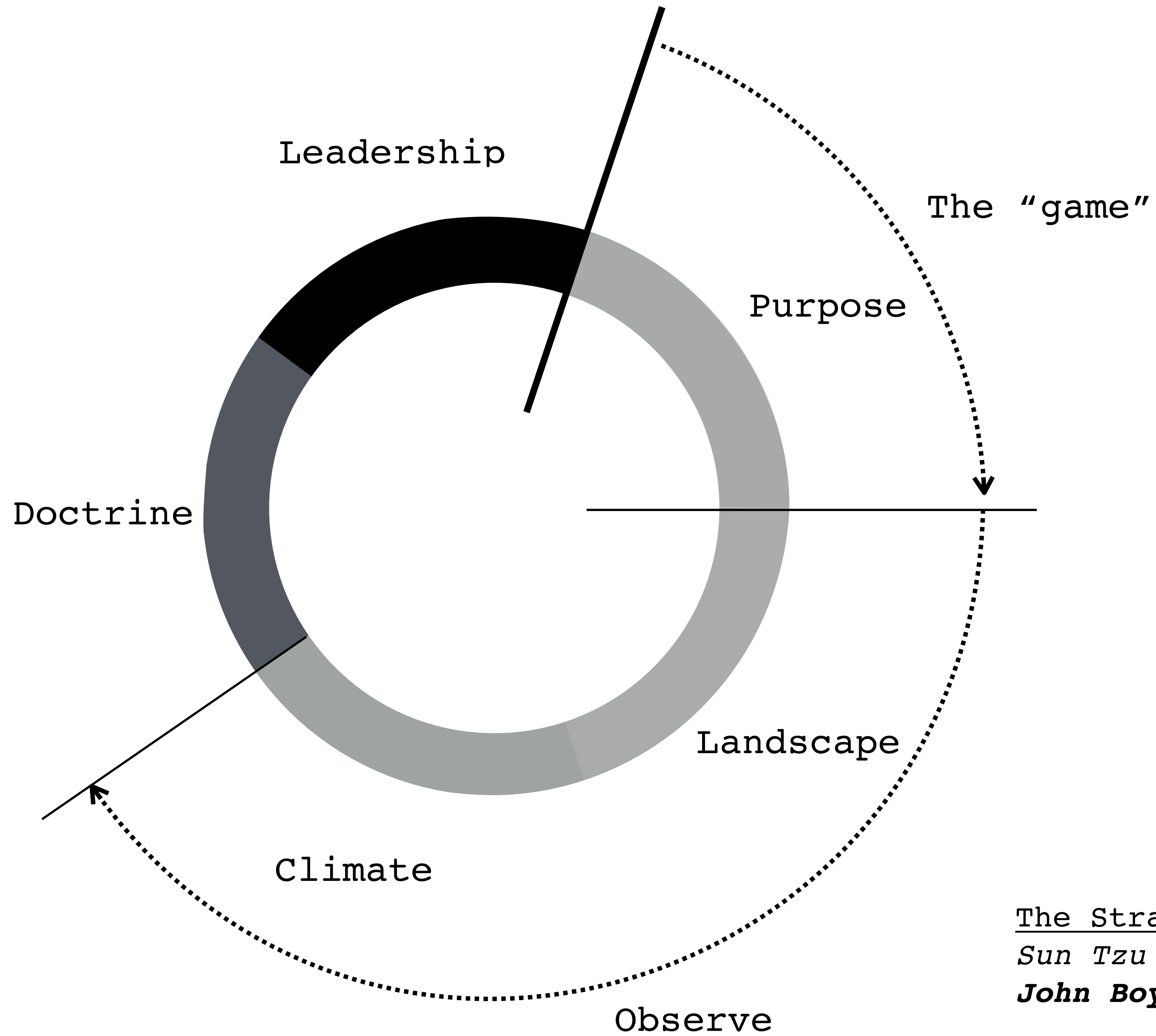


John Boyd, USAF

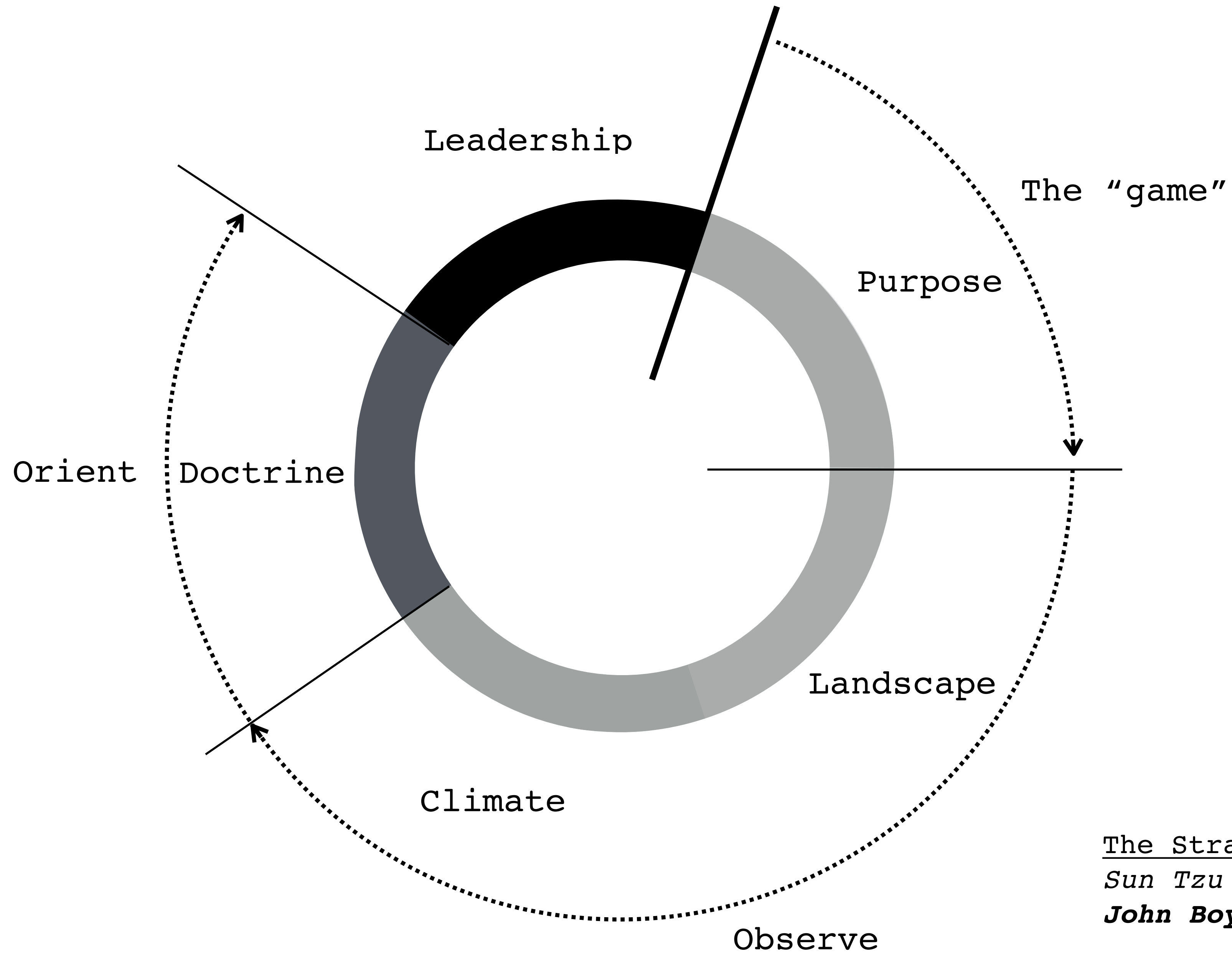
Public Domain, US Gov, 2012



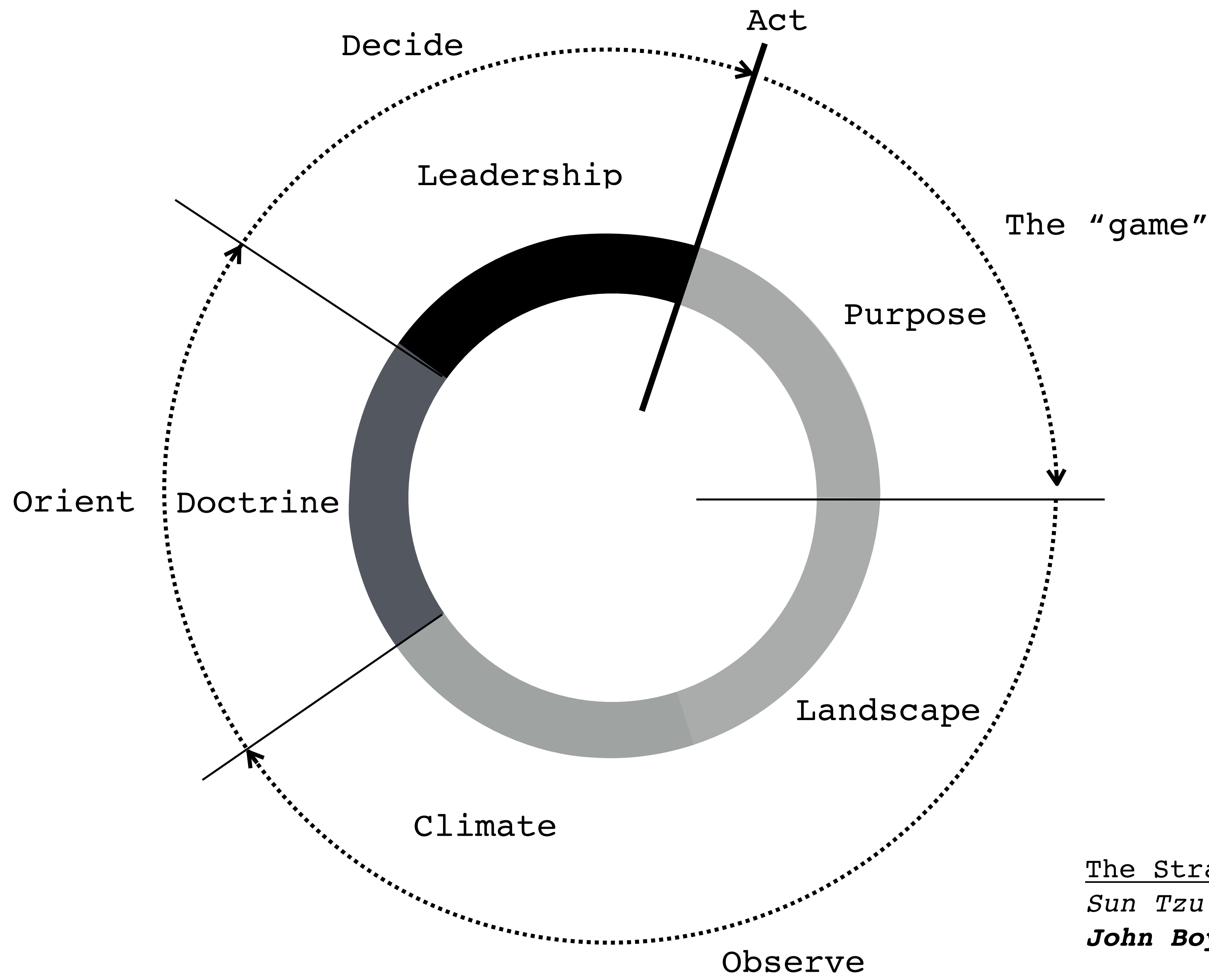
The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop



The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

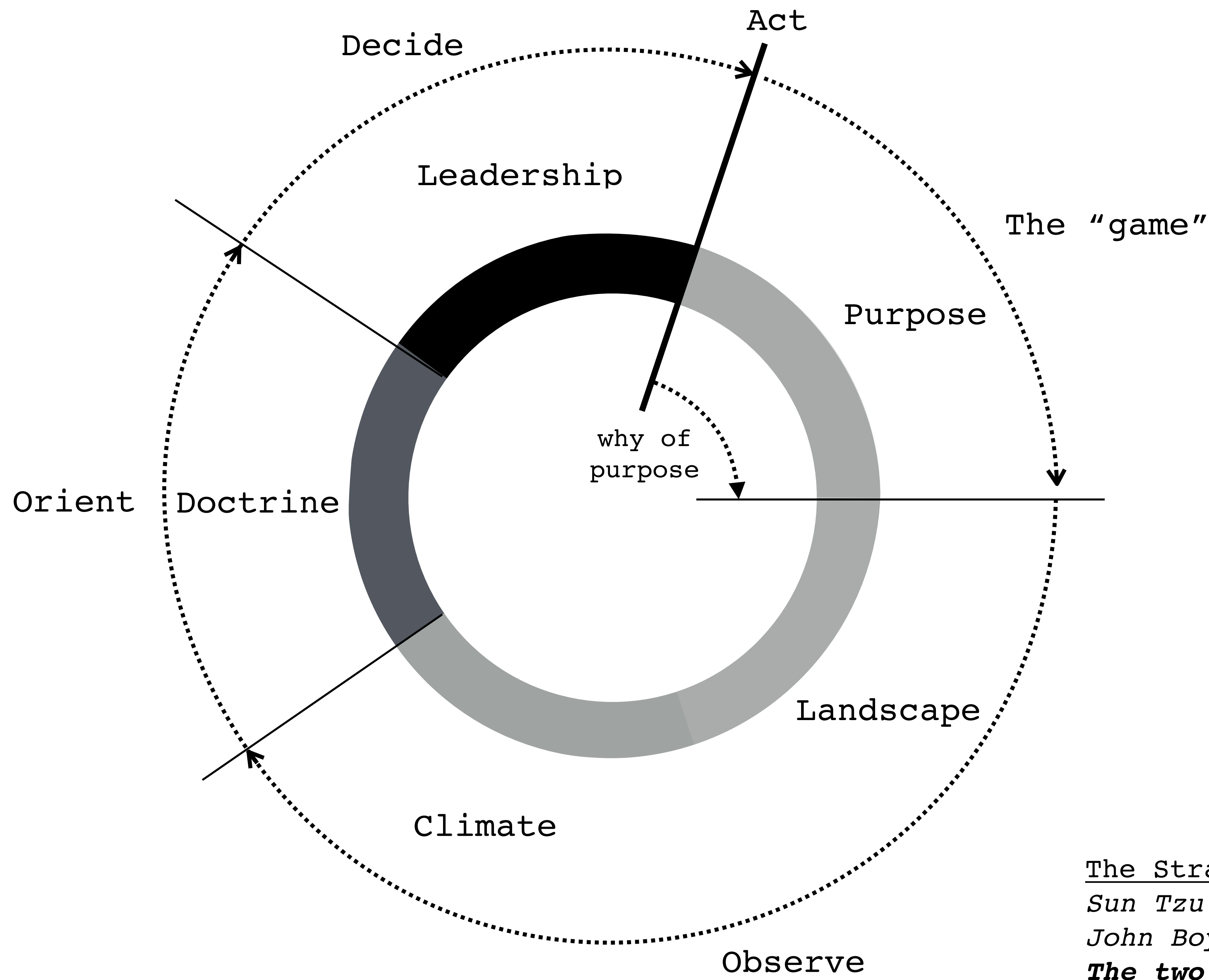


The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

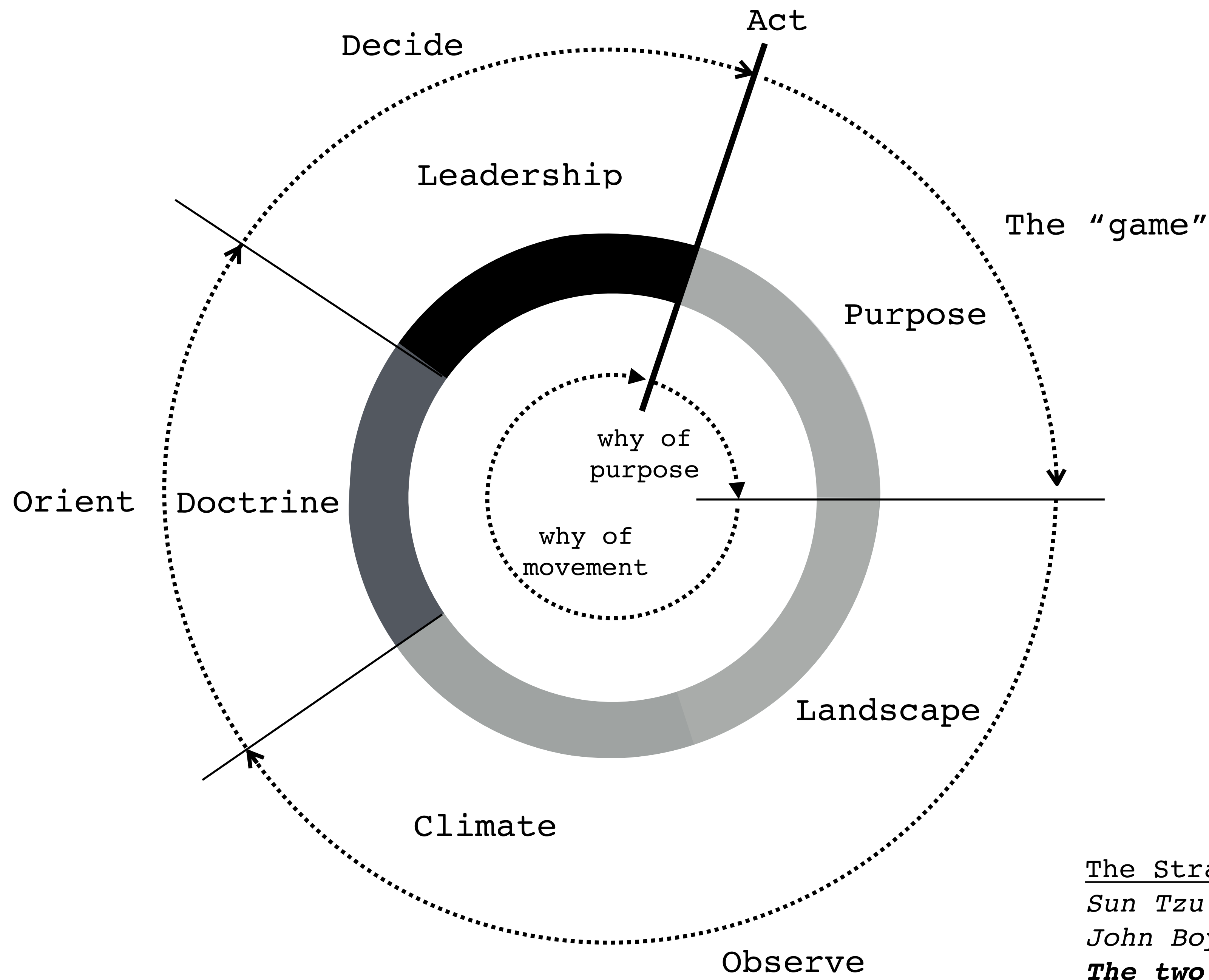


The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop

IMPORTANCE OF
WHY?

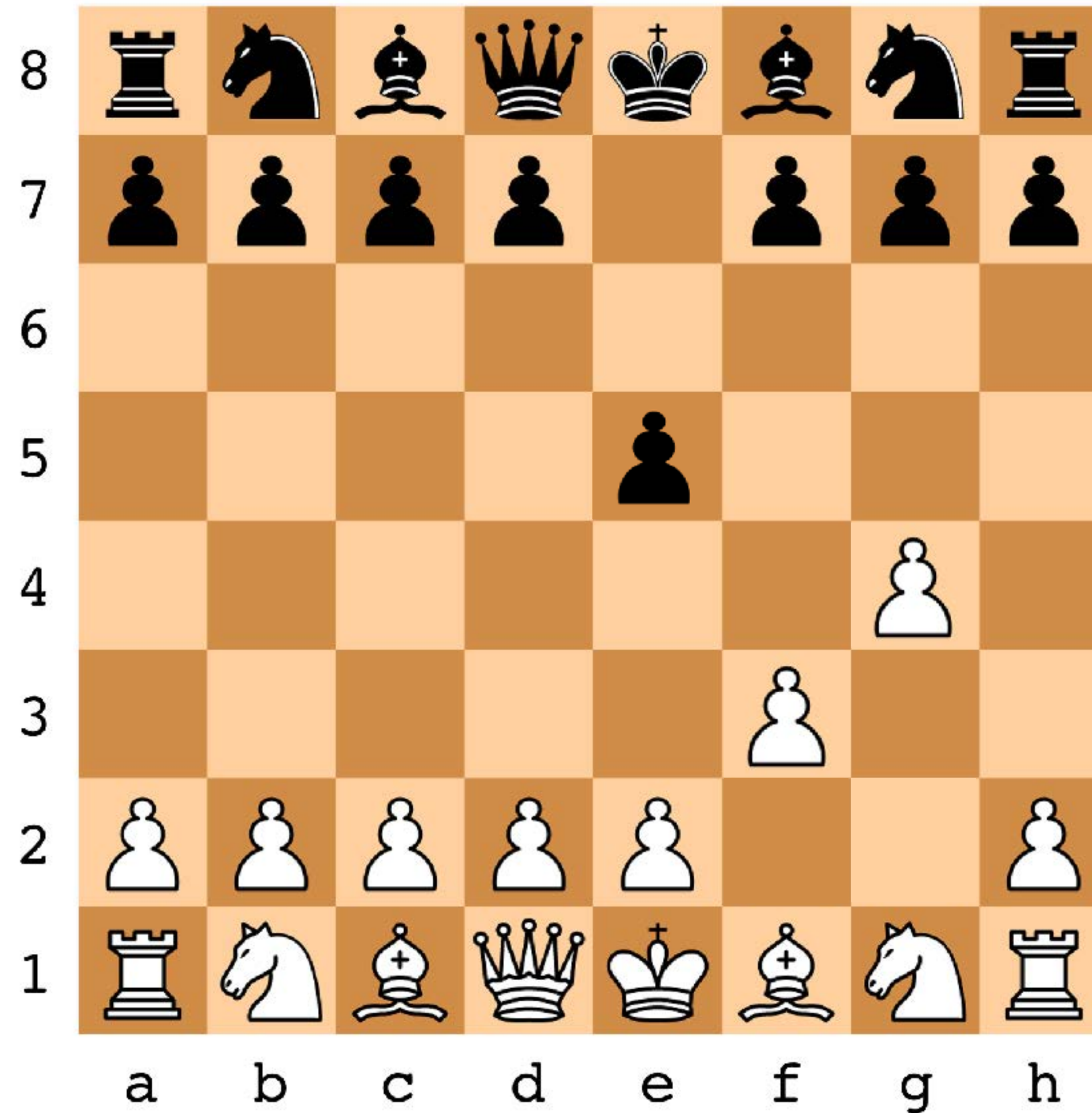


The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop
The two types of why

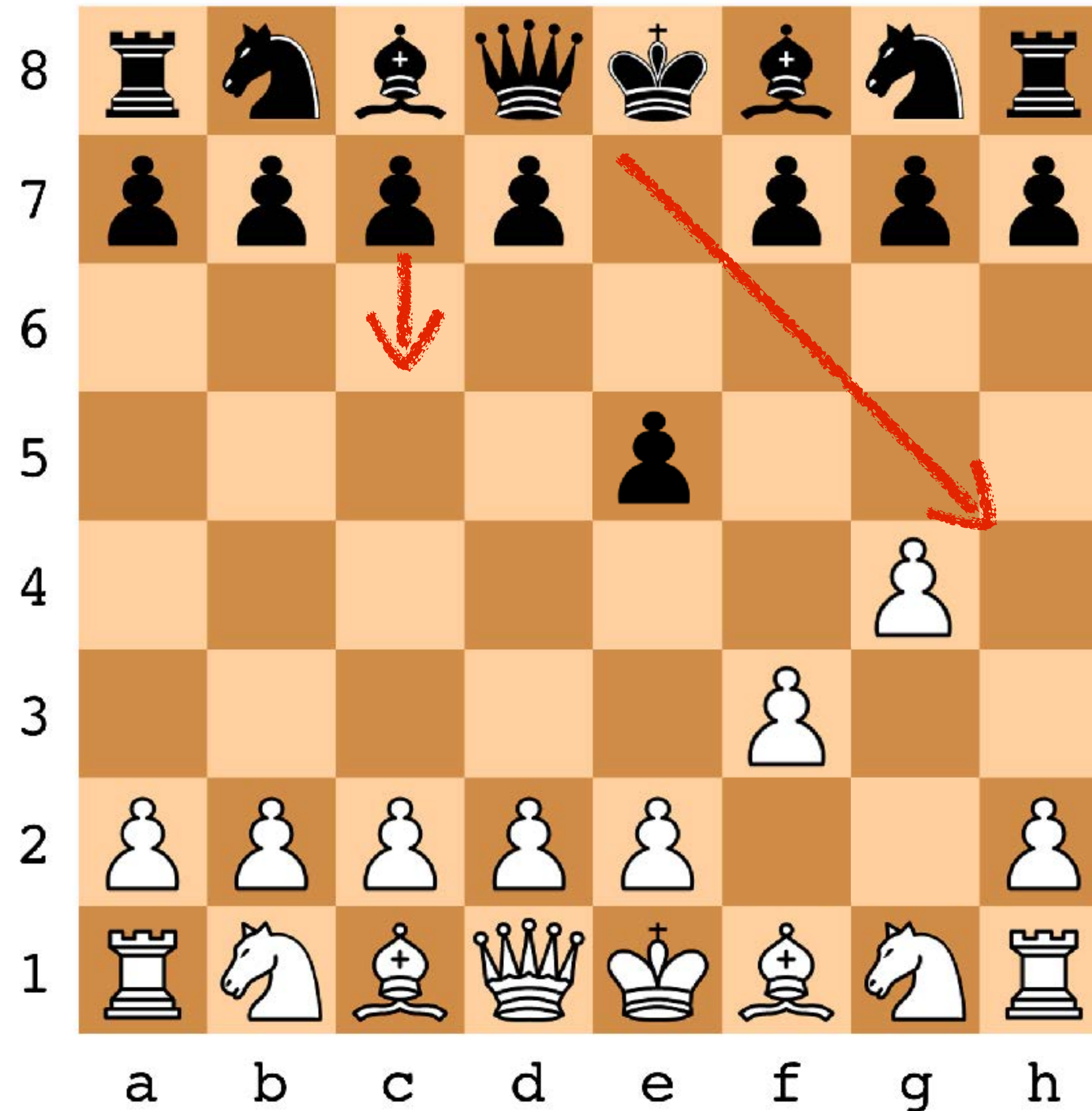


The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop
The two types of why

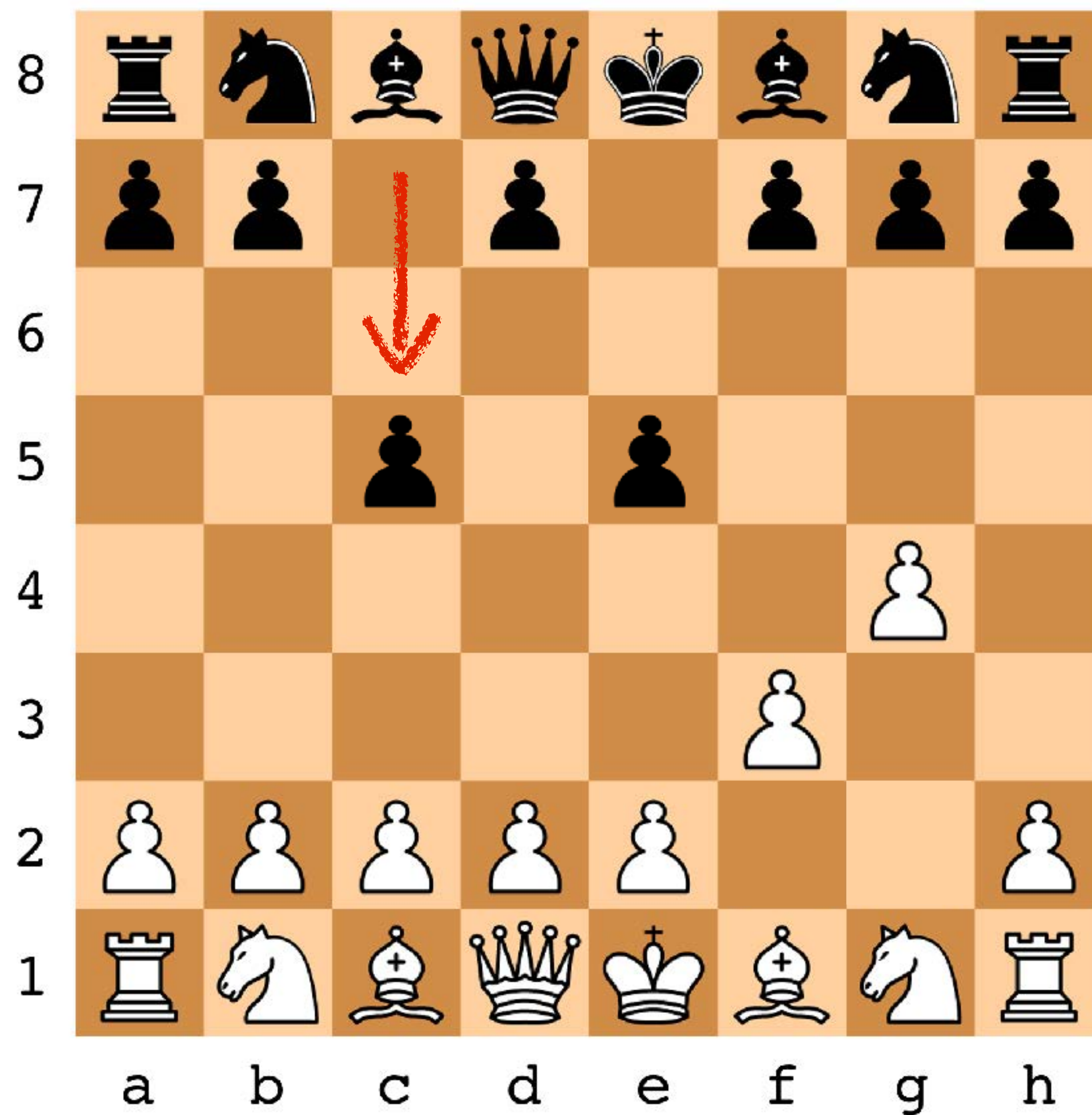
Why of purpose = To Win!



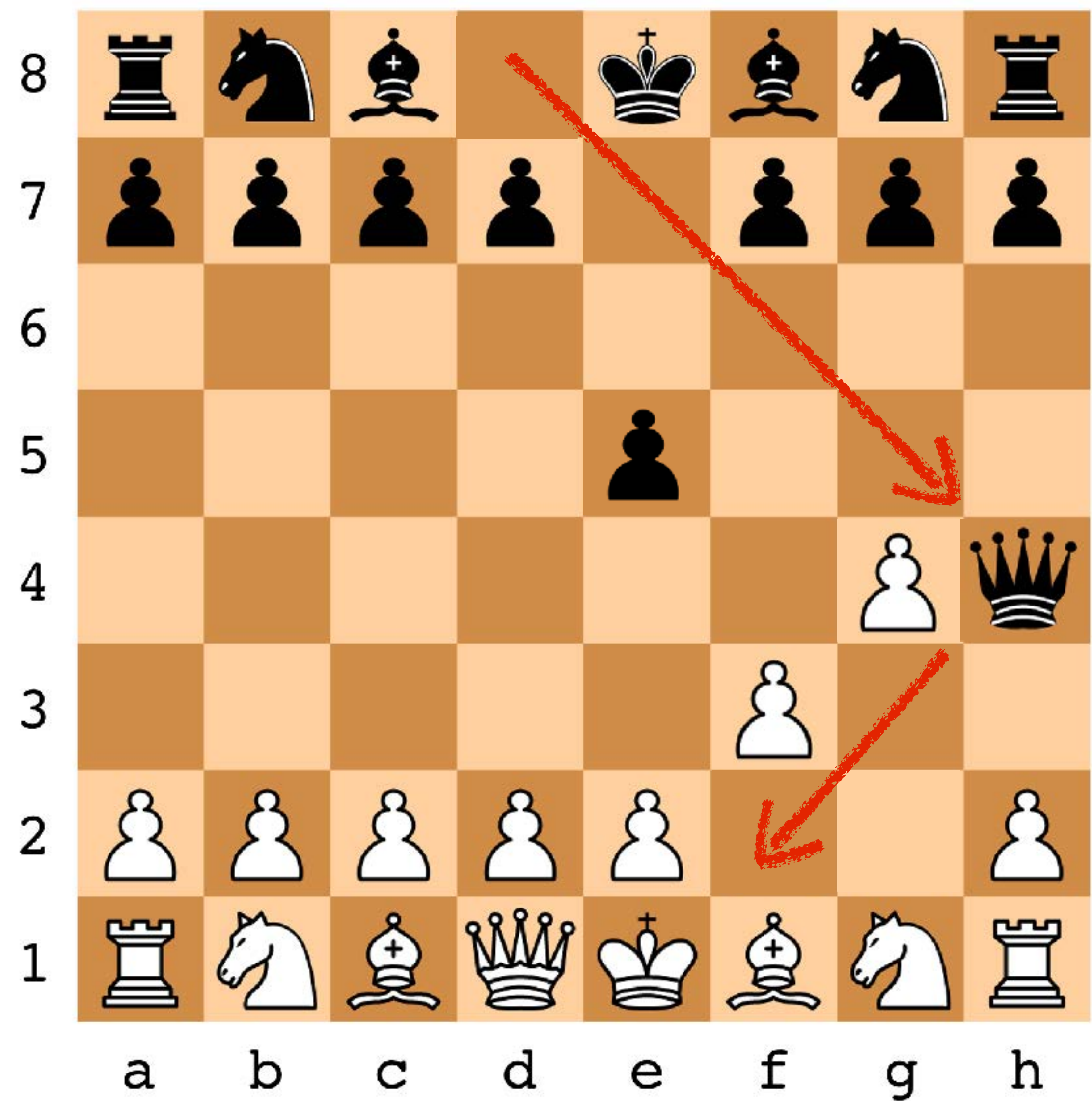
Why of movement = here or there?



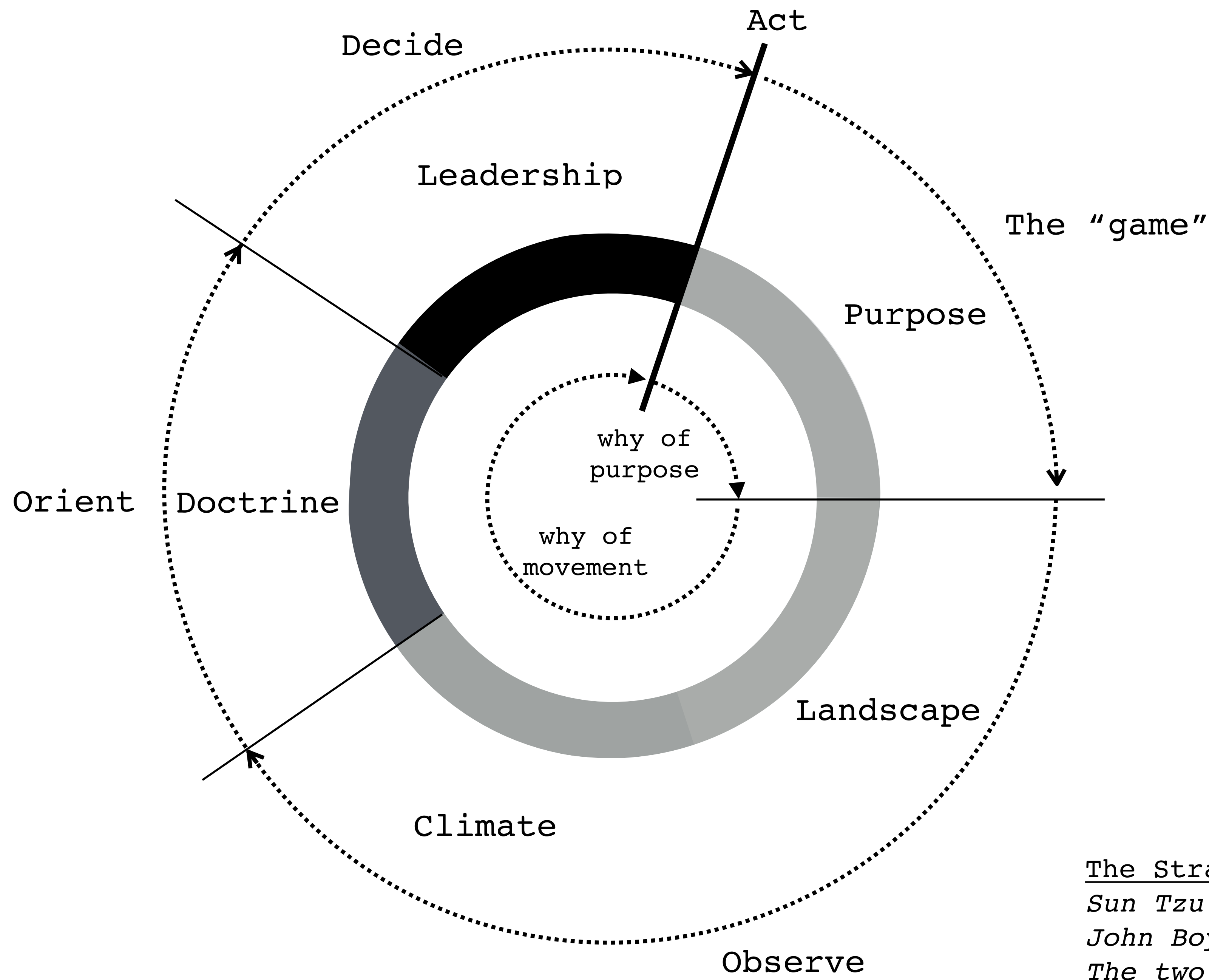
Movement = LEARNING



Movement = LEARNING



Checkmate



The Strategy Cycle
Sun Tzu's five factors
John Boyd's OODA loop
The two types of why



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Share pictures & when friend registers, you both get 3 free 6x4 prints.

username

password

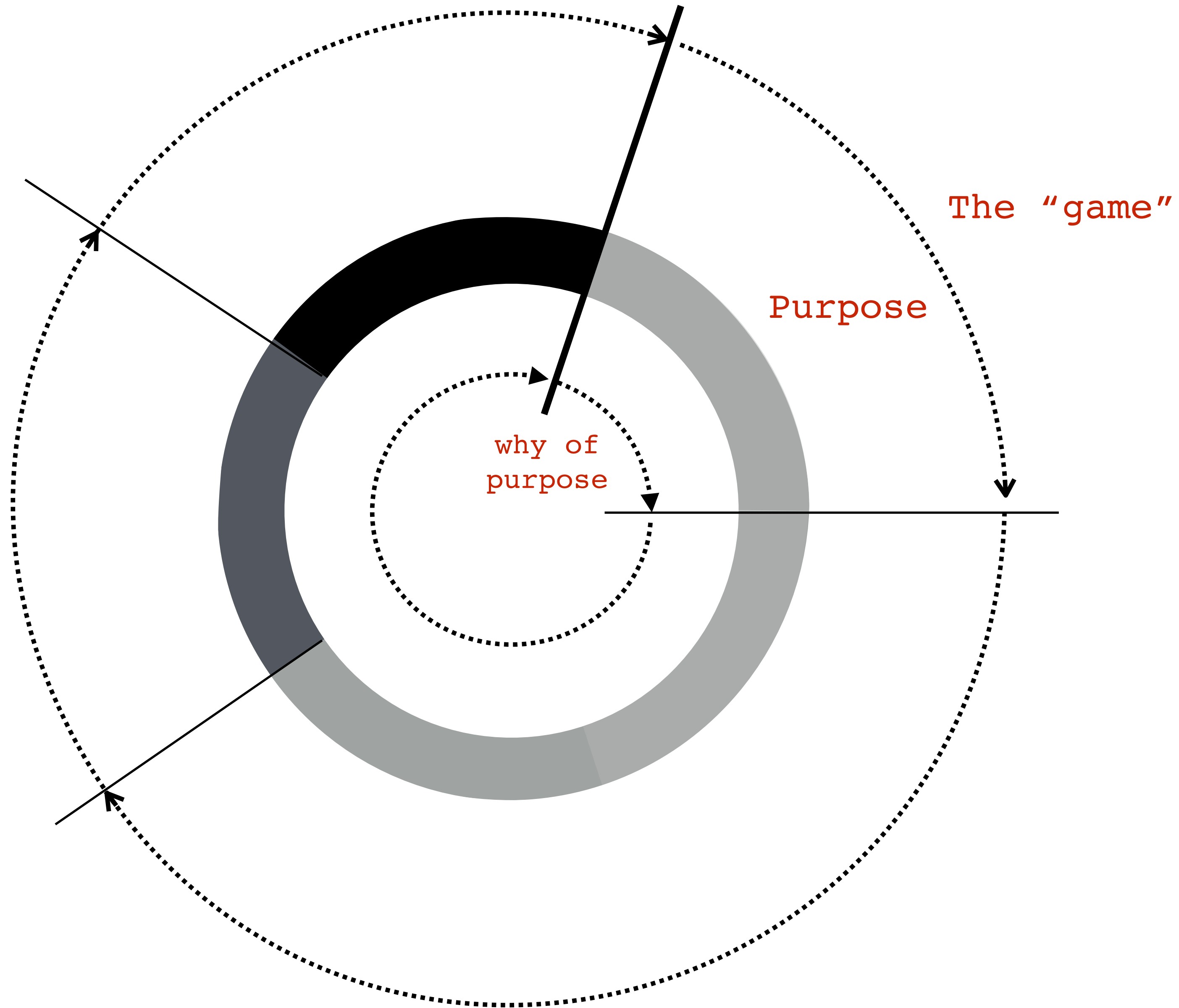
Login

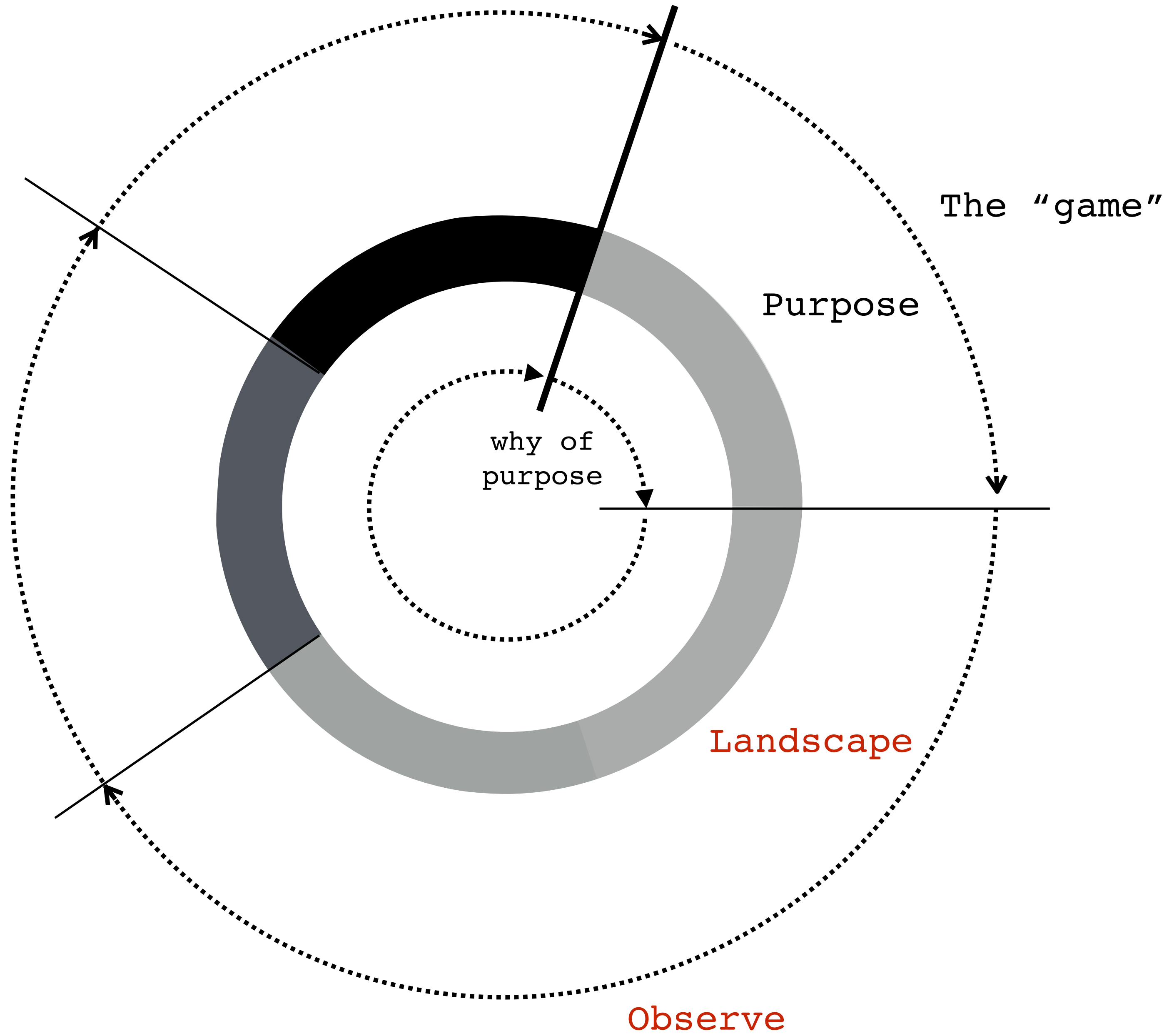
[forgotten password?](#)

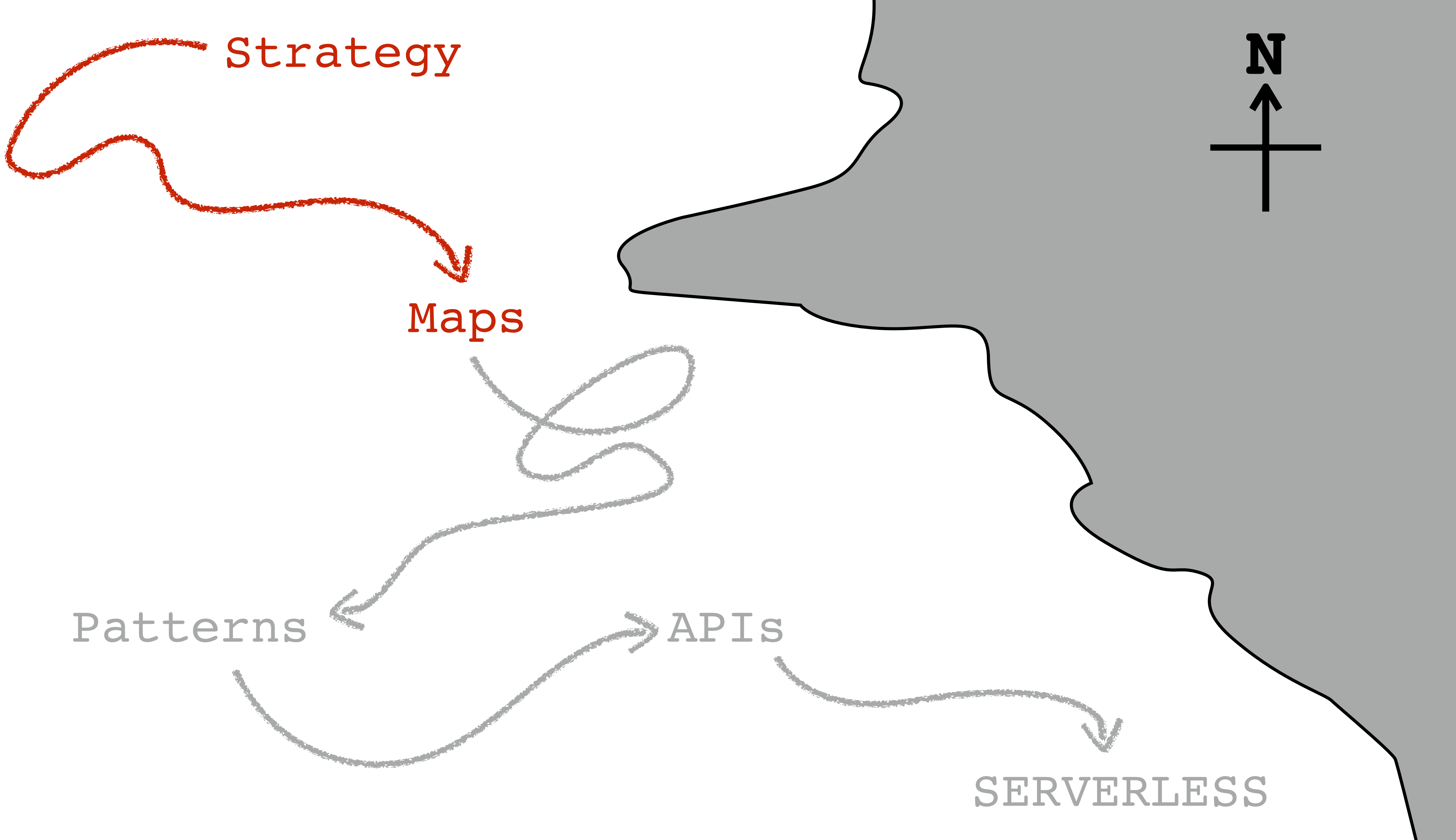
[Take the Tour](#)

[Create an account](#)



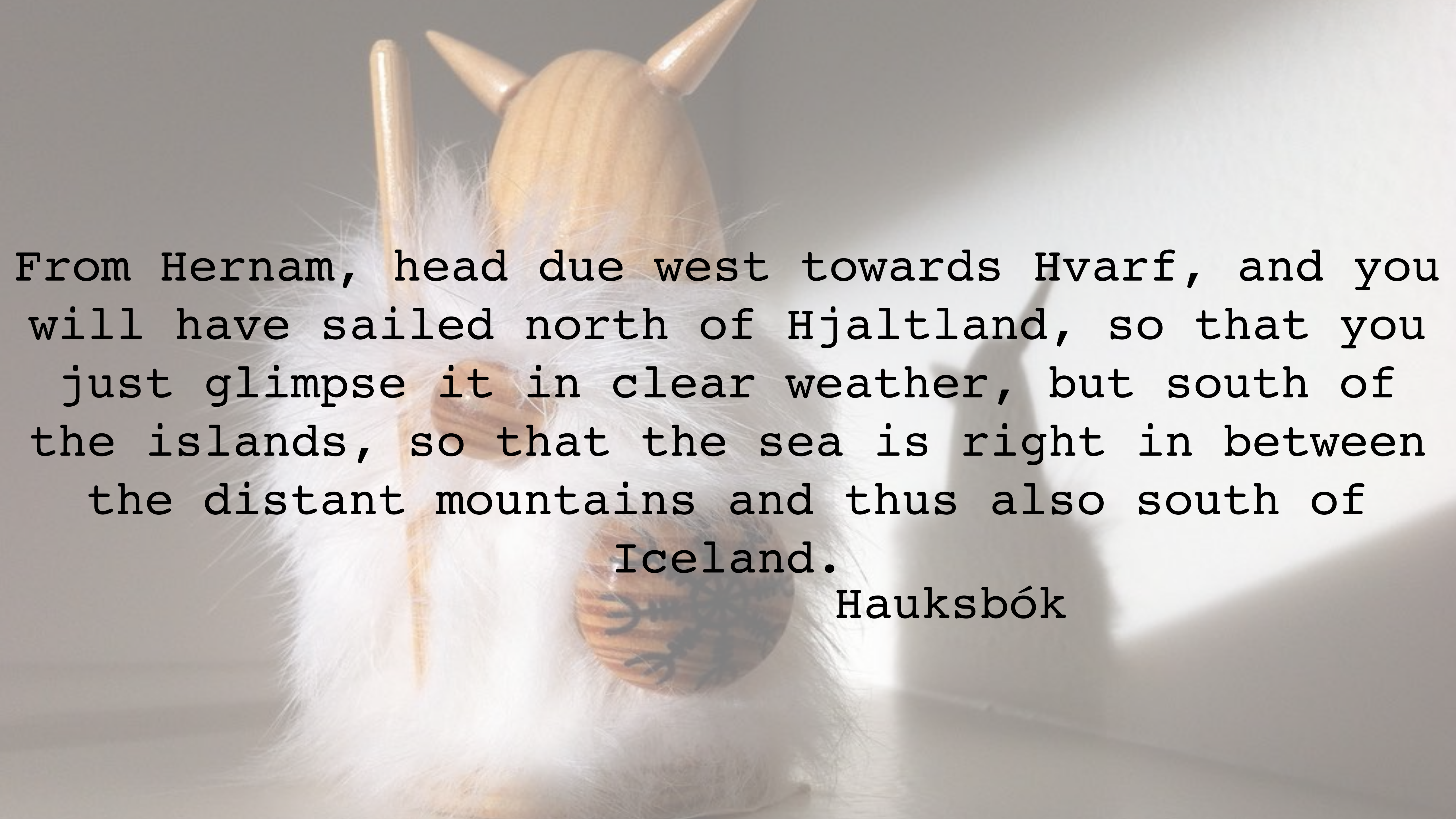






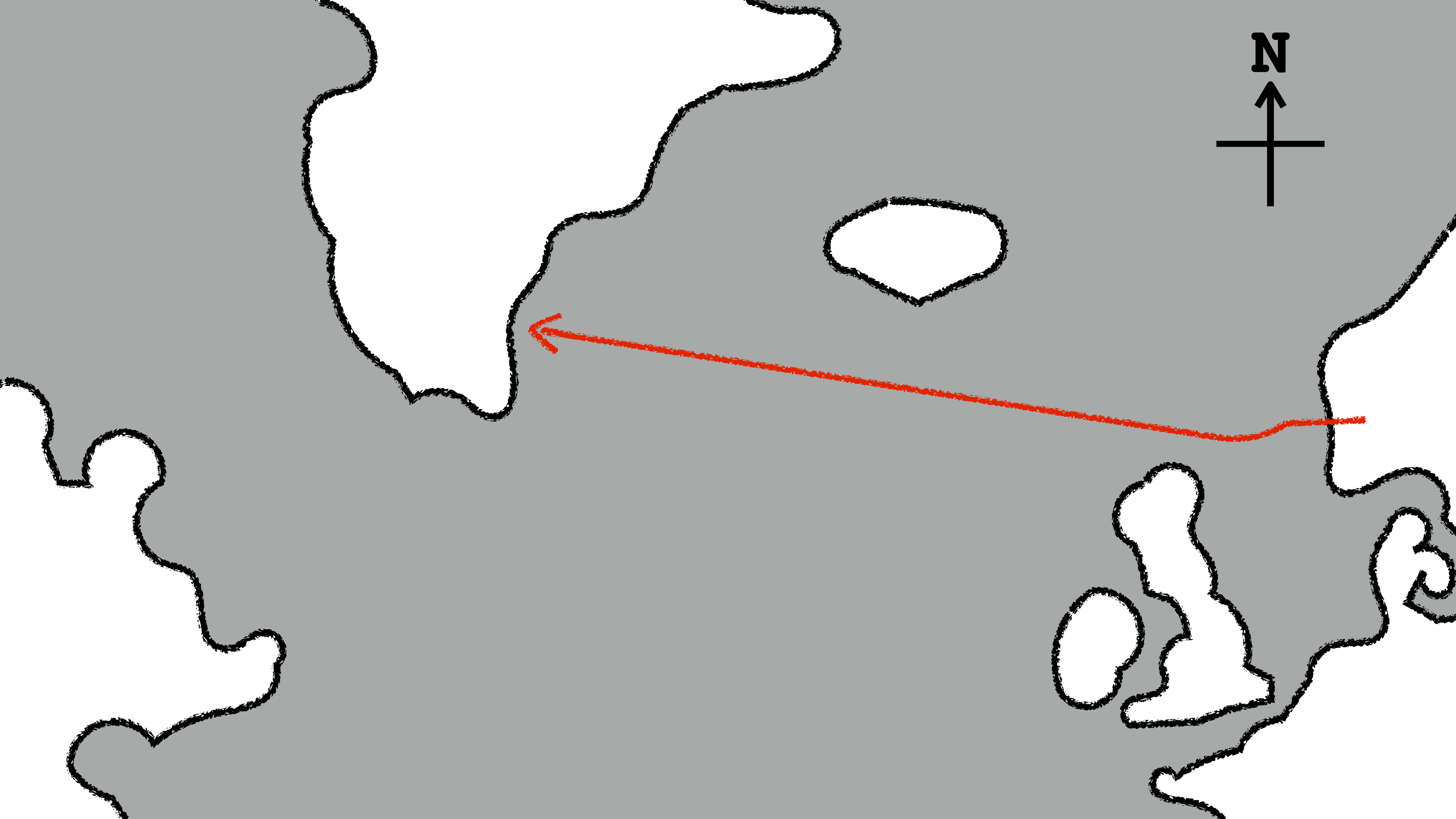
SITUATIONAL
AWARENESS?



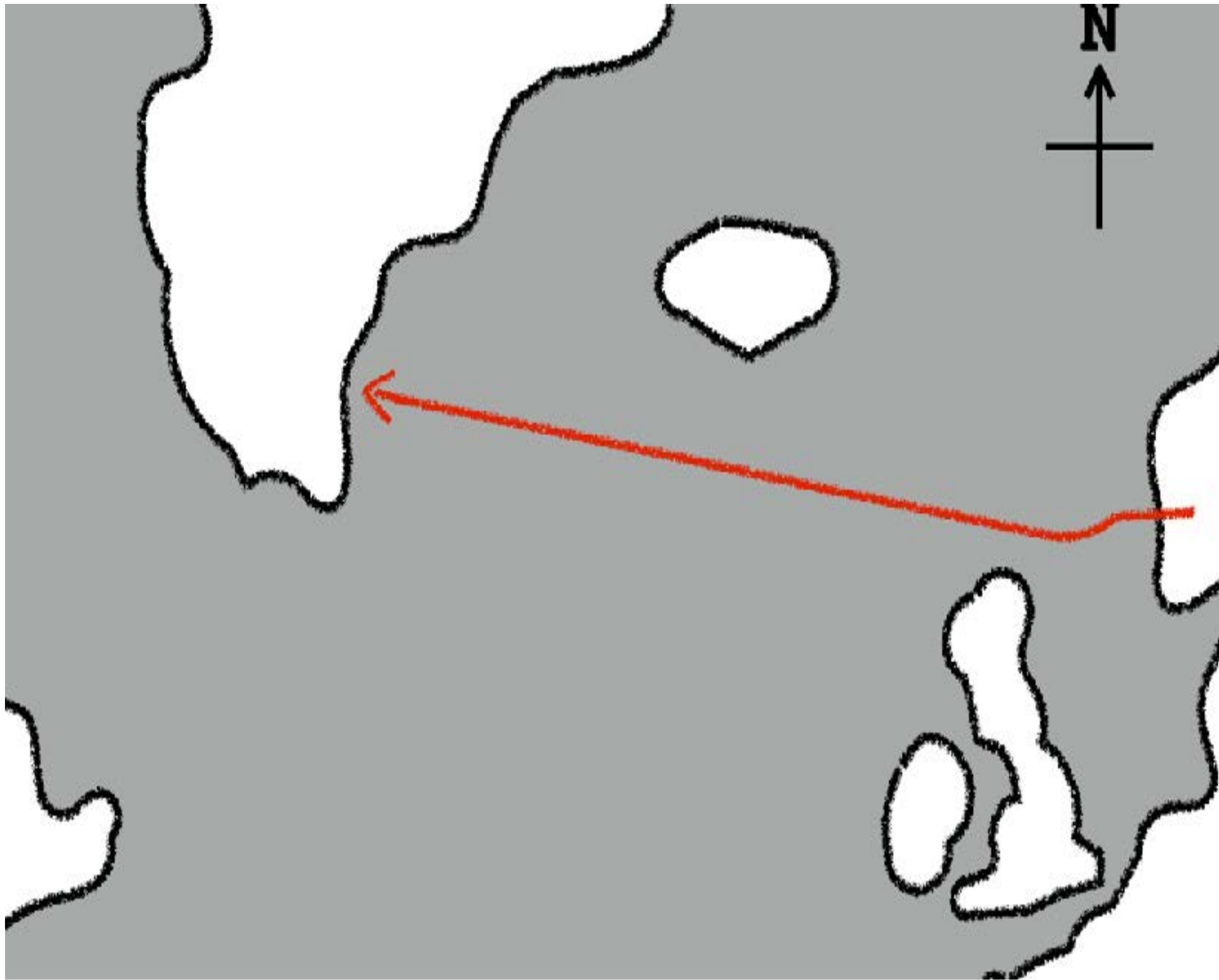


From Hernam, head due west towards Hvarf, and you will have sailed north of Hjaltland, so that you just glimpse it in clear weather, but south of the islands, so that the sea is right in between the distant mountains and thus also south of Iceland.

Hauksbók



What would you use to navigate?



visual map

west towards Hvarf, and
you will have sailed
north of Hjaltland, so
that you just glimpse it
in clear weather, but
south of the islands, so
that the sea is right in
between the distant
mountains and thus also
south of Iceland.

verbal story







Pawn (w)



Pawn (w)



Pawn (w), Pawn (b)



Pawn (w), Pawn (b)



Pawn (w), Pawn (b), Pawn (w)



Pawn (w), Pawn (b), Pawn (w)



Pawn (w), Pawn (b), Pawn (w), Queen (b)



Pawn (w), Pawn (b), Pawn (w), Queen (b)

Pawn(w), Pawn(b), Pawn(w), Queen(b), Pawn(w), Queen(b), Bishop(w), Knight(b), Queen(w), Pawn(b), Rook(w), Bishop(b), Knight(w), Pawn(b), Queen(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Queen(w), King(b), Pawn(w), Bishop(b), Rook(w), Pawn (b), Queen(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Knight(b), Pawn(w), Pawn(b), Pawn(w), Pawn(b), Queen(w), King(b), Queen(w), Pawn(b), Knight(w), Knight(b), Knight(w), Pawn(b), Rook(w), Rook(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Queen(w), Knight(b), King(w), Knight(b), Pawn(w), Queen(b), Knight(w), Pawn(b), Rook(w), Rook(b), Rook(w), Knight(b), Pawn(w), Pawn(b), Queen(w), Pawn(b), Queen(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Pawn(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Knight(b), Pawn(w), King(b), Pawn(w), Bishop(b), Rook(w), Pawn (b), Queen(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Queen(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Pawn(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Knight(b), Pawn(w), Pawn(b), Pawn(w), Pawn(b), Queen(w), King(b), Queen(w), Pawn(b), Knight(w), Knight(b), Knight(w), Pawn(b), Rook(w), Rook(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Queen(w), Pawn(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Knight(b), Knight(w), Pawn(b), Rook(w), Rook(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Queen(w), Knight(b), King(w), Knight(b), Pawn(w), Queen(b), Knight(w), Pawn(b), Rook(w), Rook(b), Rook(w), Knight(b), Pawn(w), Pawn(b), Queen(w), Pawn(b), Queen(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Pawn(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Queen(w) ... **WINS**

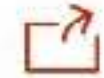
How Earlobes Can Signify Leadership Potential

by [Carl Senior](#), [Robin Martin](#), [Michael West](#), and [Rowena M. Yeats](#)

FROM THE NOVEMBER 2011 ISSUE



SAVE



SHARE



COMMENT



TEXT SIZE



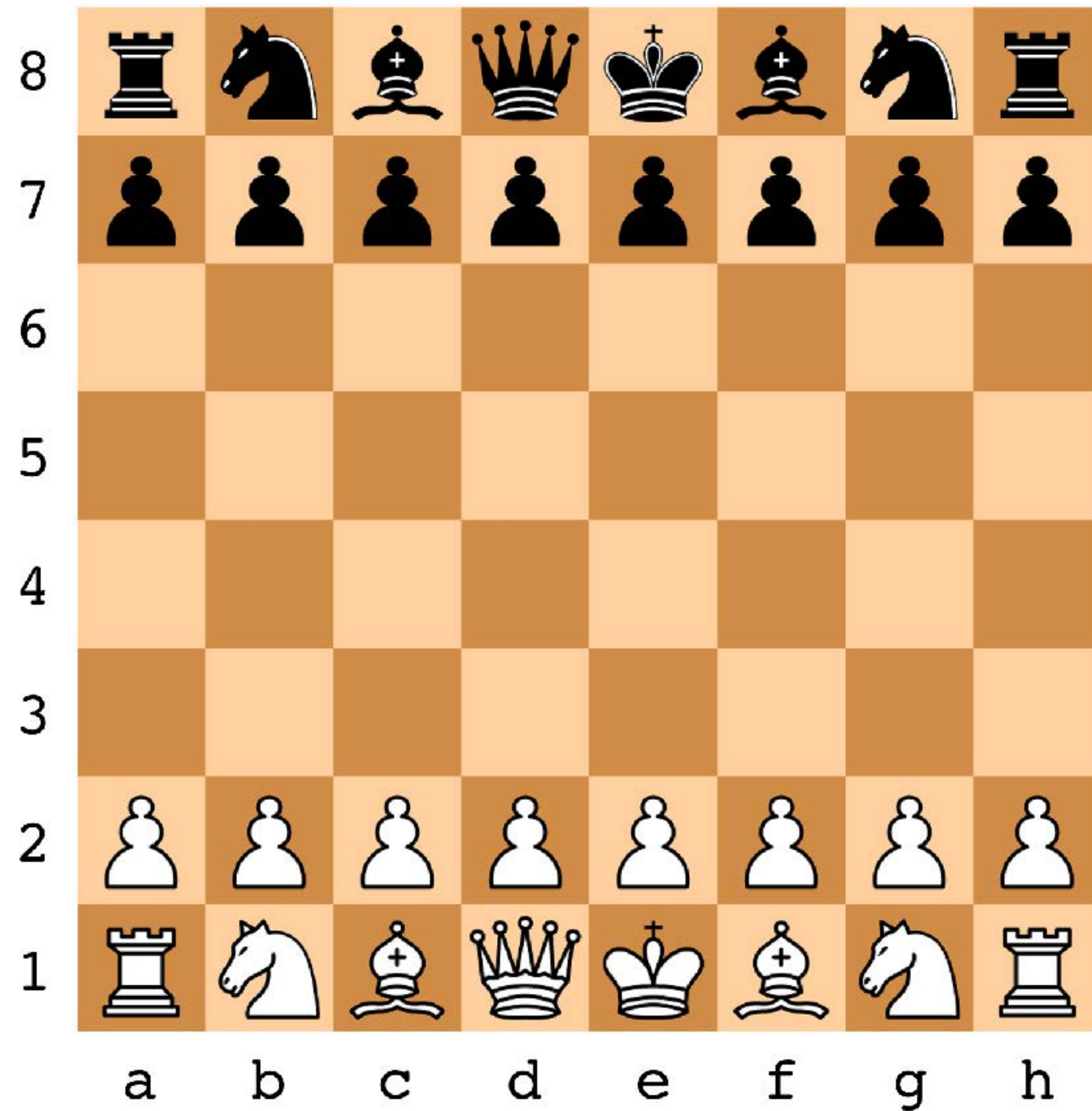
PRINT



BUY COPIES

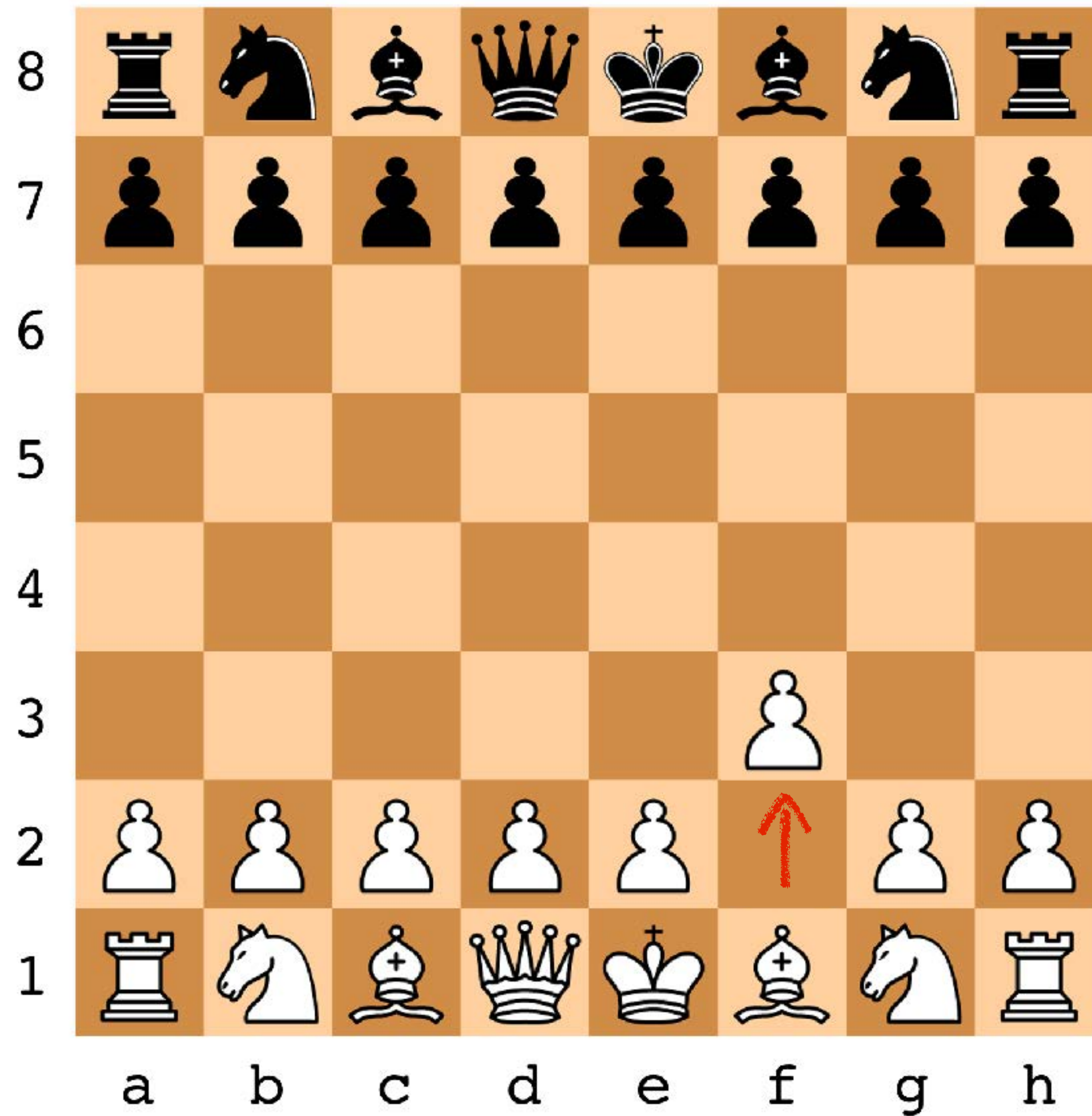
Evolutionary biologists have learned that people with greater “genetic fitness,” as manifested by a high degree of left-right body symmetry, are not just considered better looking but also tend to be healthier, more intelligent, and more dominant than others. They’re the classic alphas who rise to the top of rigidly hierarchical organizations such as the military.

But [our research](#) shows that people with subtle asymmetries—for example, imbalances in ear or finger length—are often better “transformational” leaders, able to inspire followers to put self-interest aside for the good of the group. Furthermore, teams they lead outperform teams whose leaders have more-symmetrical bodies.



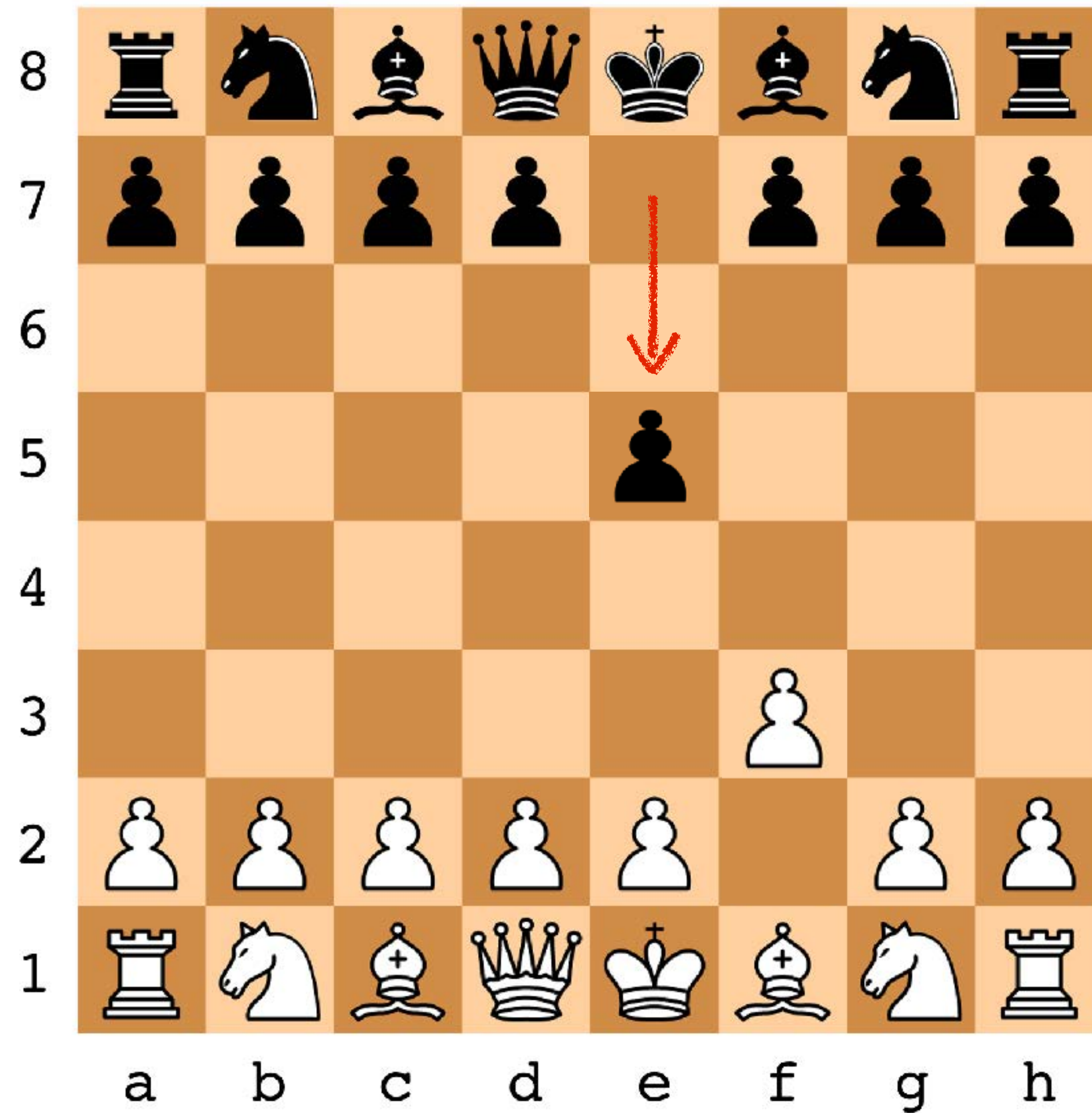


Pawn (w)



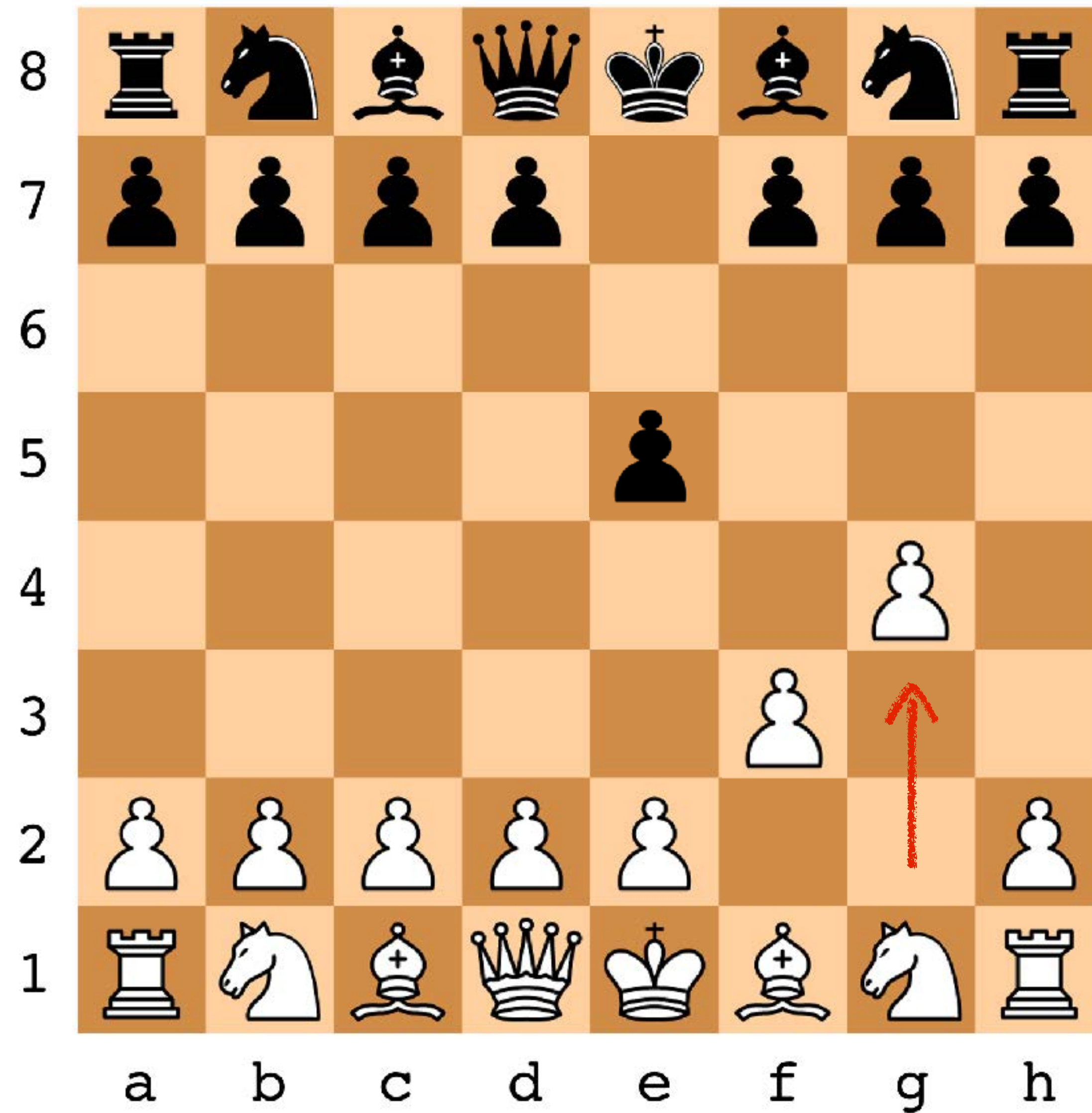


Pawn (w), Pawn (b)



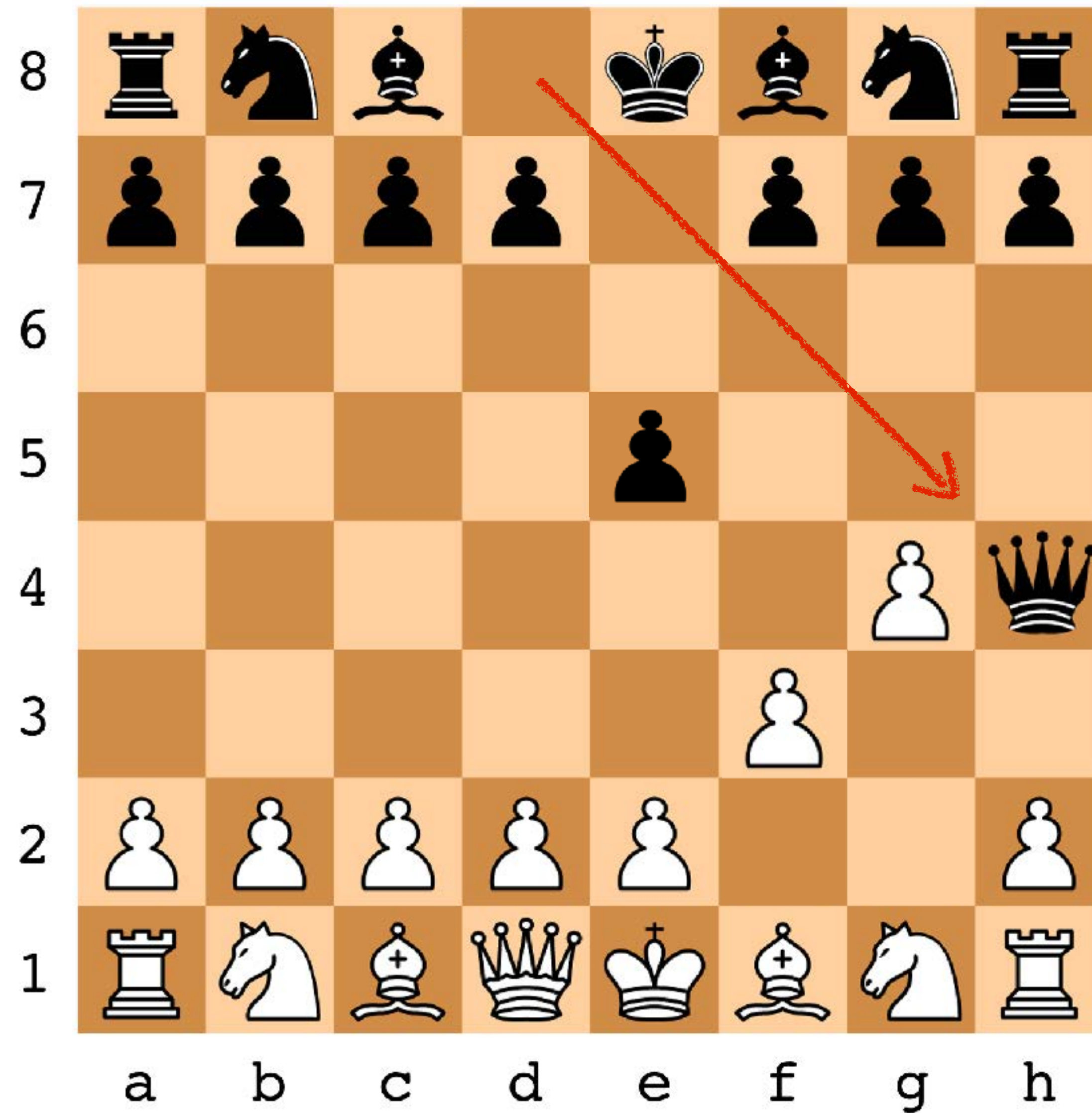


Pawn (w), Pawn (b), Pawn (w)





Pawn (w), Pawn (b), Pawn (w), Queen (b)
... LOST.

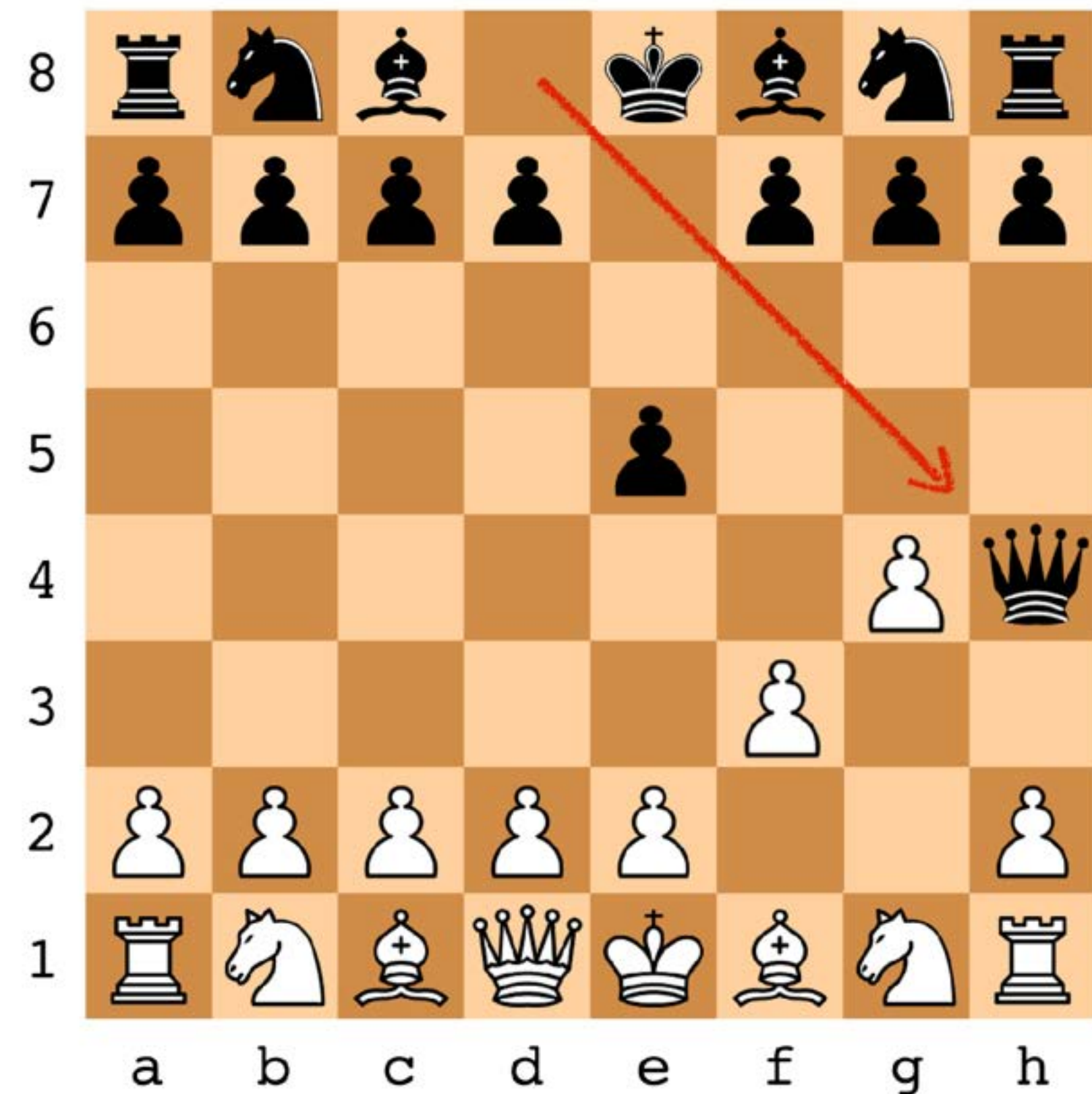


What would you use to learn?

```

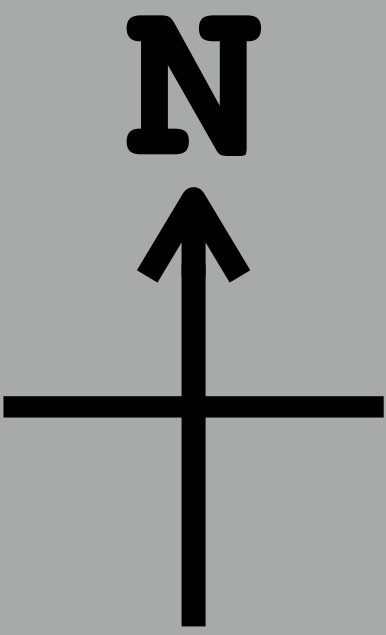
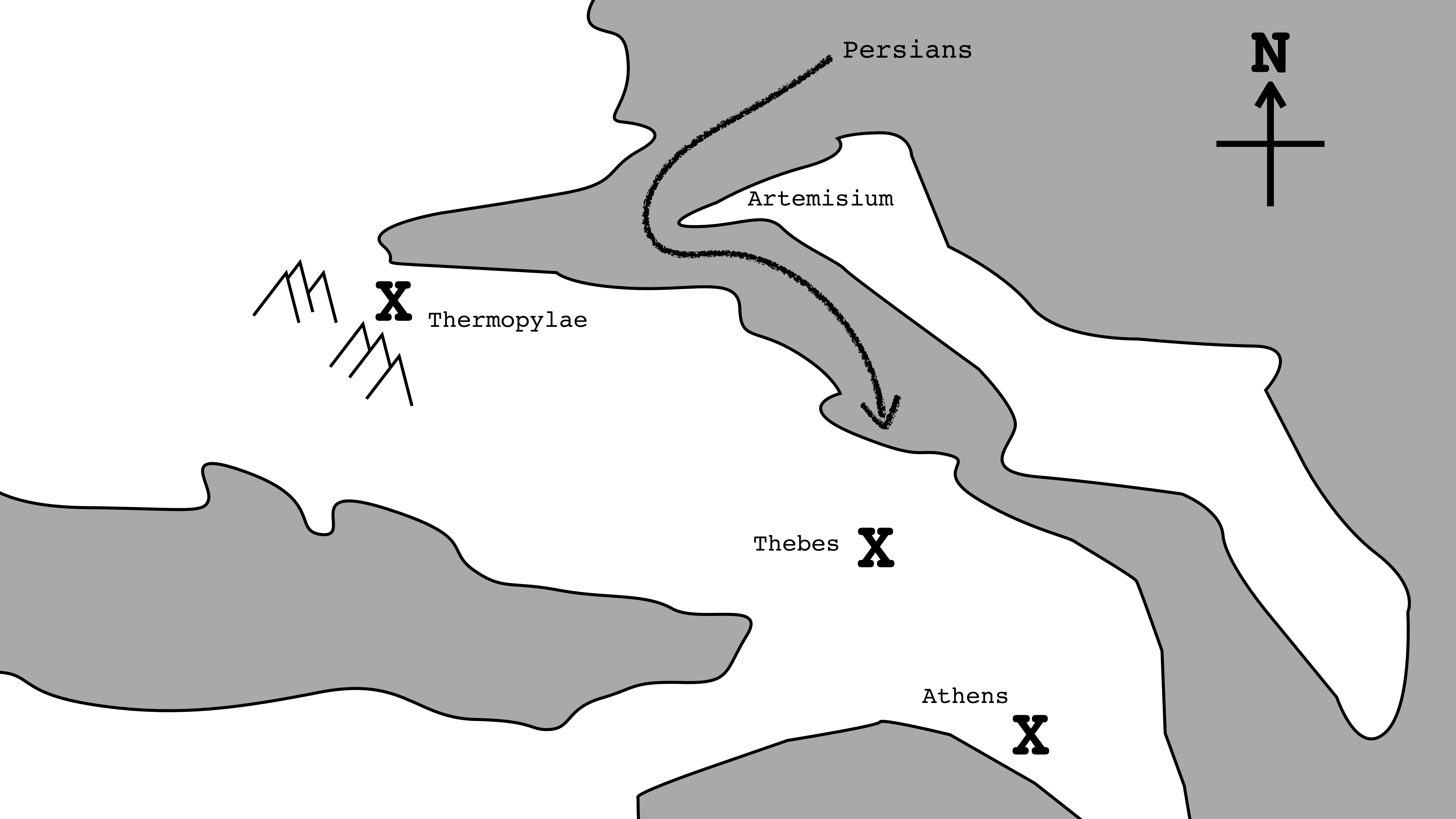
Pawn(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Knight(w), Pawn(b),
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Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Knight(b), Pawn(w),
King(b), Pawn(w), Bishop(b), Rook(w), Pawn(b), Queen(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Rook(w),
Bishop(b), Pawn(w), Pawn(b), Queen(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w),
Bishop(b), Queen(w), King(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Pawn(w), Knight(b),
Queen(w), ... KING

```



secrets of success

context specific play



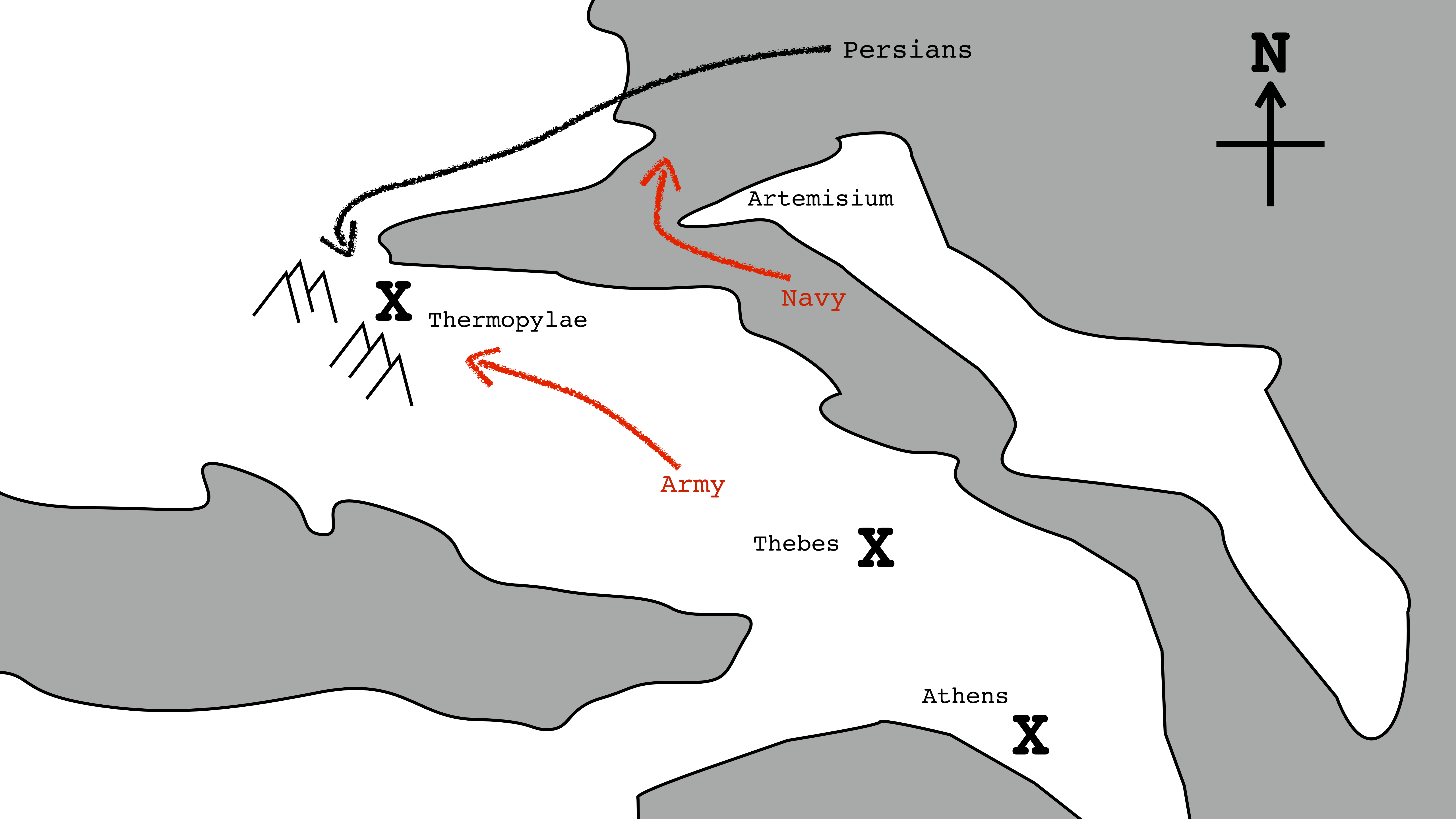
Persians

Artemisium

X Thermopylae

Thebes **X**

Athens **X**



Persians

Artemisium

Navy

Thermopylae

Army

Thebes

Athens

Strengths

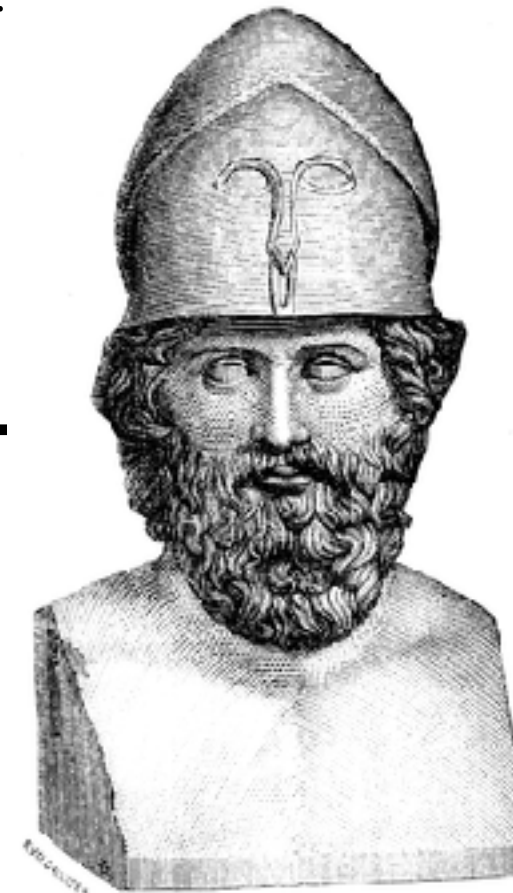
A well trained Spartan army

A high level of motivation
not to become a Persian
slave

Weaknesses

The Ephors might stop the
Spartans turning up

A lot of Persians ARE
turning up



Opportunities

Get rid of the Persians

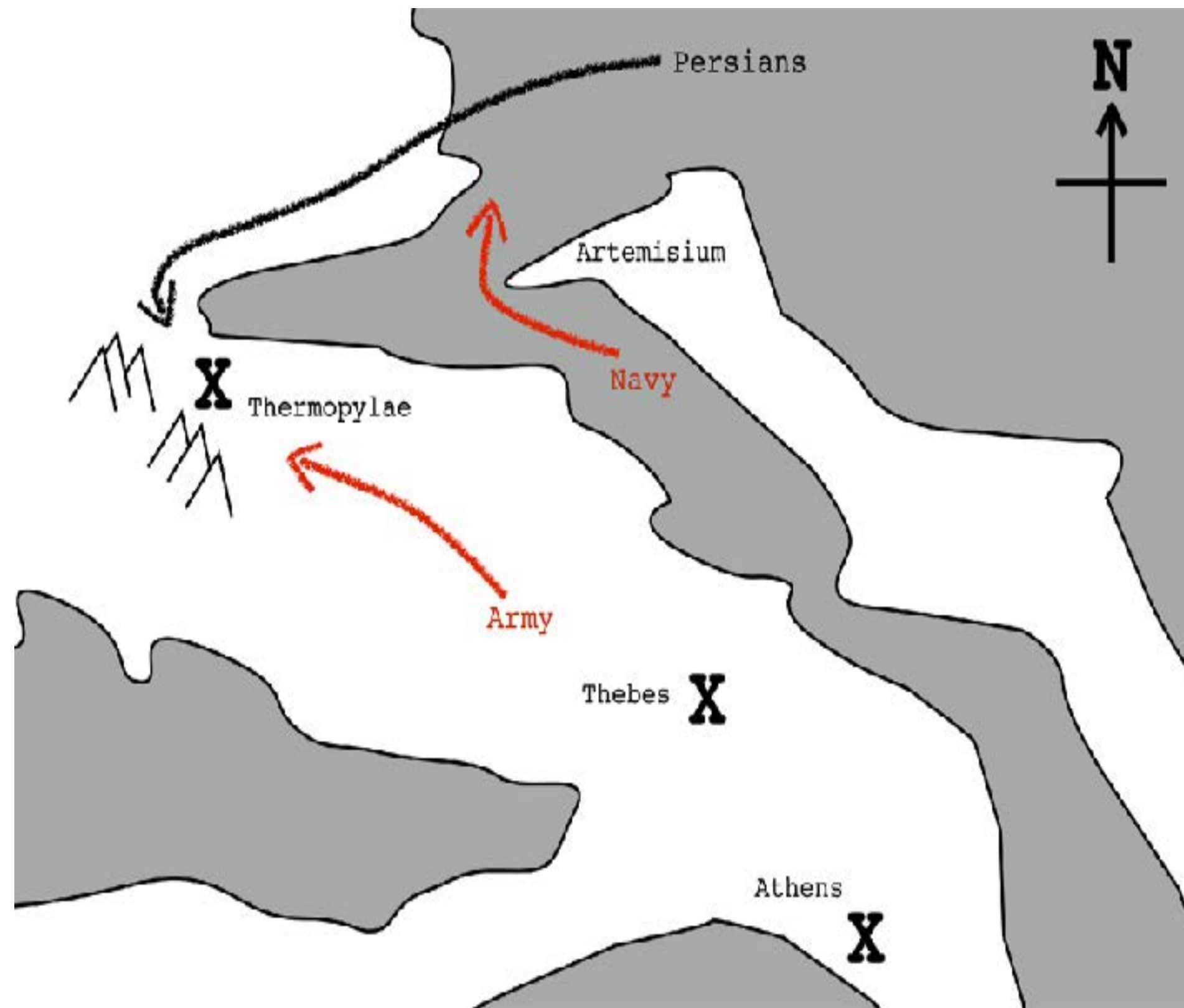
Get rid of the Spartans

Threats

Persians get rid of us


The Oracle says a really
dodgy film might be
produced over 2,000
years later

What would you use to communicate and determine strategy in battle?

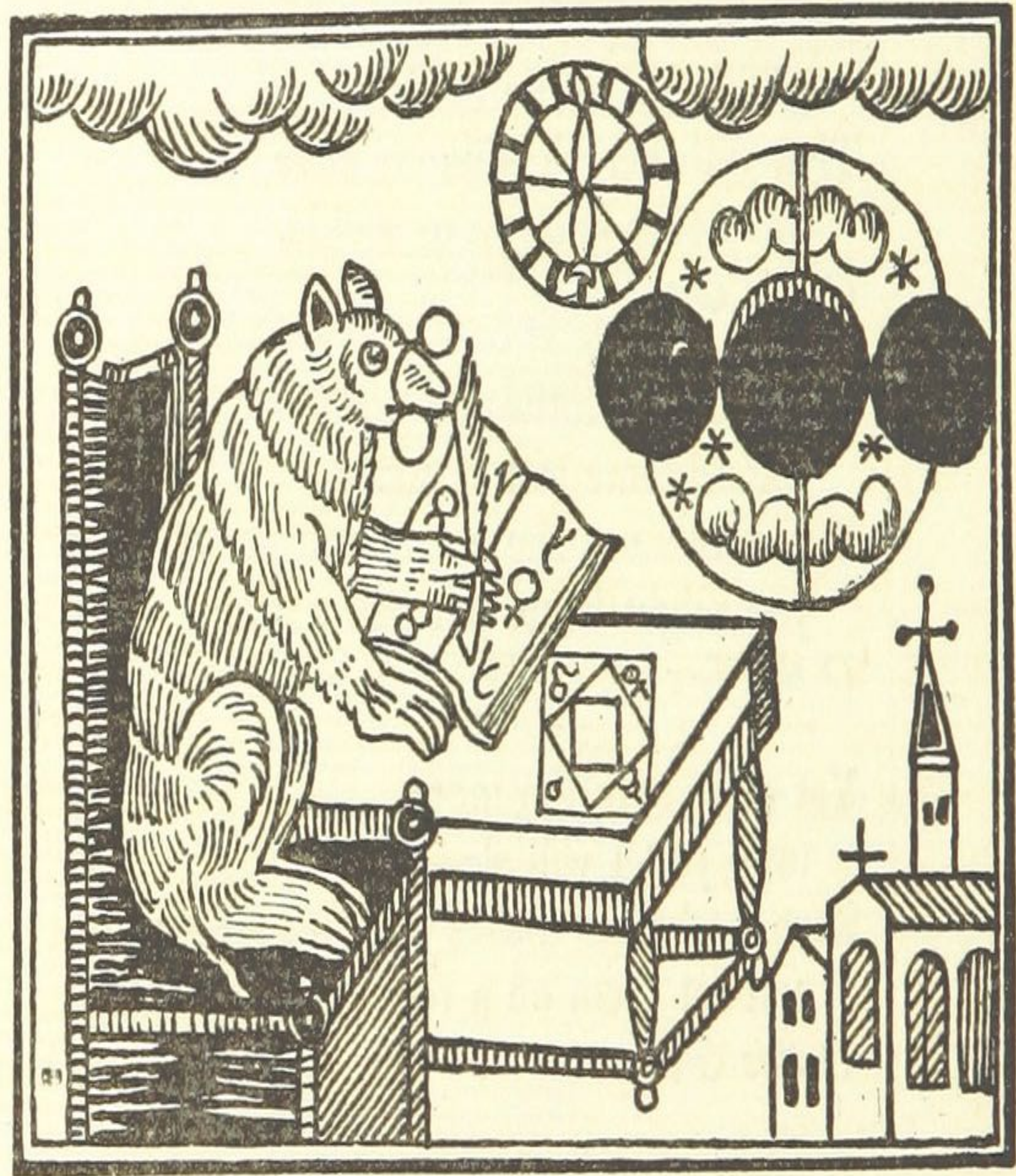


position and movement

Strengths	Weaknesses
<ul style="list-style-type: none">A well trained Spartan armyA high level of motivation not to become a Persian slave	<ul style="list-style-type: none">The Ephors might stop the Spartans turning upA lot of Persians ARE turning up
Opportunities	Threats
<ul style="list-style-type: none">Get rid of the PersiansGet rid of the Spartans	<ul style="list-style-type: none">Persians get rid of usThe Oracle says a really dodgy film might be produced over 2,000 years later



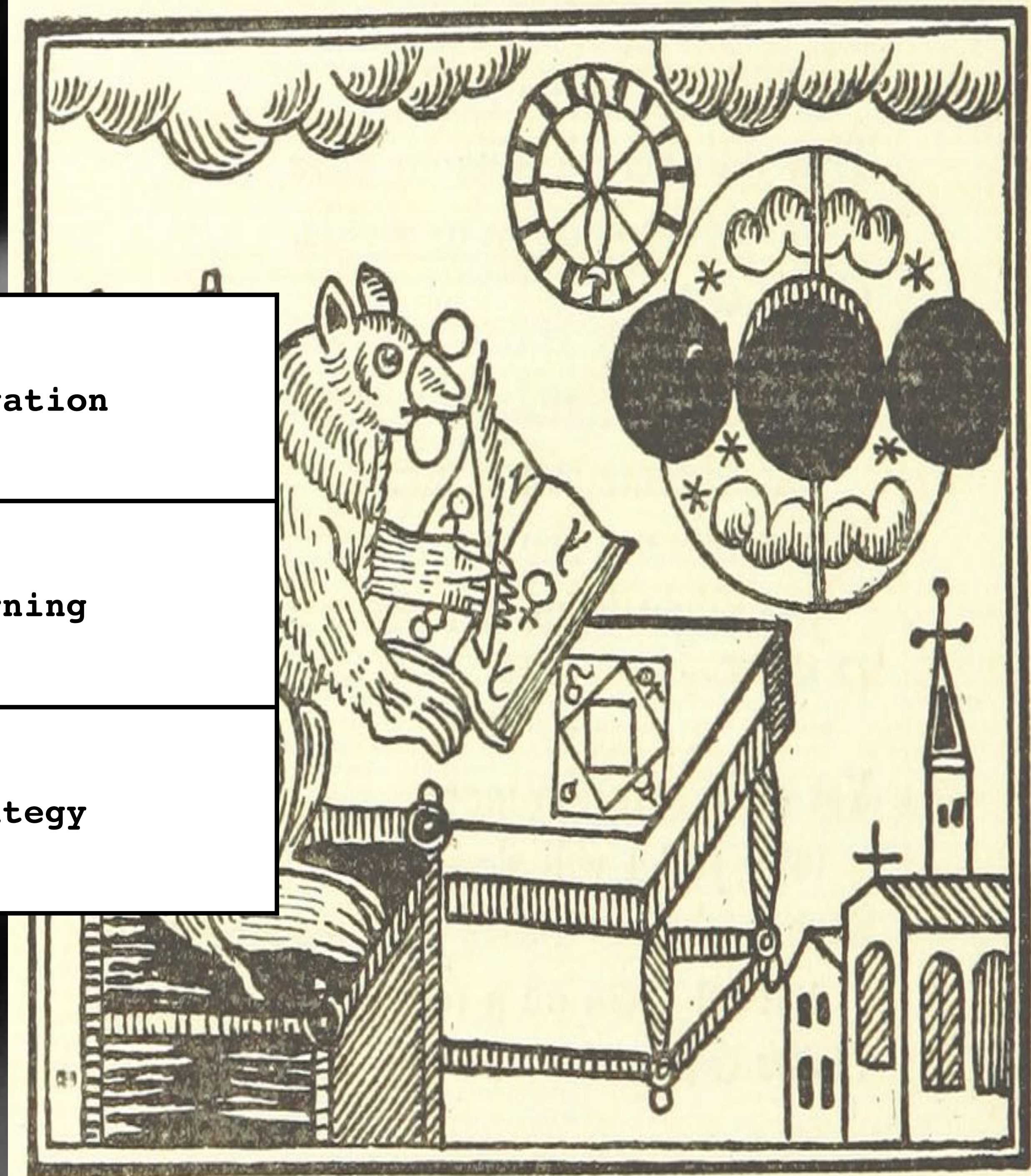
magic framework



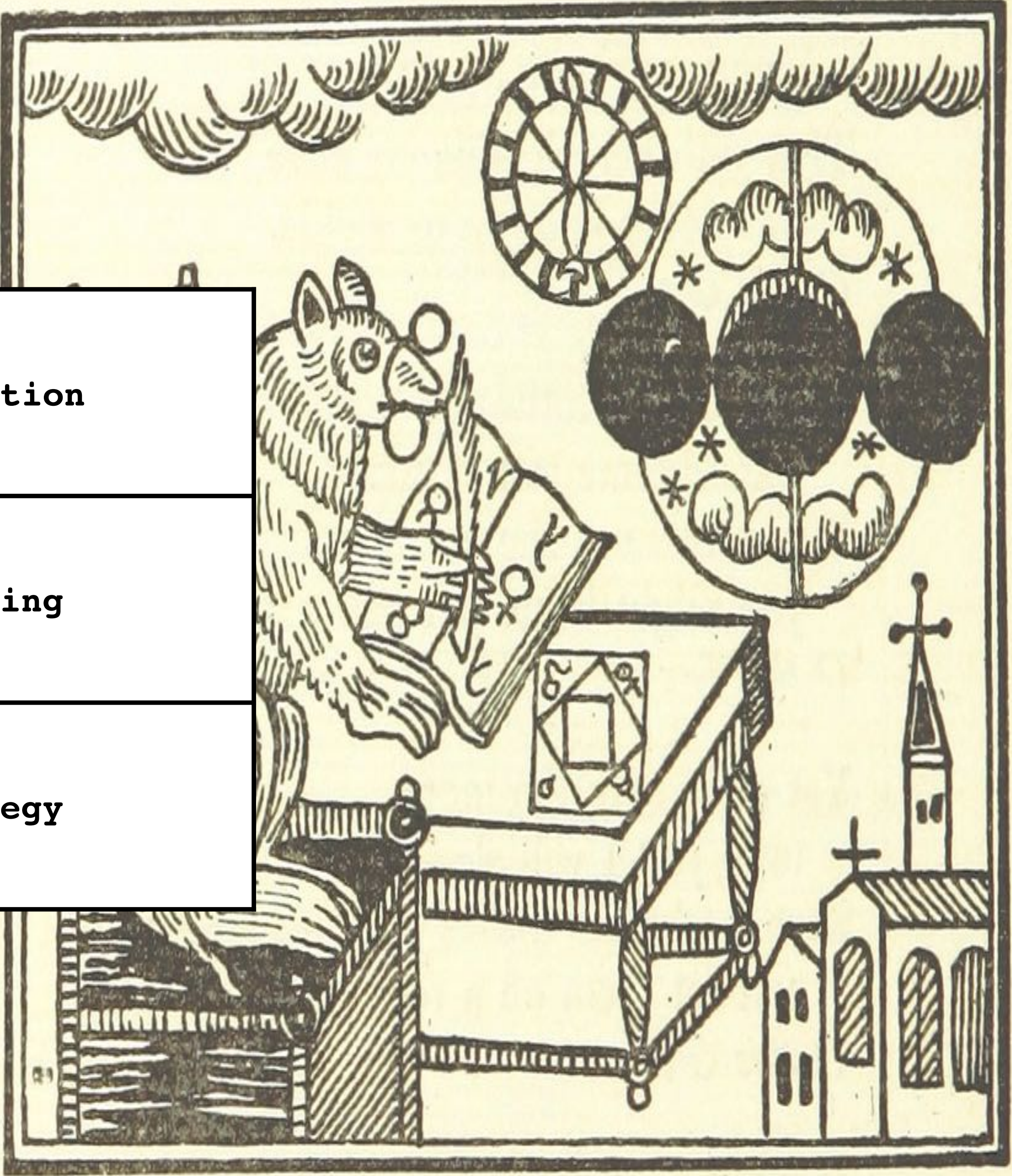
Navigation

Learning

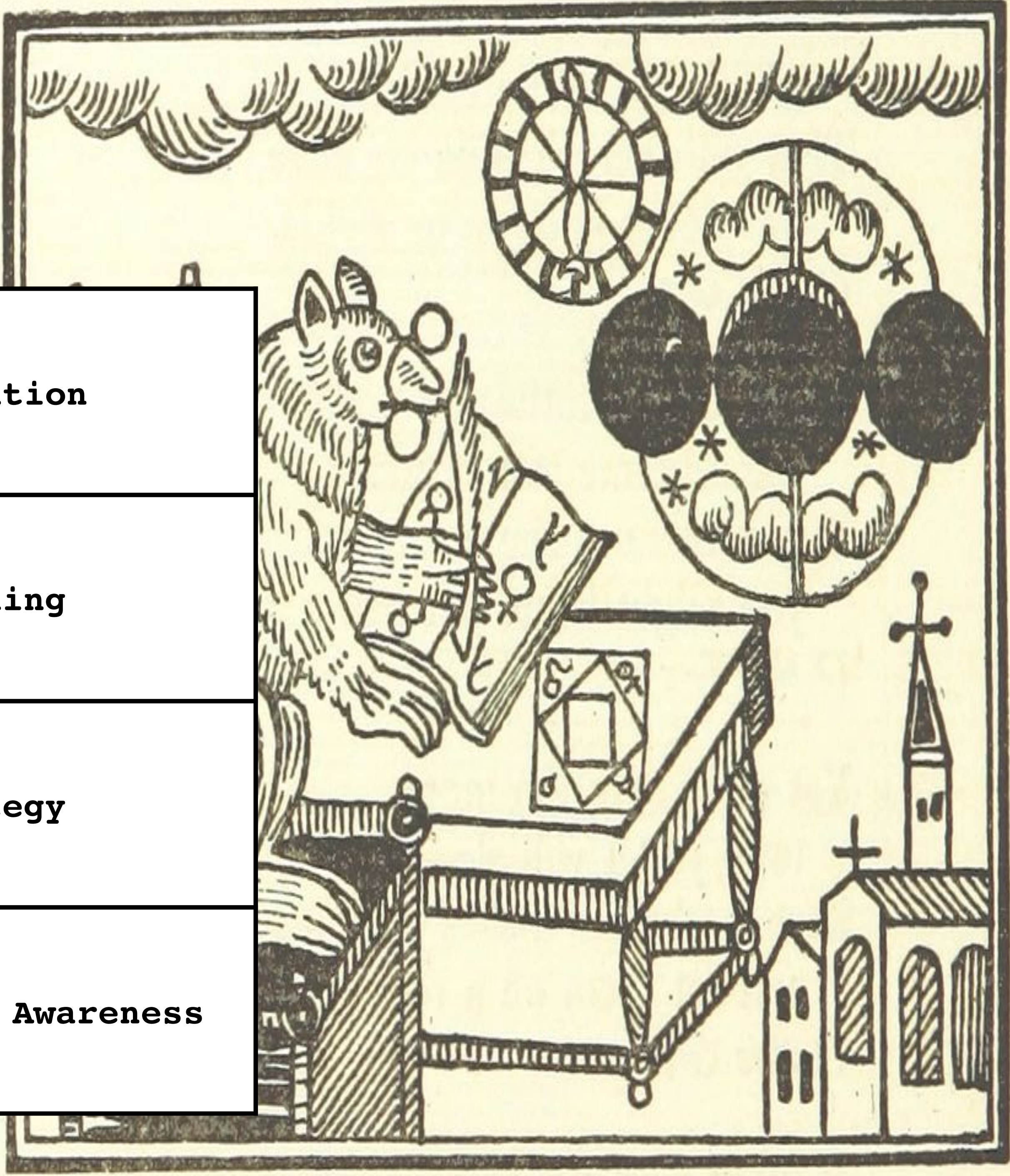
Strategy



Chess	
Visual	Navigation
Context specific	Learning
Position and movement	Strategy



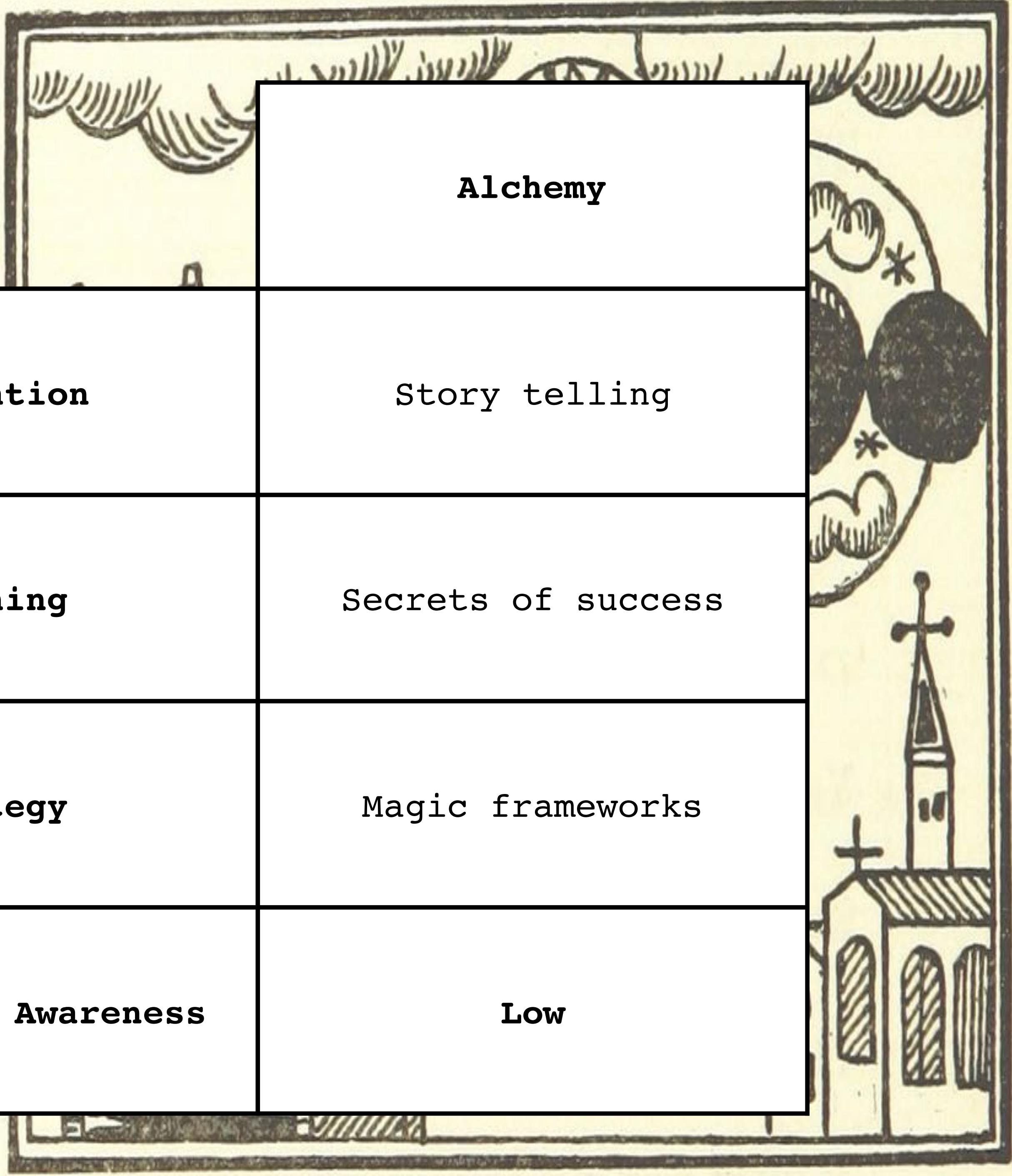
Chess	
Visual	Navigation
Context specific	Learning
Position and movement	Strategy
High	Situational Awareness



Why did you bomb
that hill?

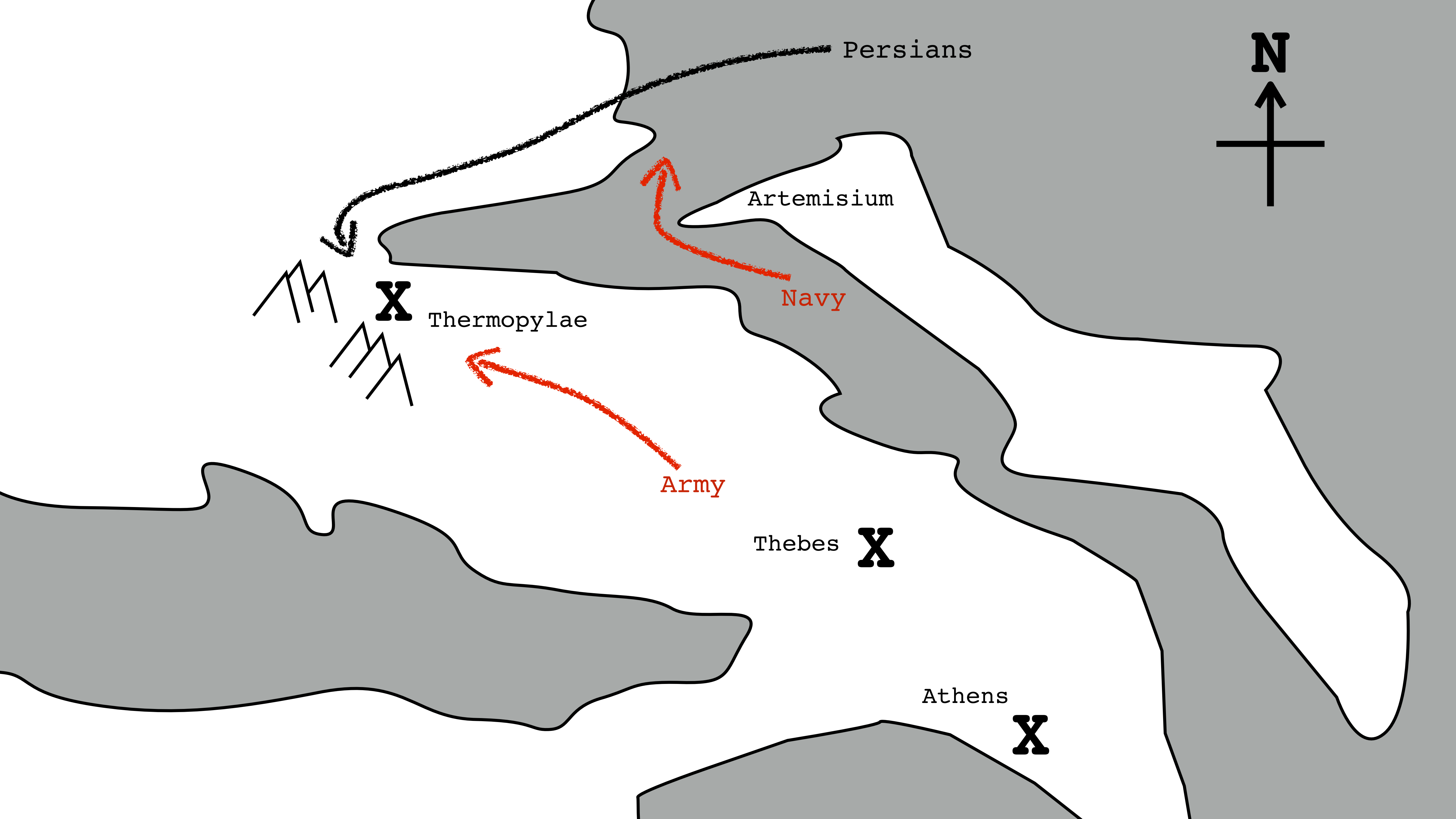


Chess		Alchemy
Visual	Navigation	Story telling
Context specific	Learning	Secrets of success
Position and movement	Strategy	Magic frameworks
High	Situational Awareness	Low



Chess		Alchemy
Visual	Navigation	Story telling
Context specific	Learning	Secrets of success
Position and movement	Strategy	Magic frameworks
High	Situational Awareness	Low

FAKE
CEO



Persians

Artemisium

Navy

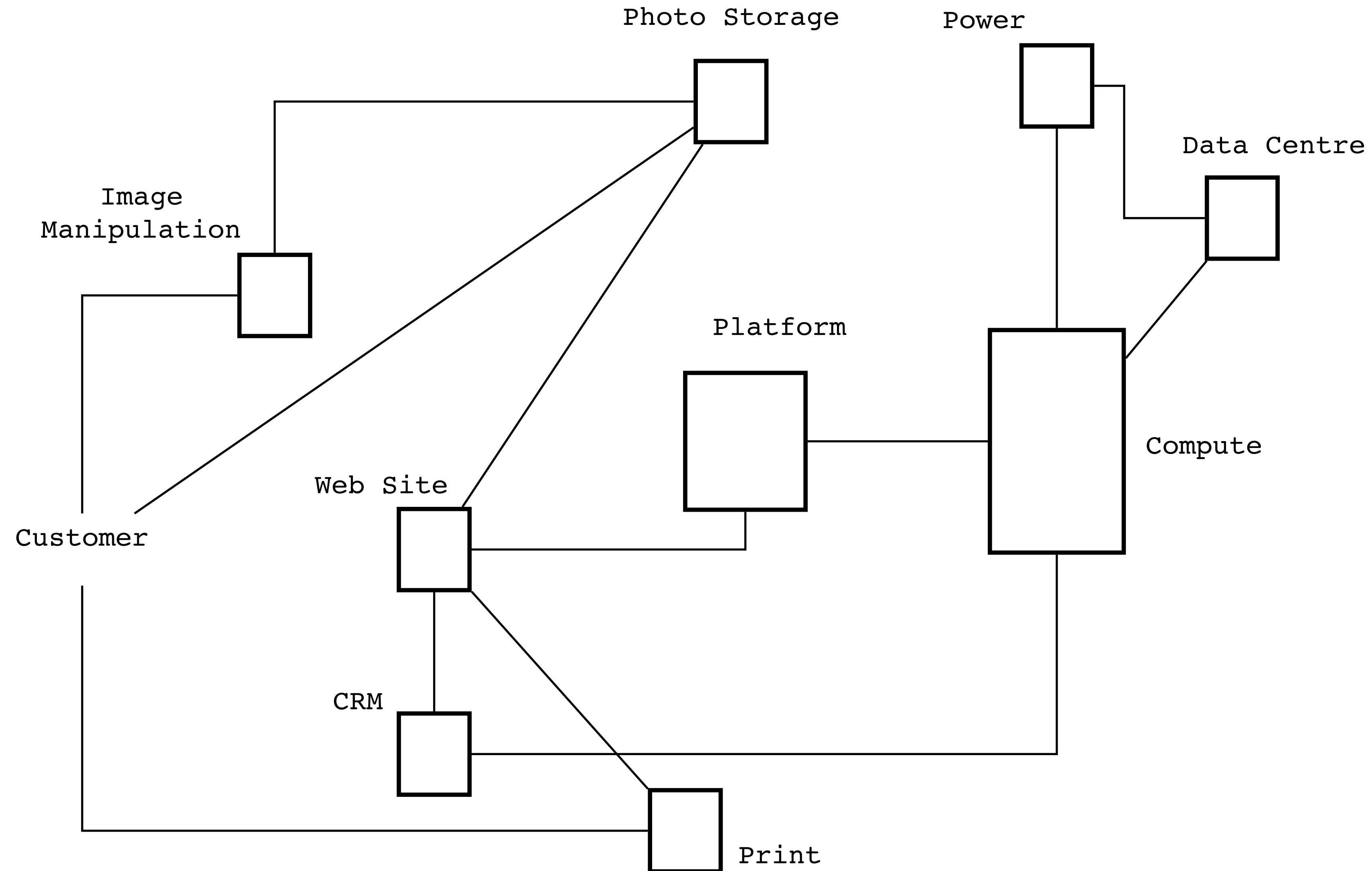
Thermopylae

Army

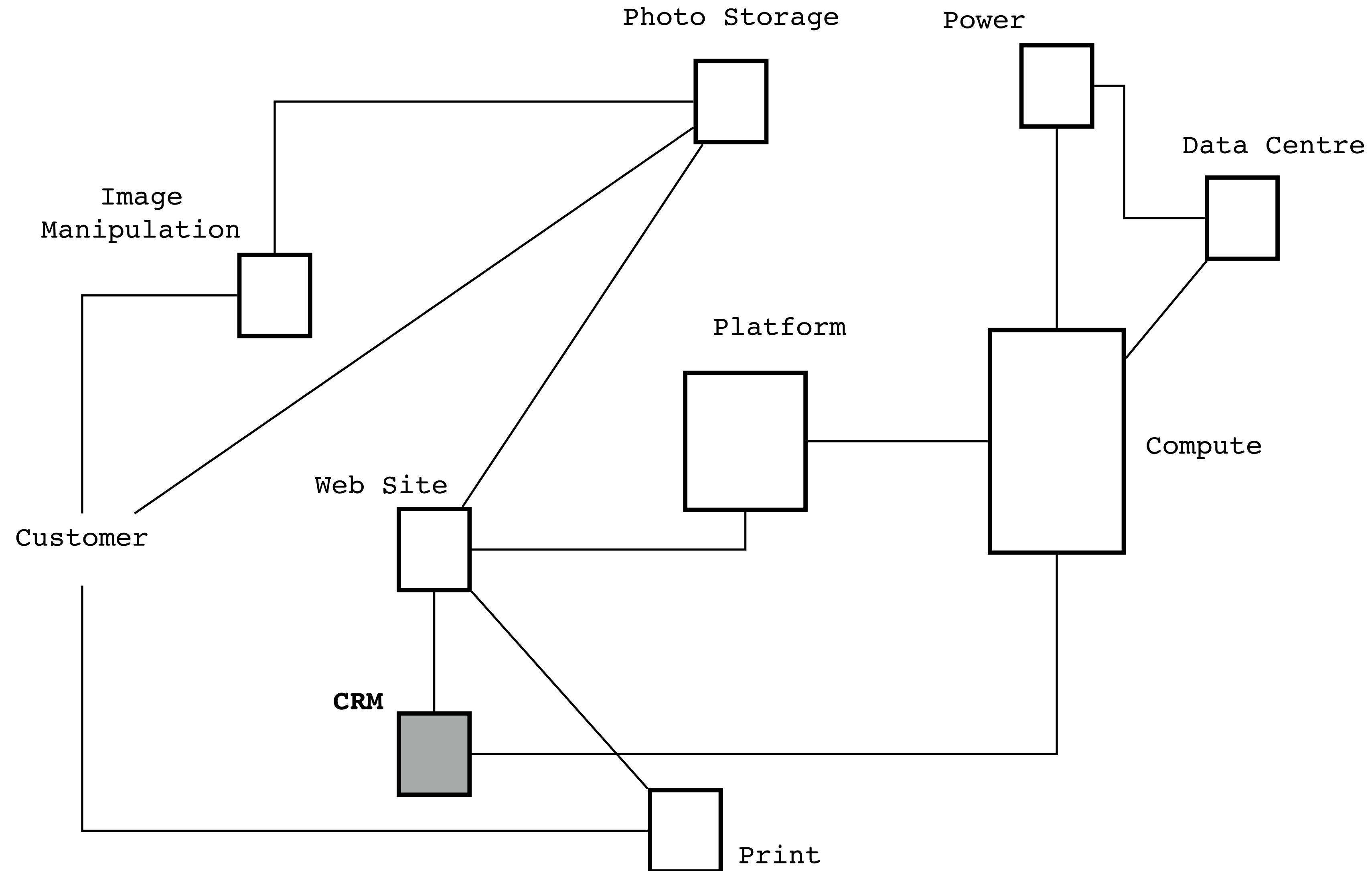
Thebes

Athens

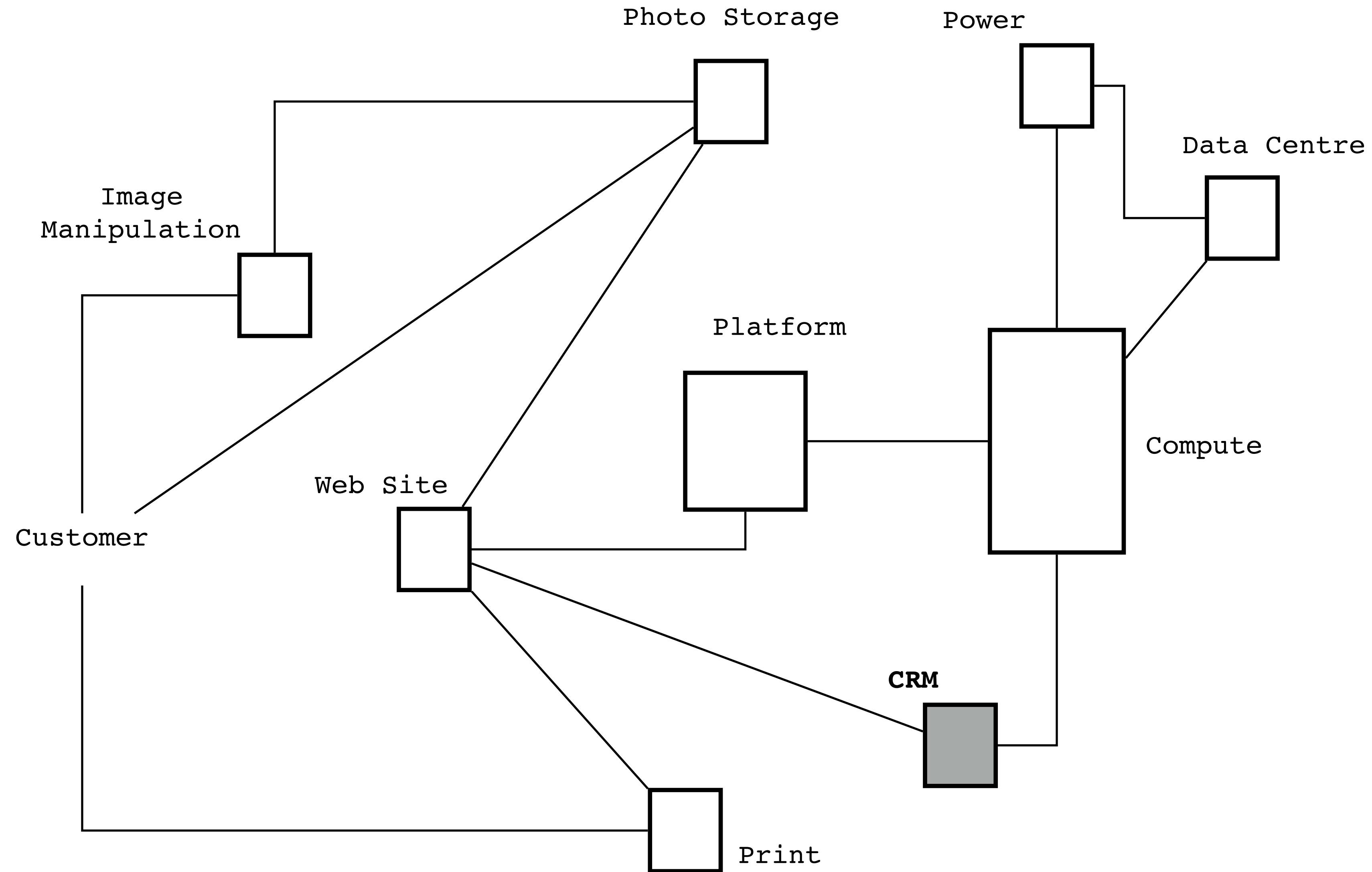
Systems Map



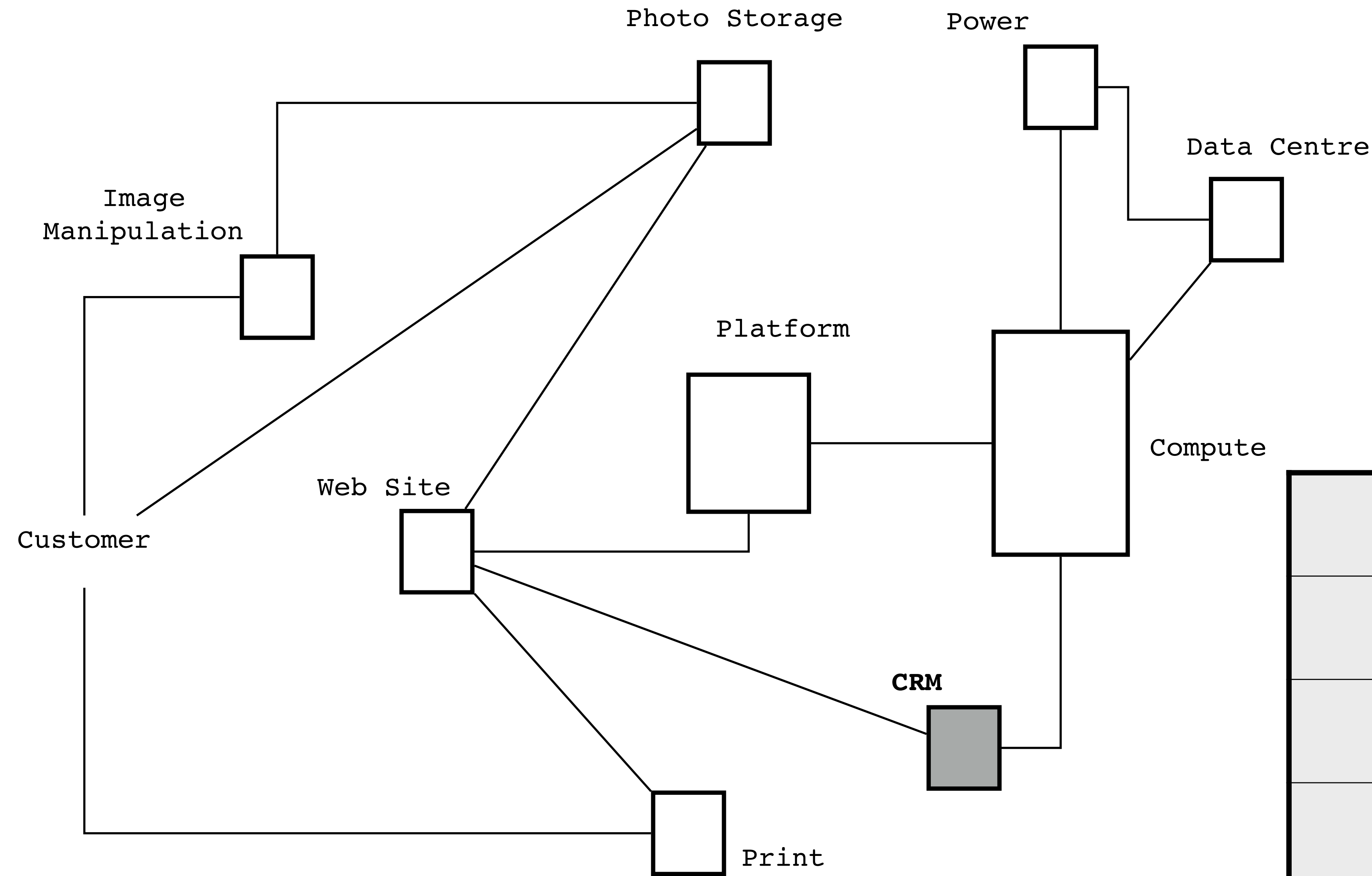
Systems Map



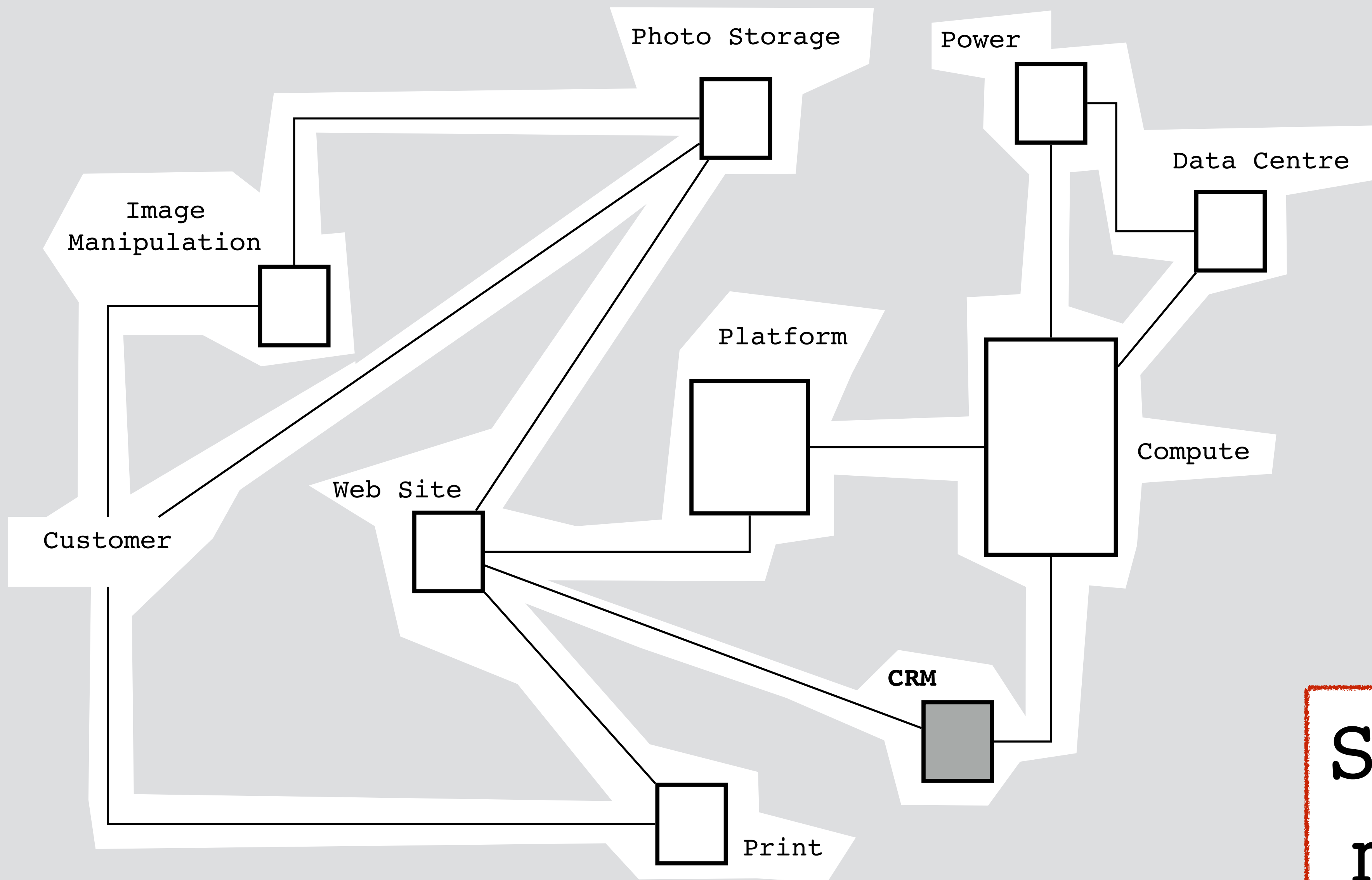
Systems Map



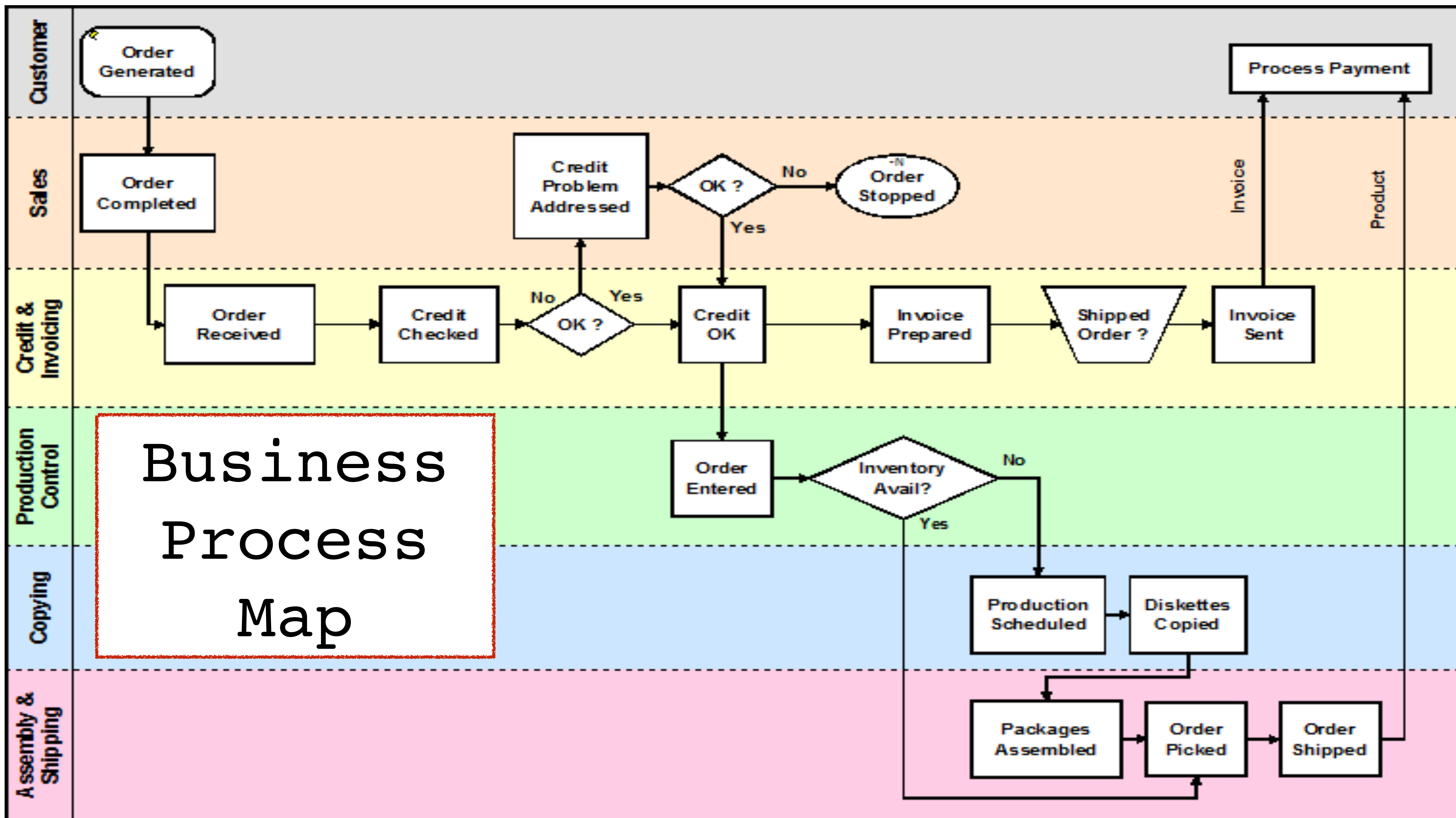
Systems
~~Map~~

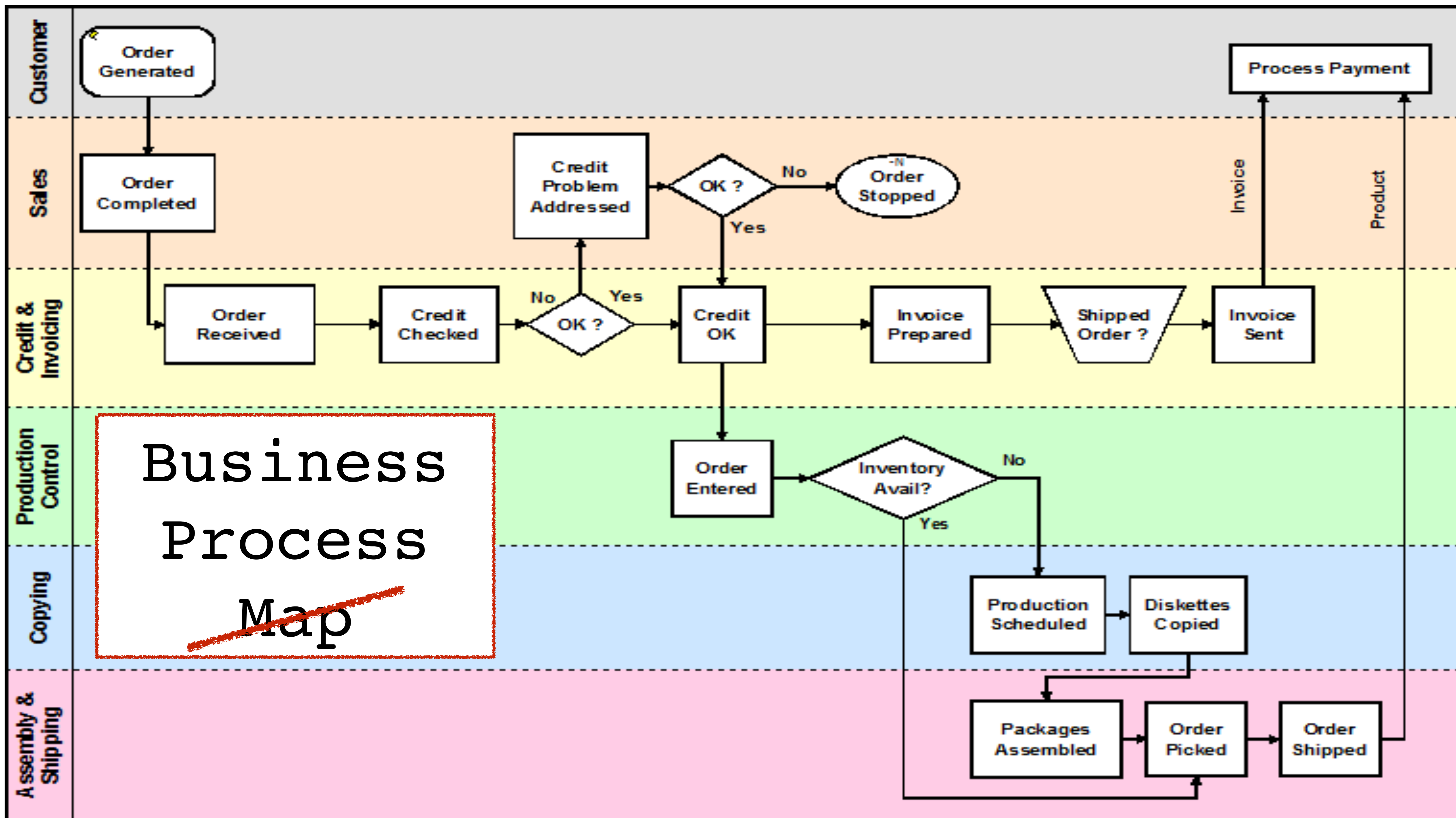


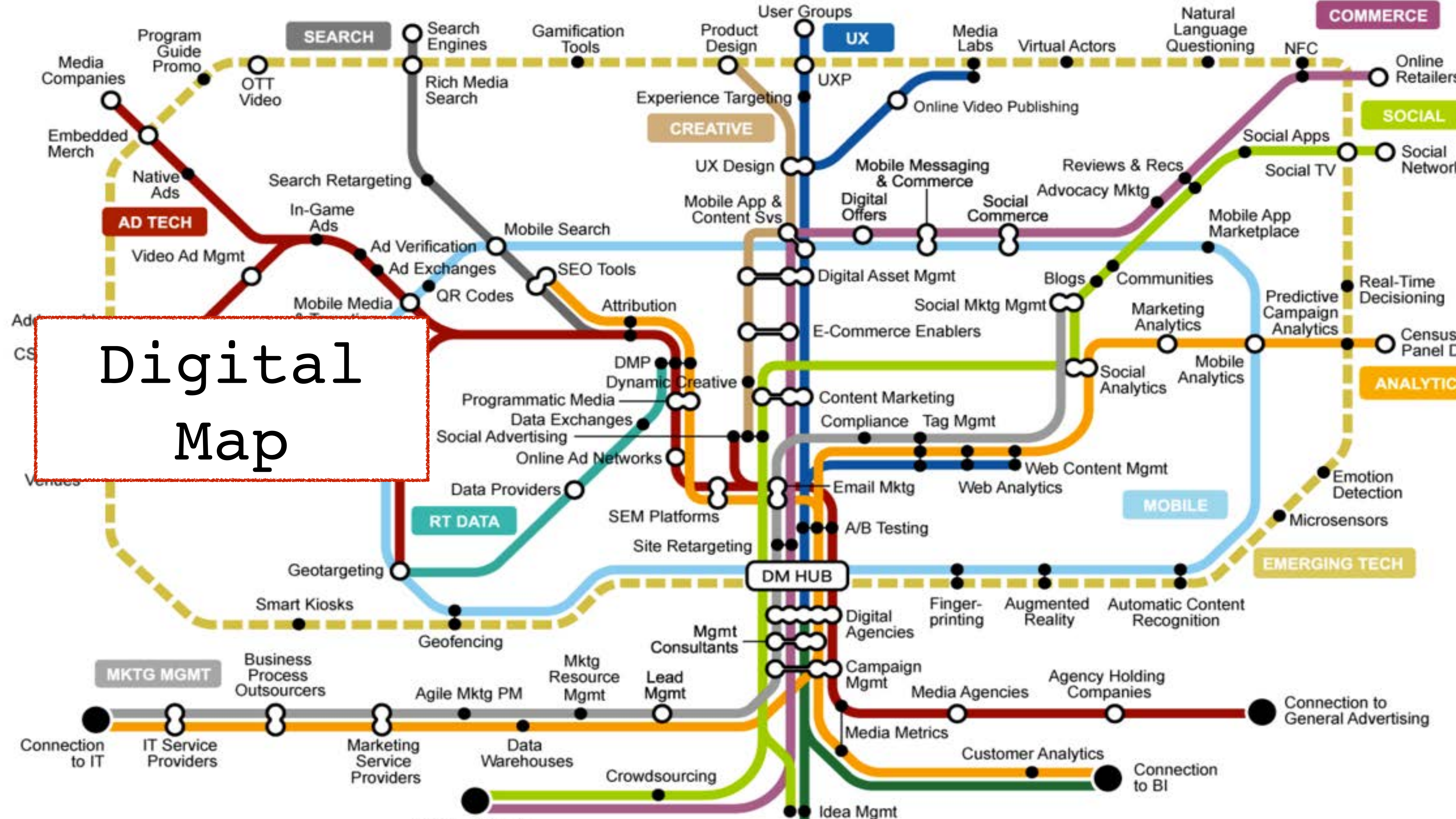
Visual	Yes
Context	Yes
Anchor	NO
Position	NO
Movement	NO



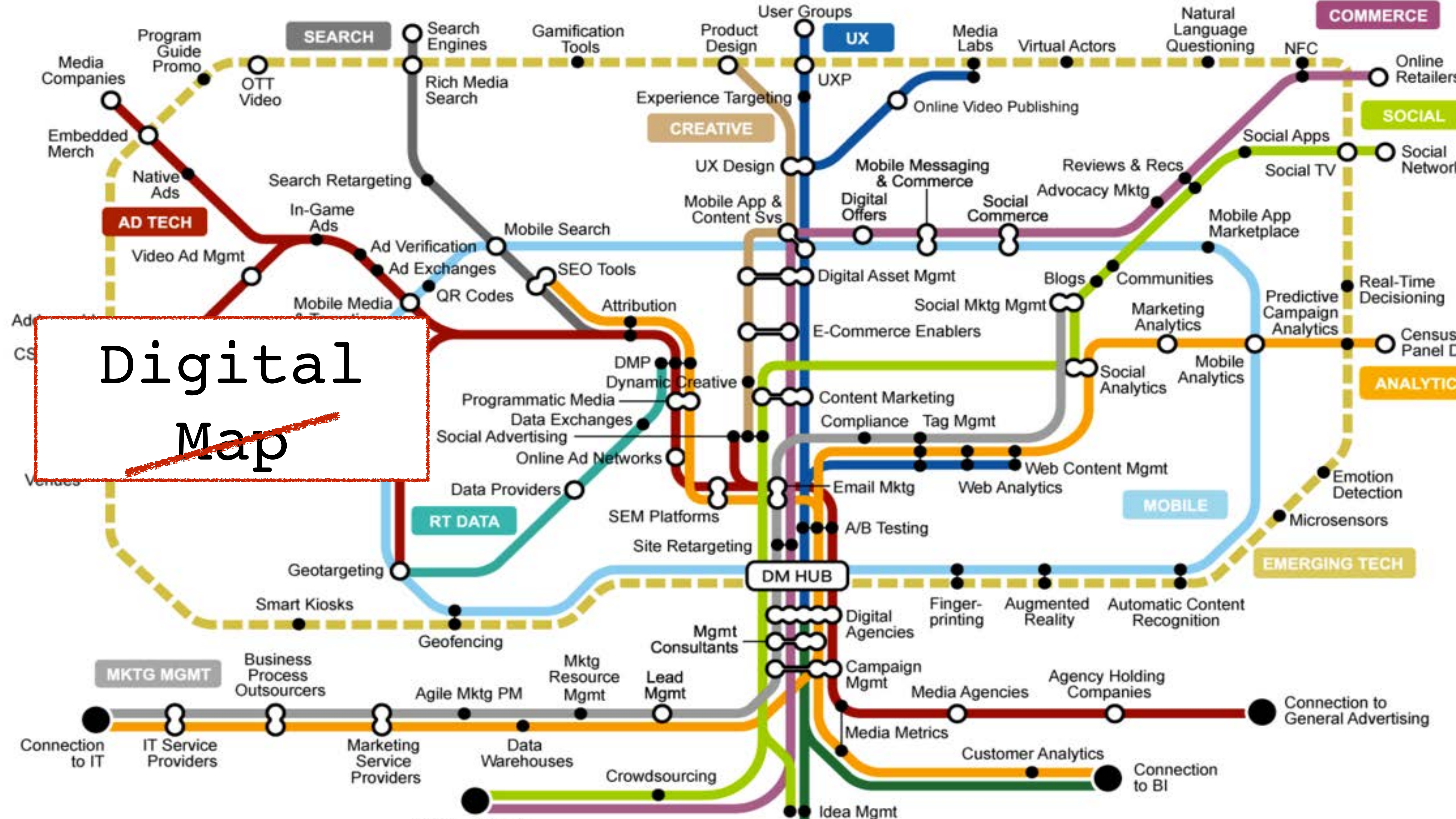
Space has
meaning!

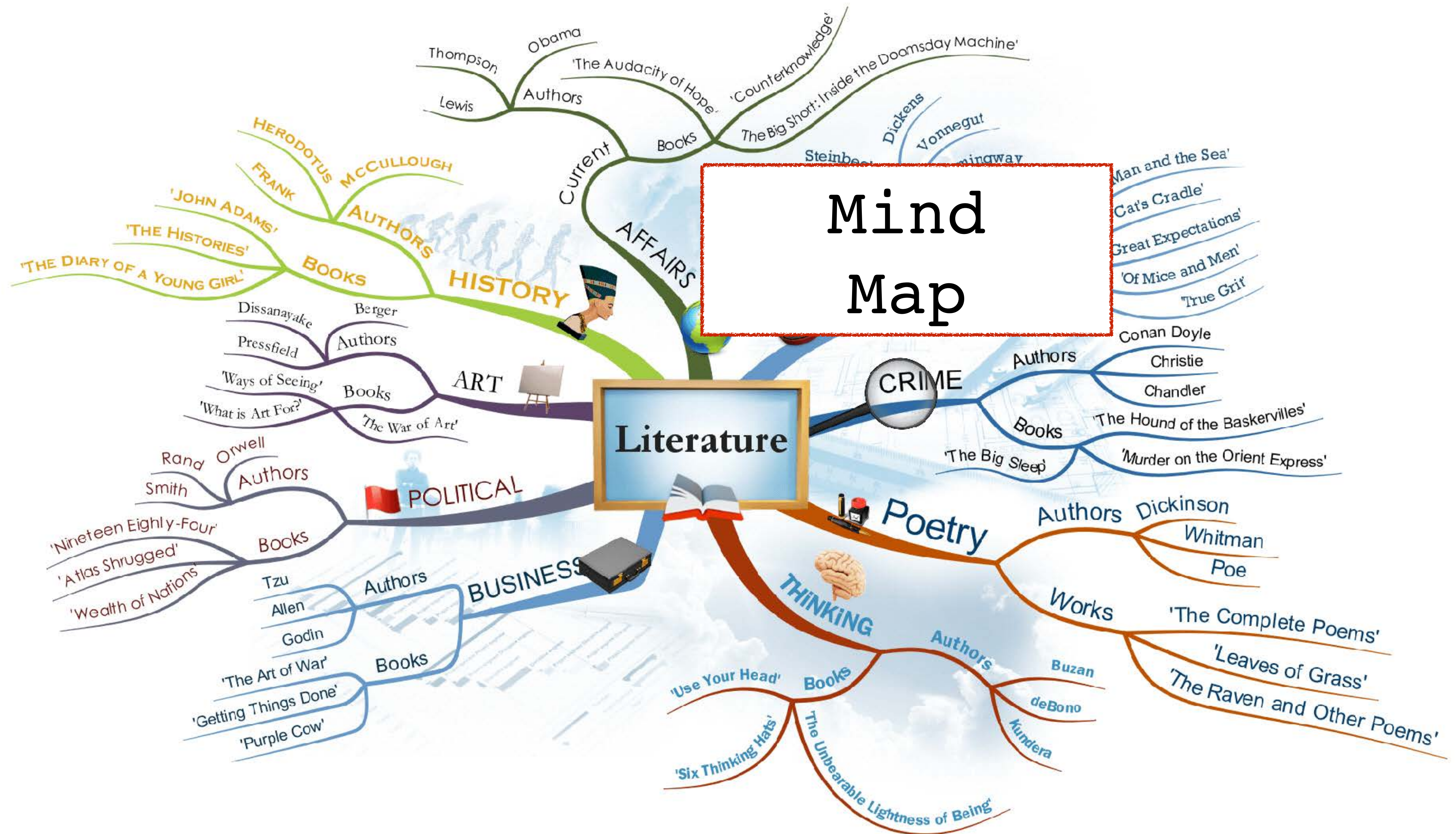


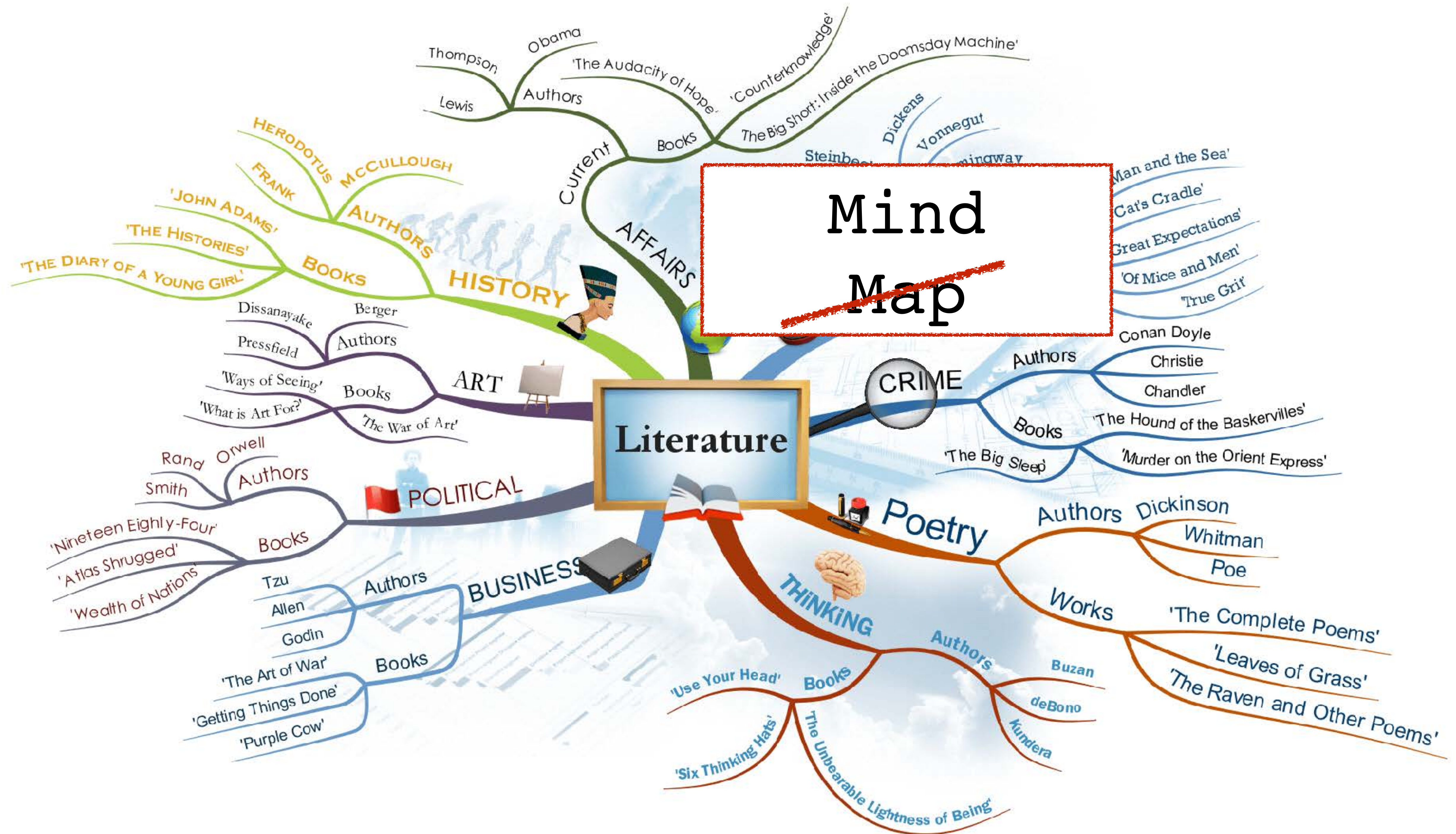




Digital Map









HOW TO MAP?

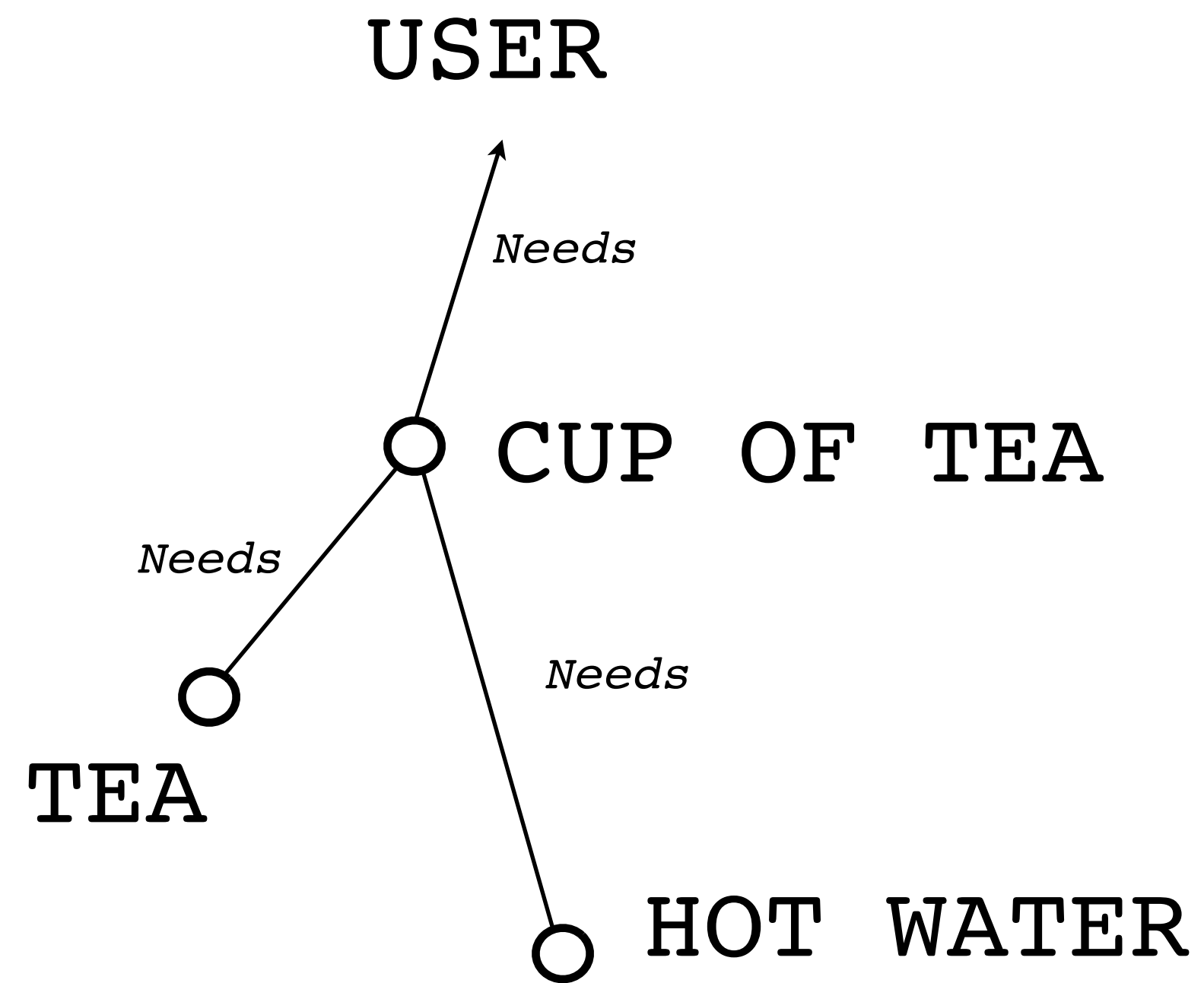


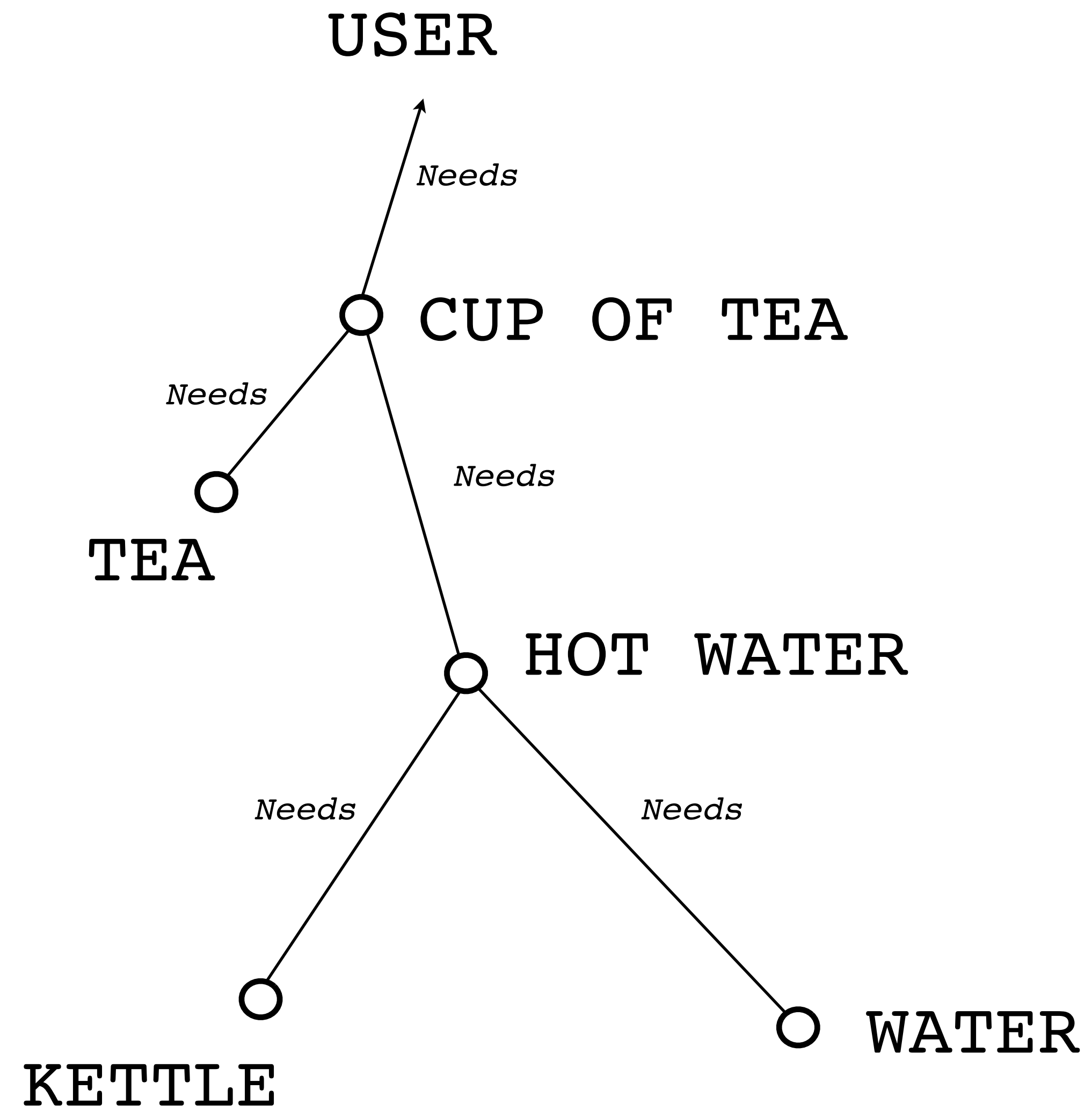
USER

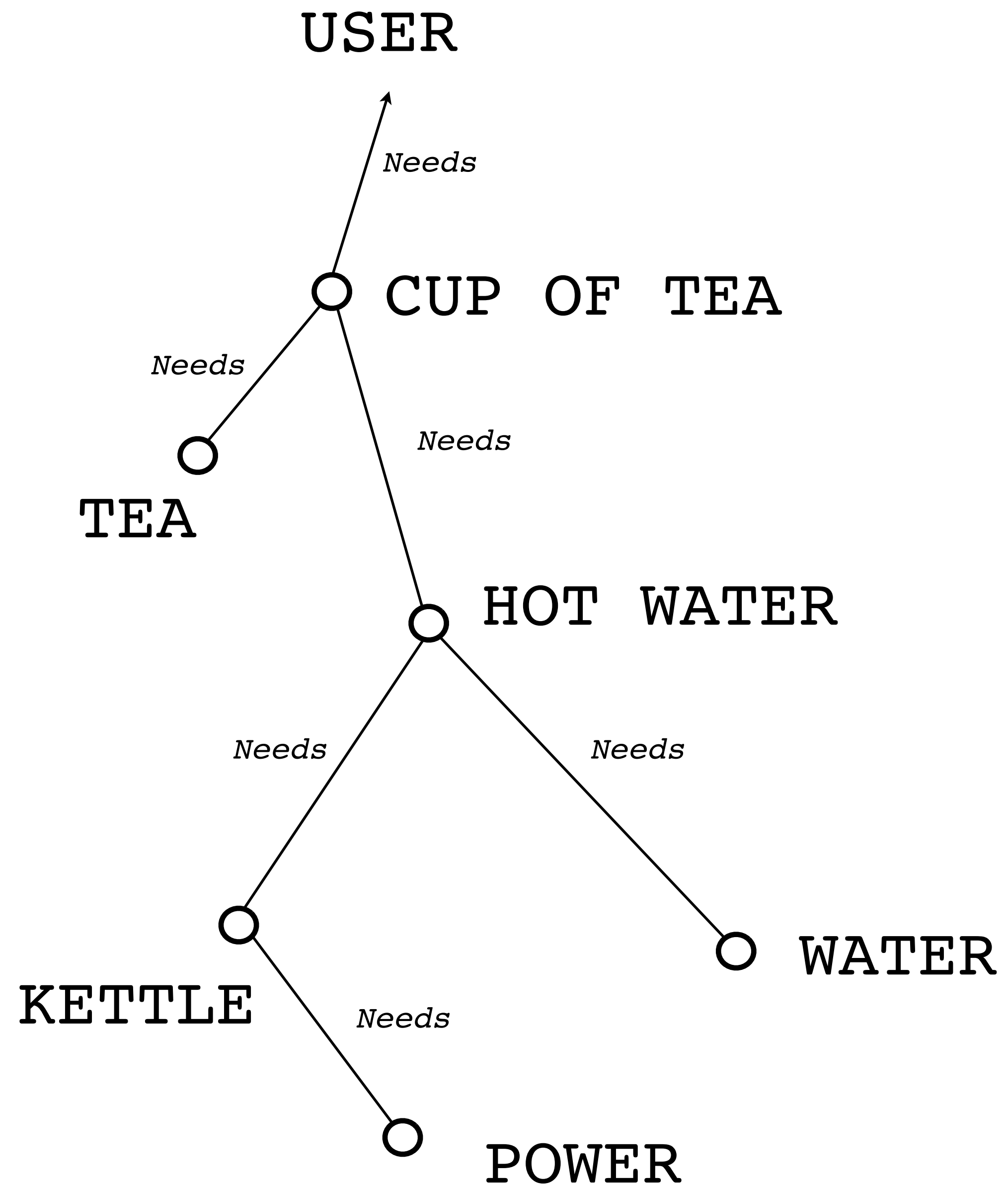
Needs

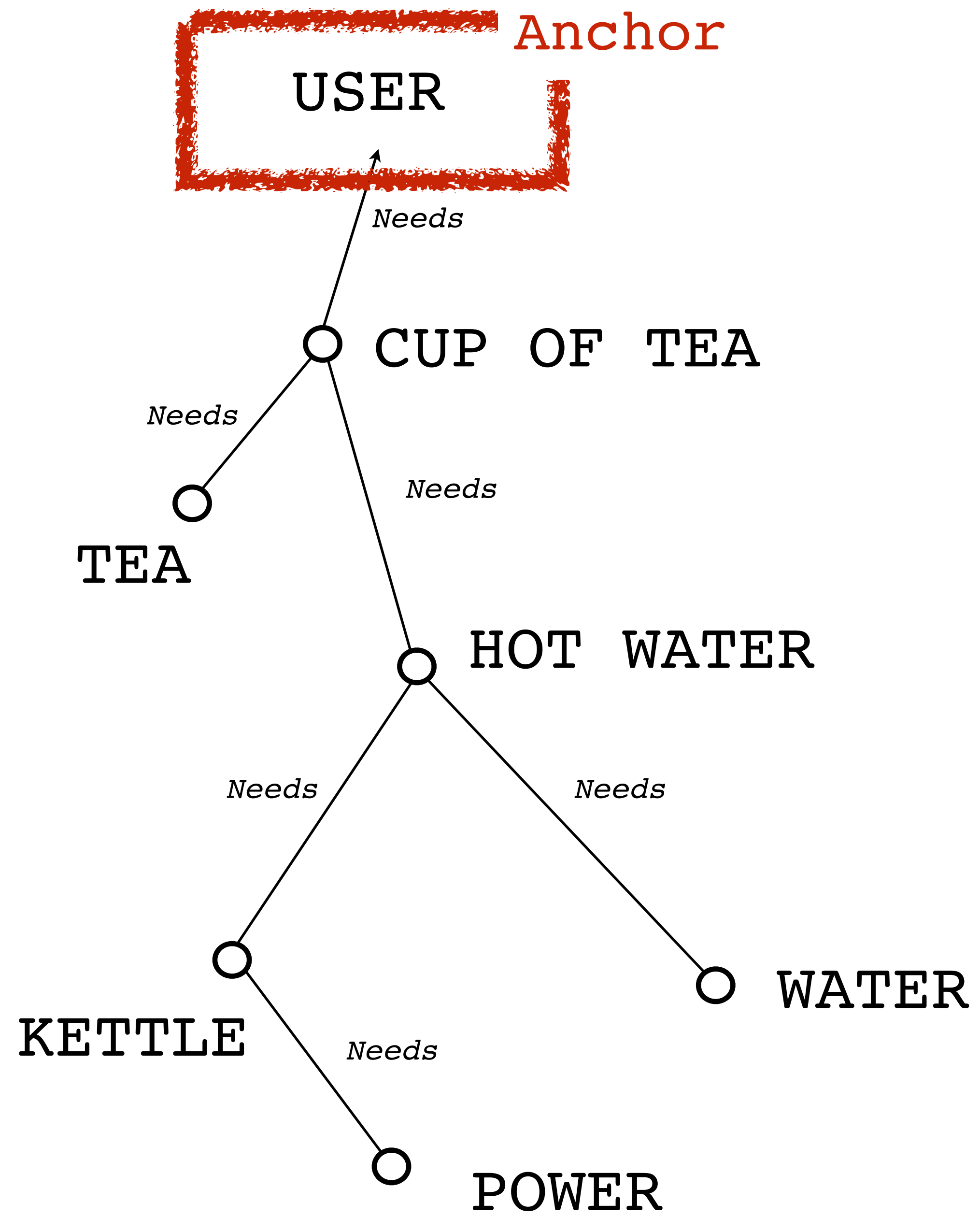
O CUP OF TEA





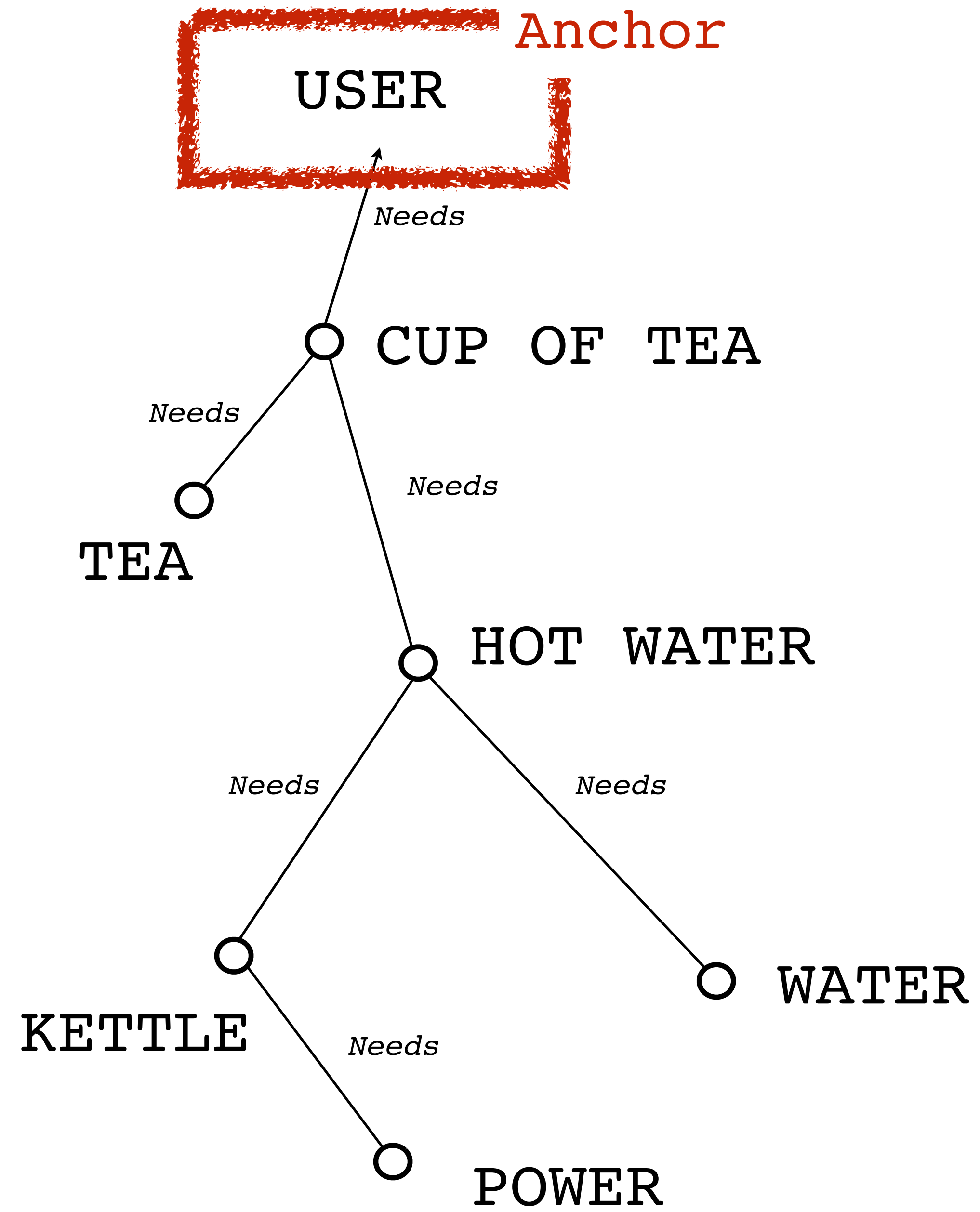


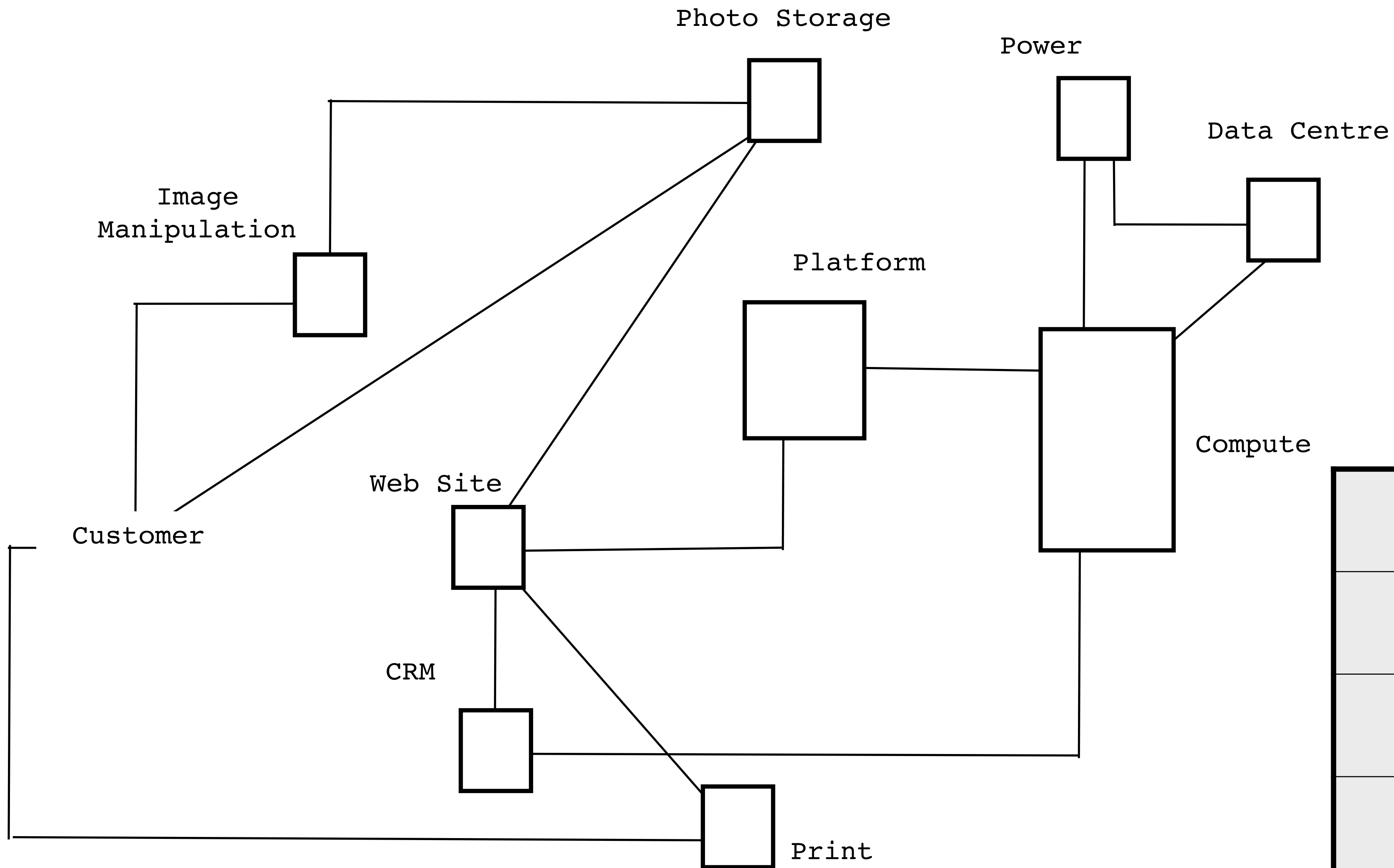




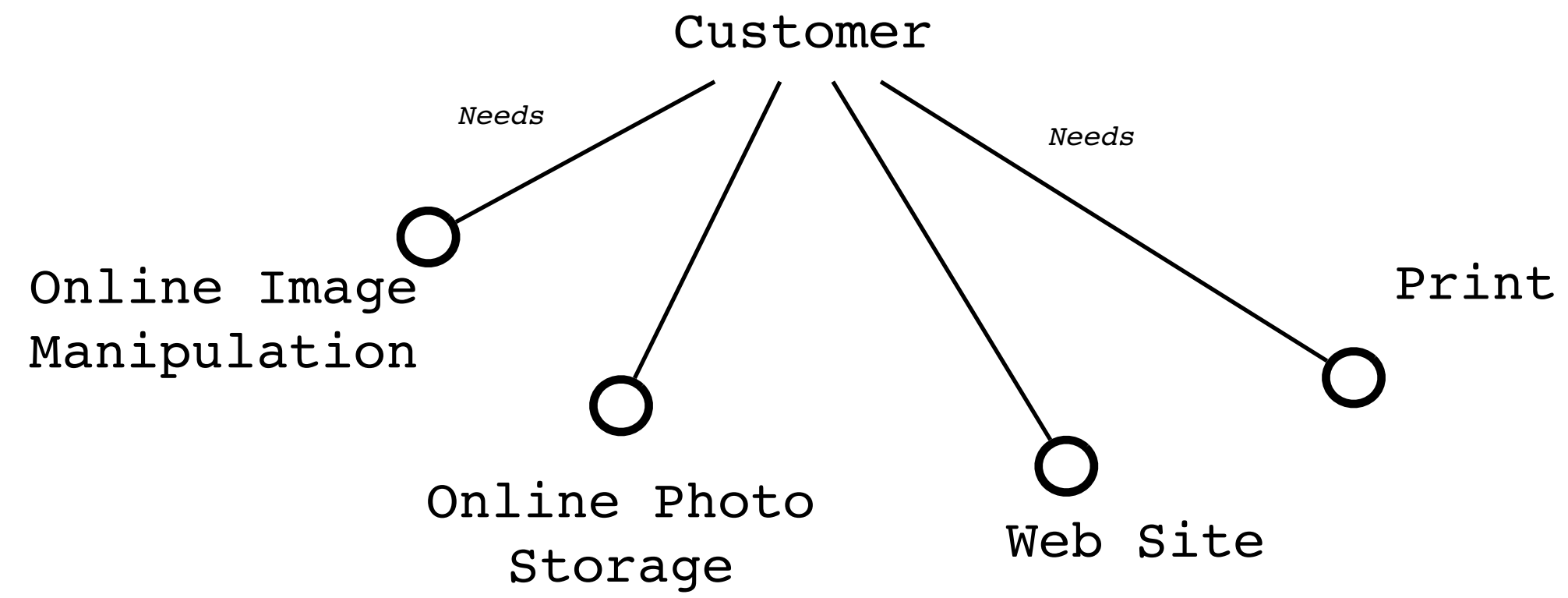


Position

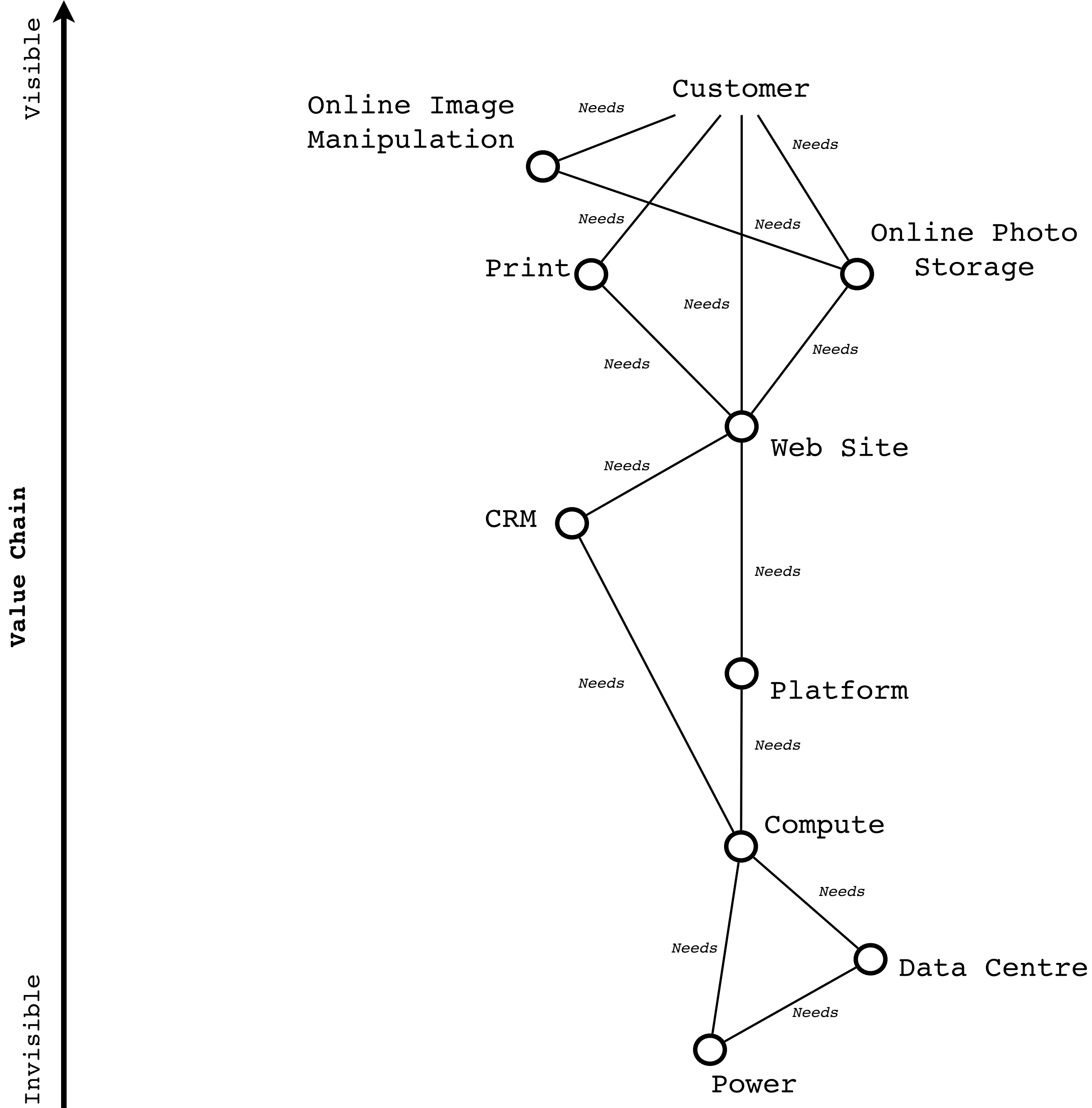




Visual	Yes
Context	Yes
Anchor	NO
Position	NO
Movement	NO



Visual	Yes
Context	Yes
Anchor	Yes
Position	NO
Movement	NO

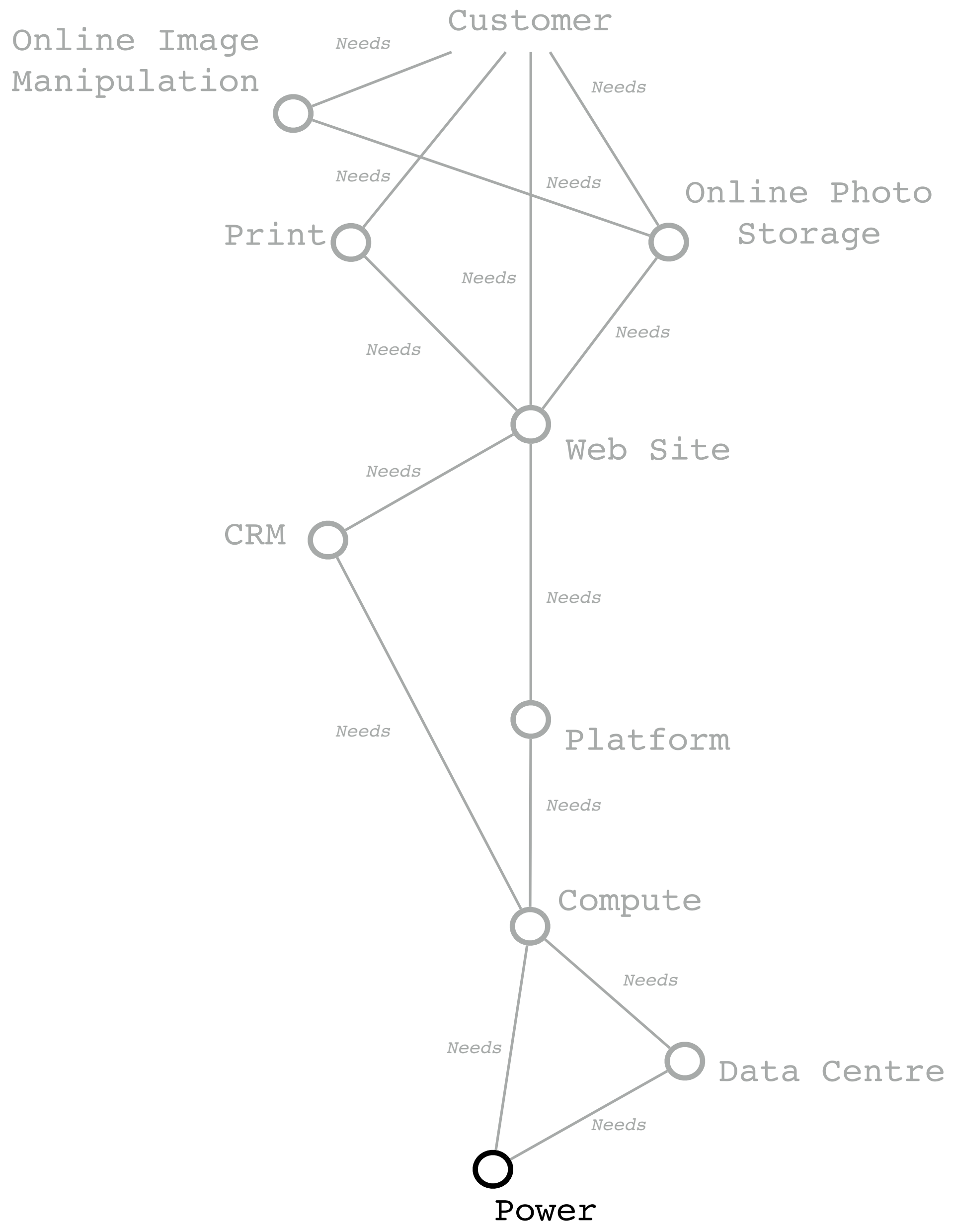


Visual	Yes
Context	Yes
Anchor	Yes
Position	Yes
Movement	NO

Visible

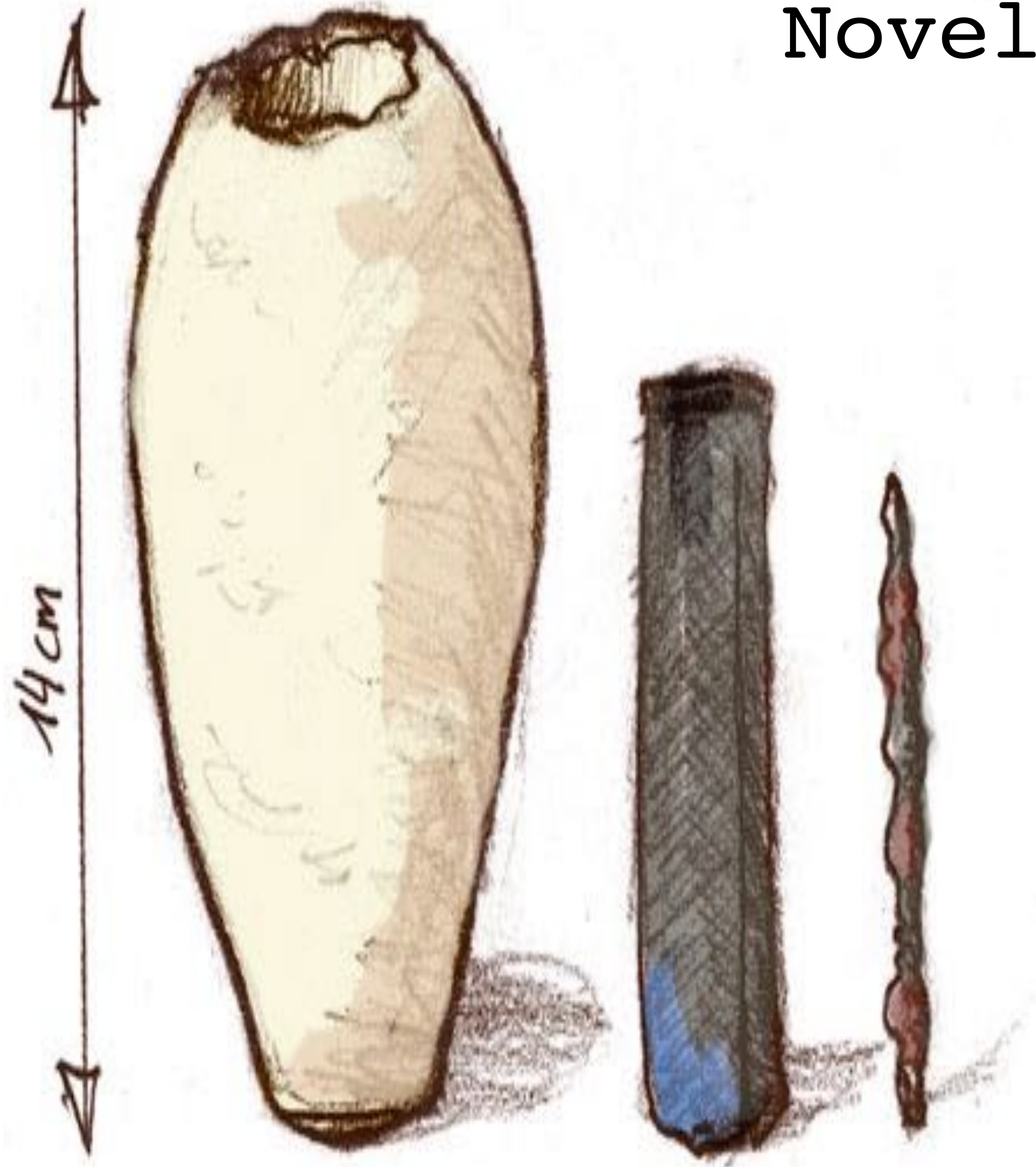
Value Chain

Invisible

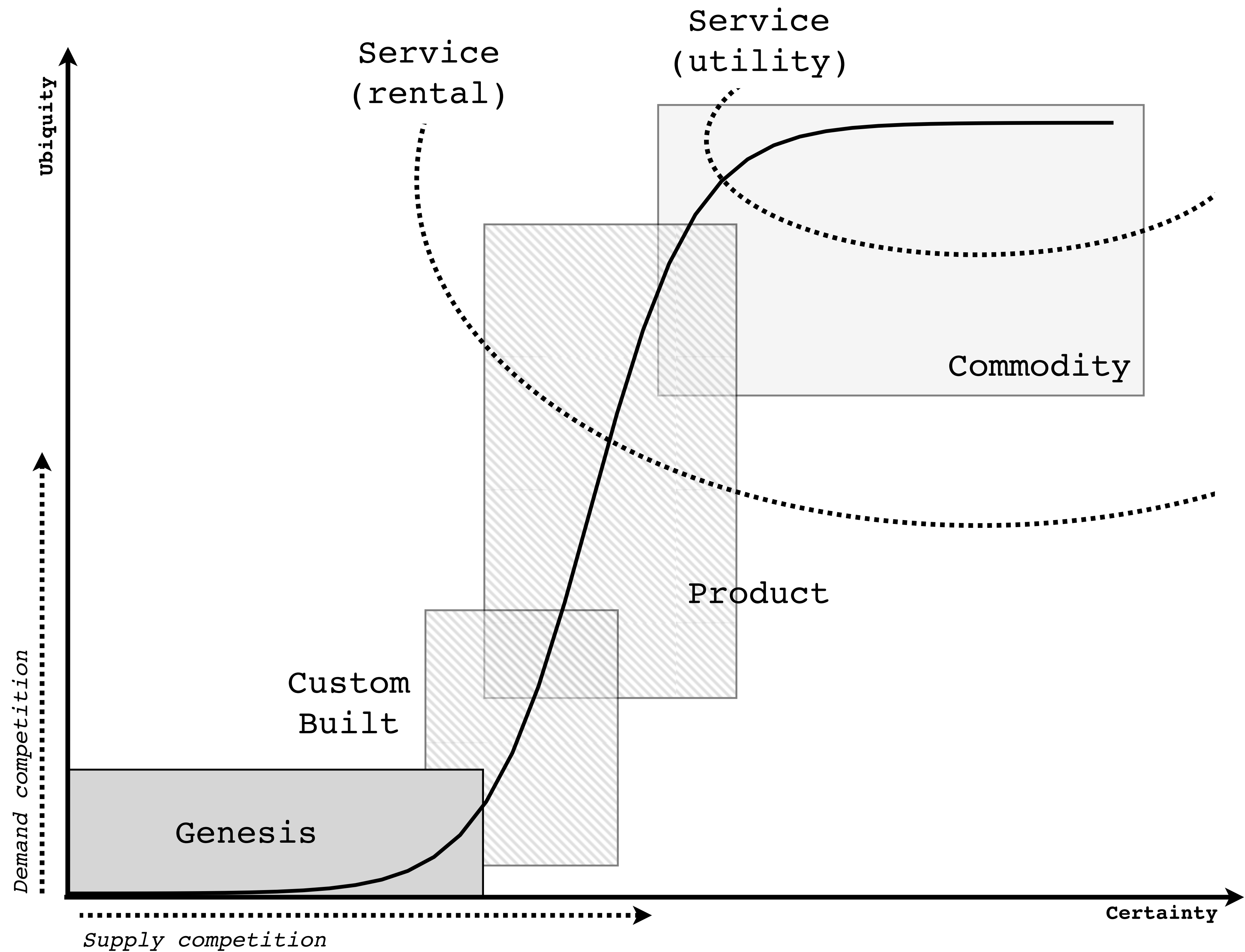


Novel

Commodity



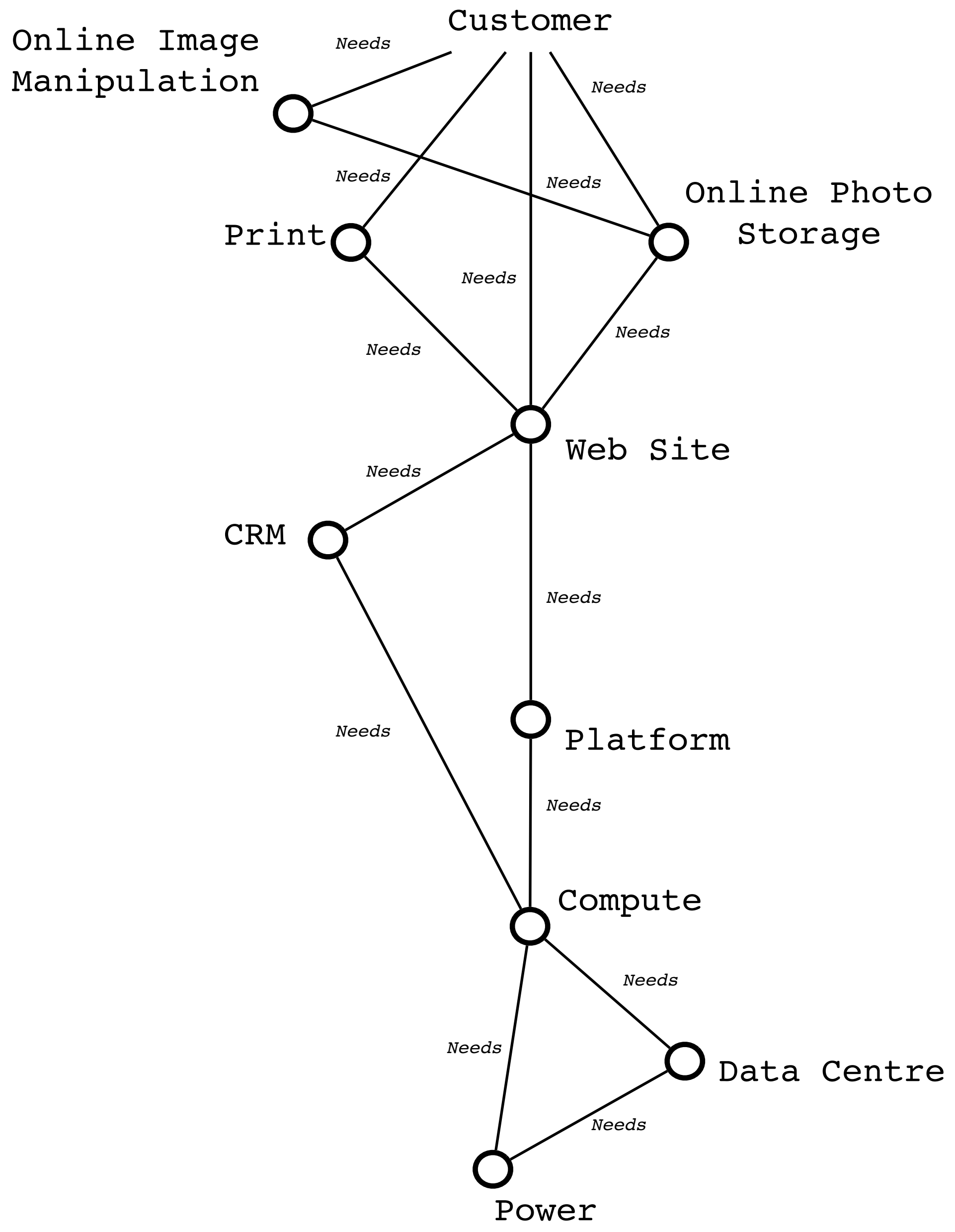
Evolution = Change = Movement

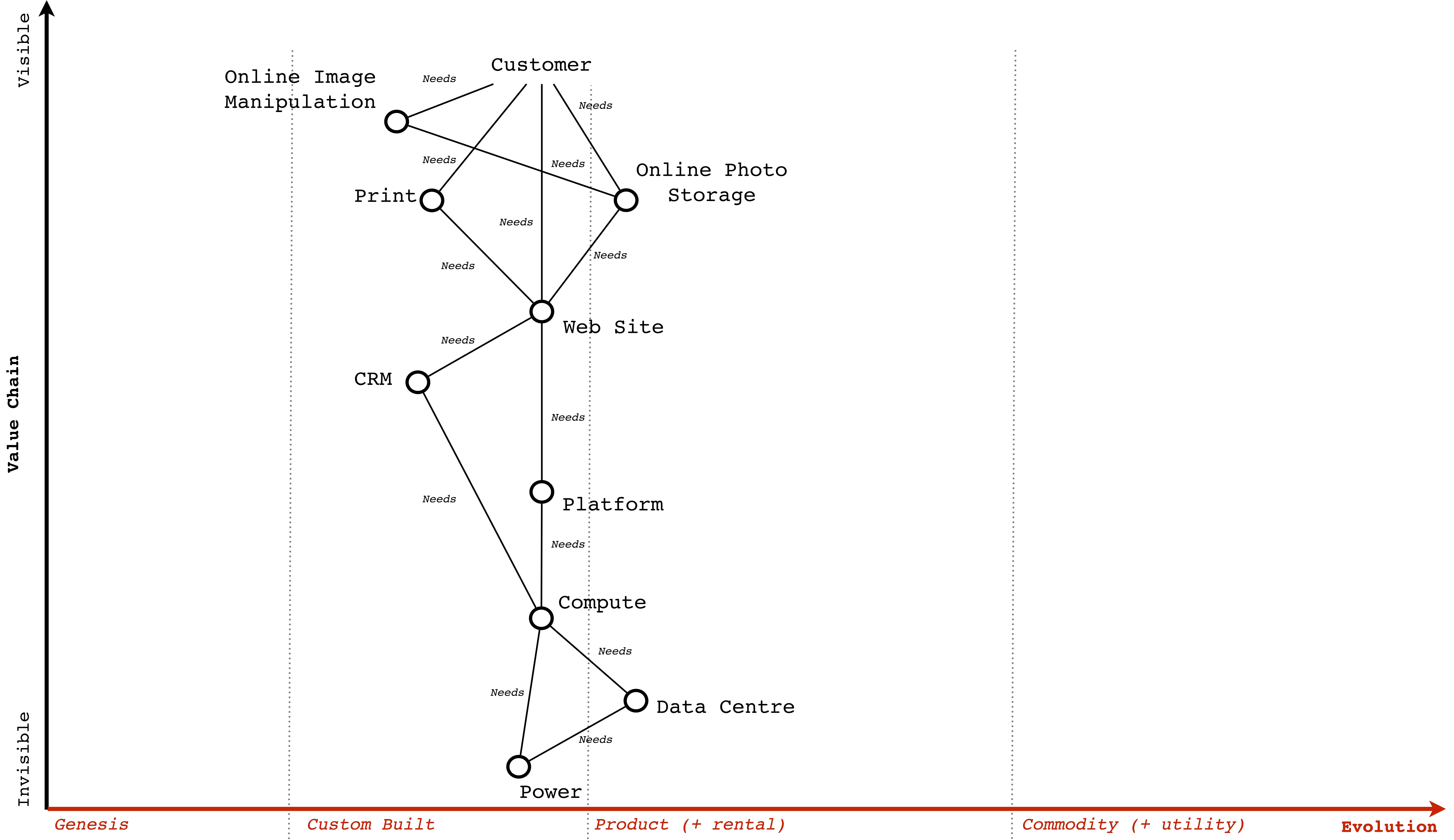


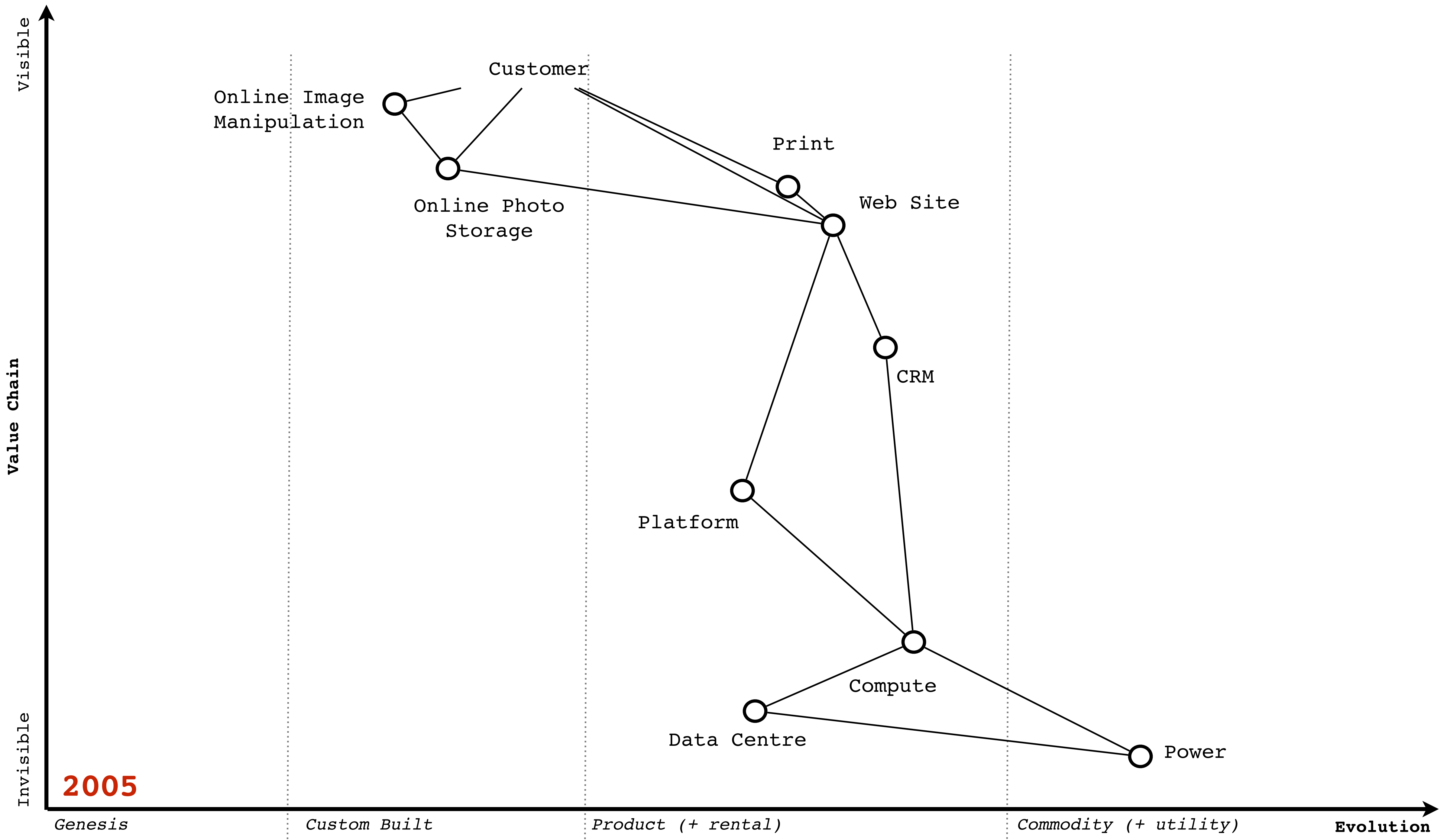
Visible

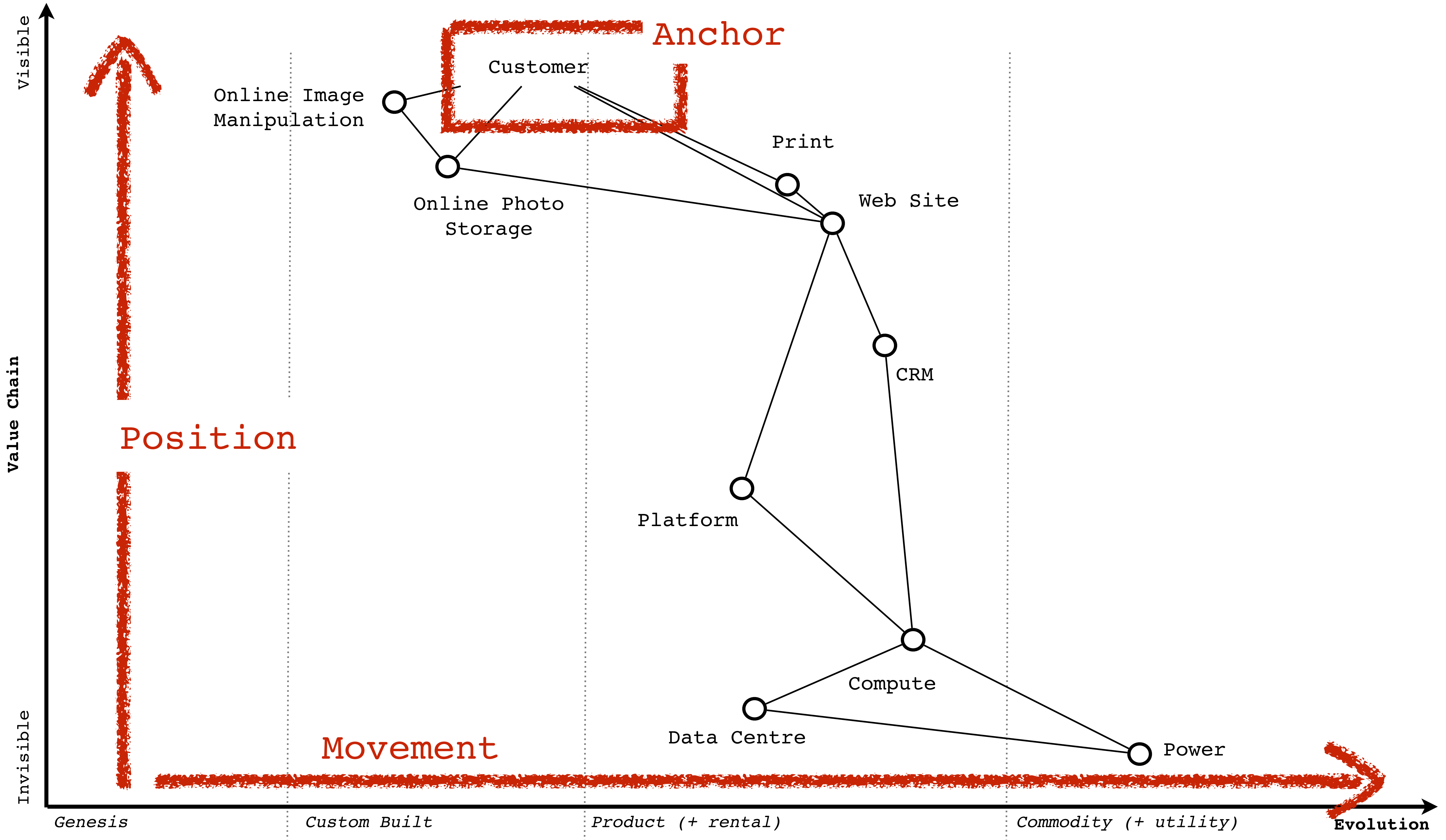
Value Chain

Invisible

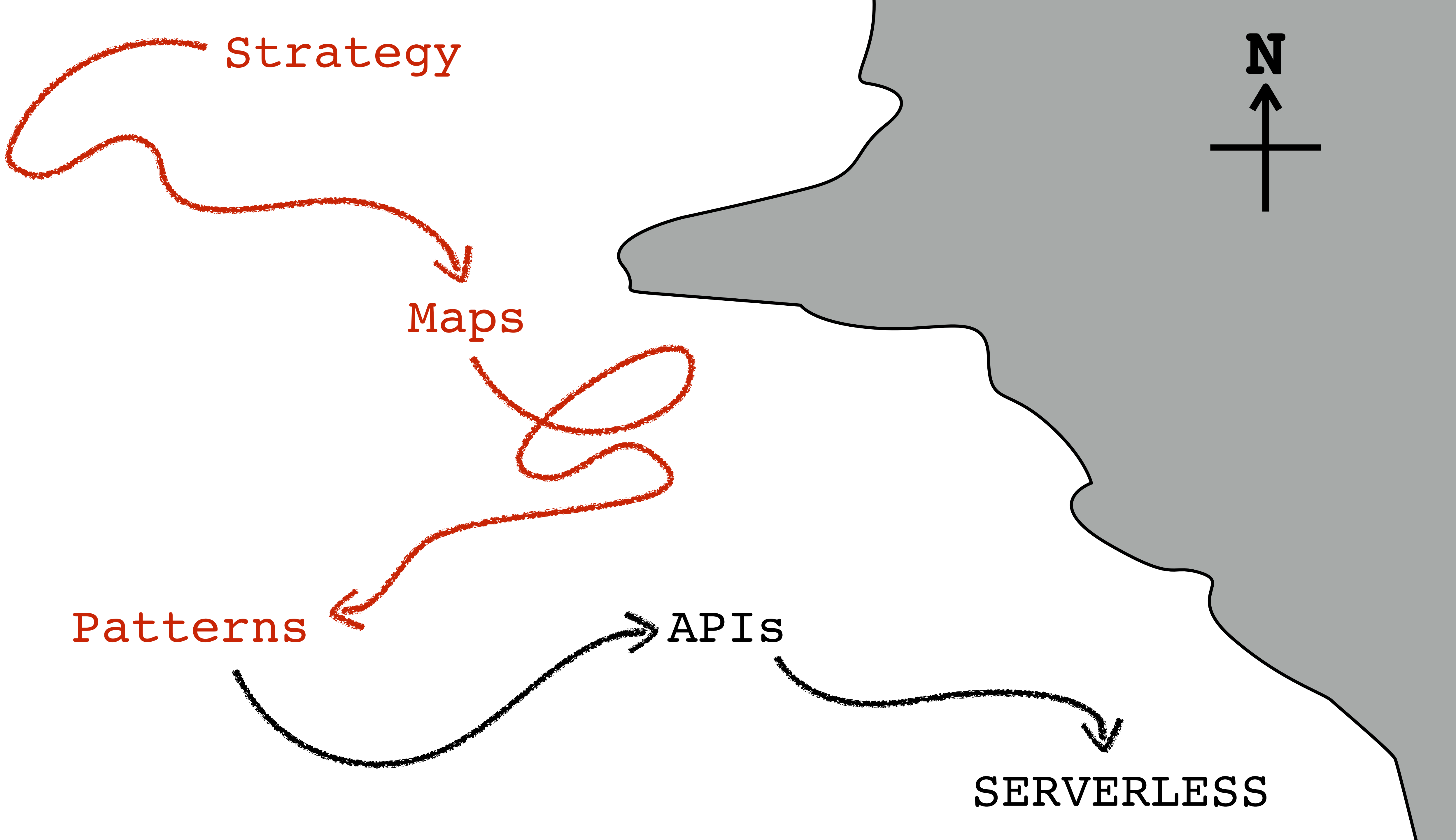


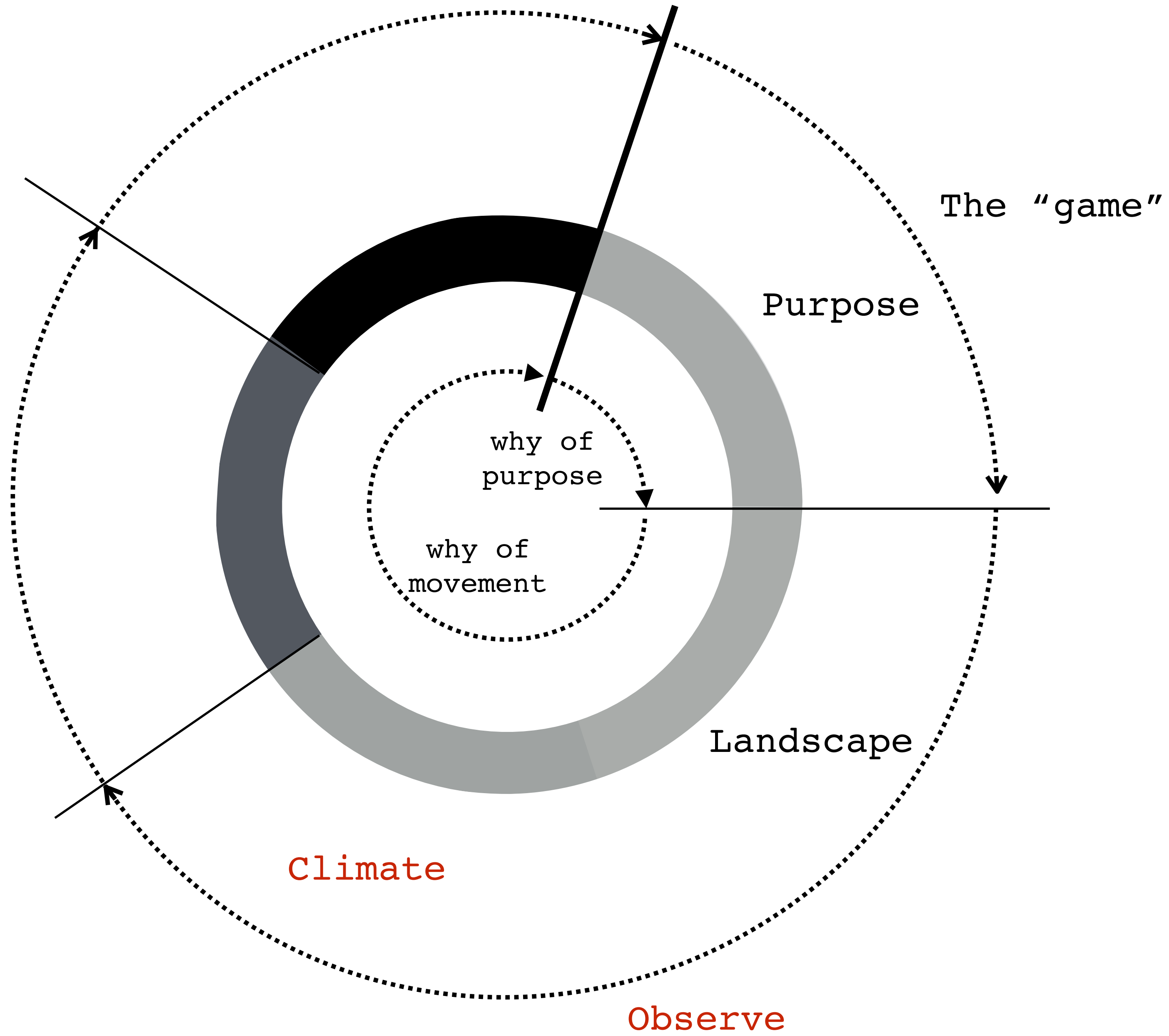




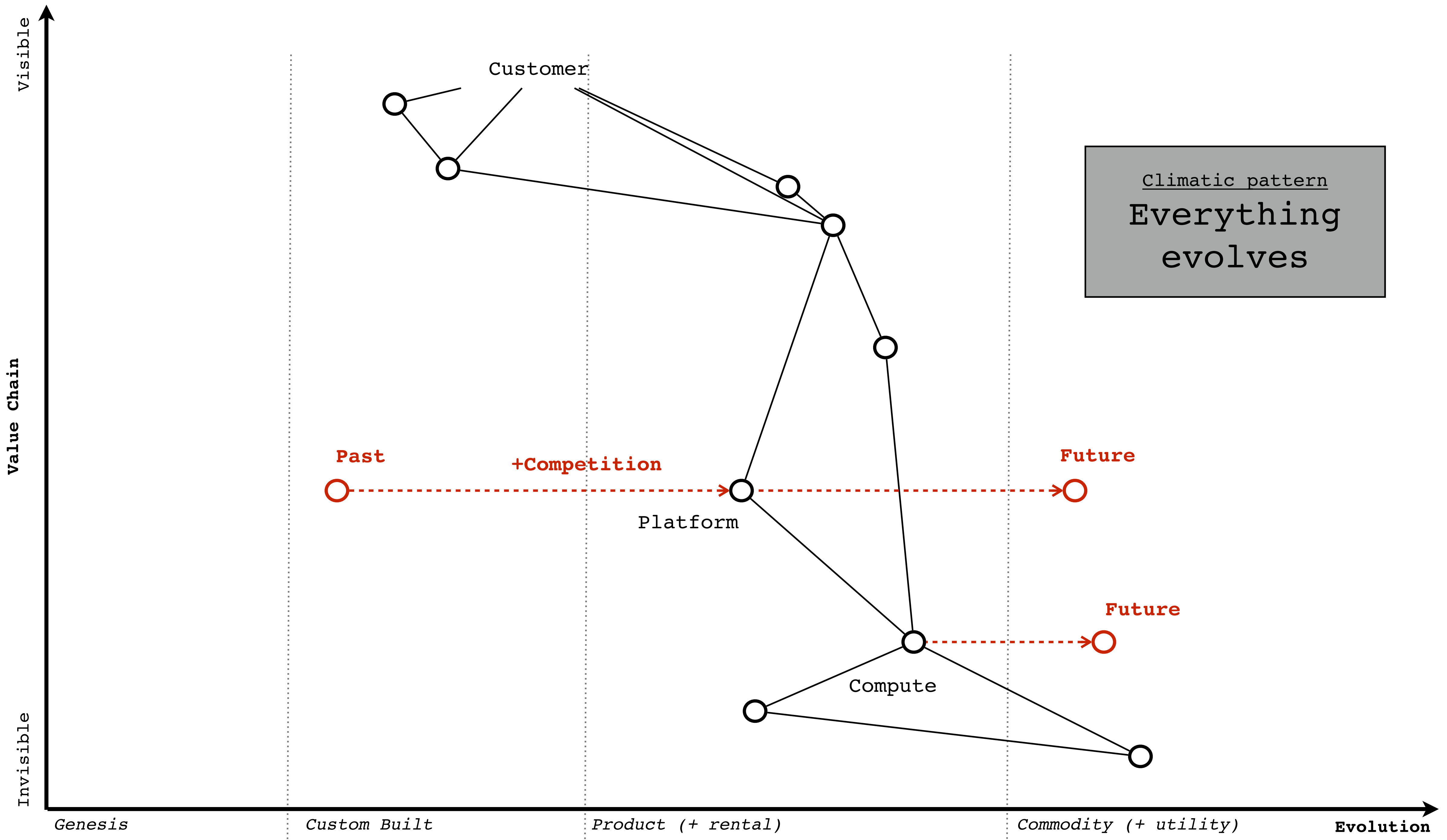


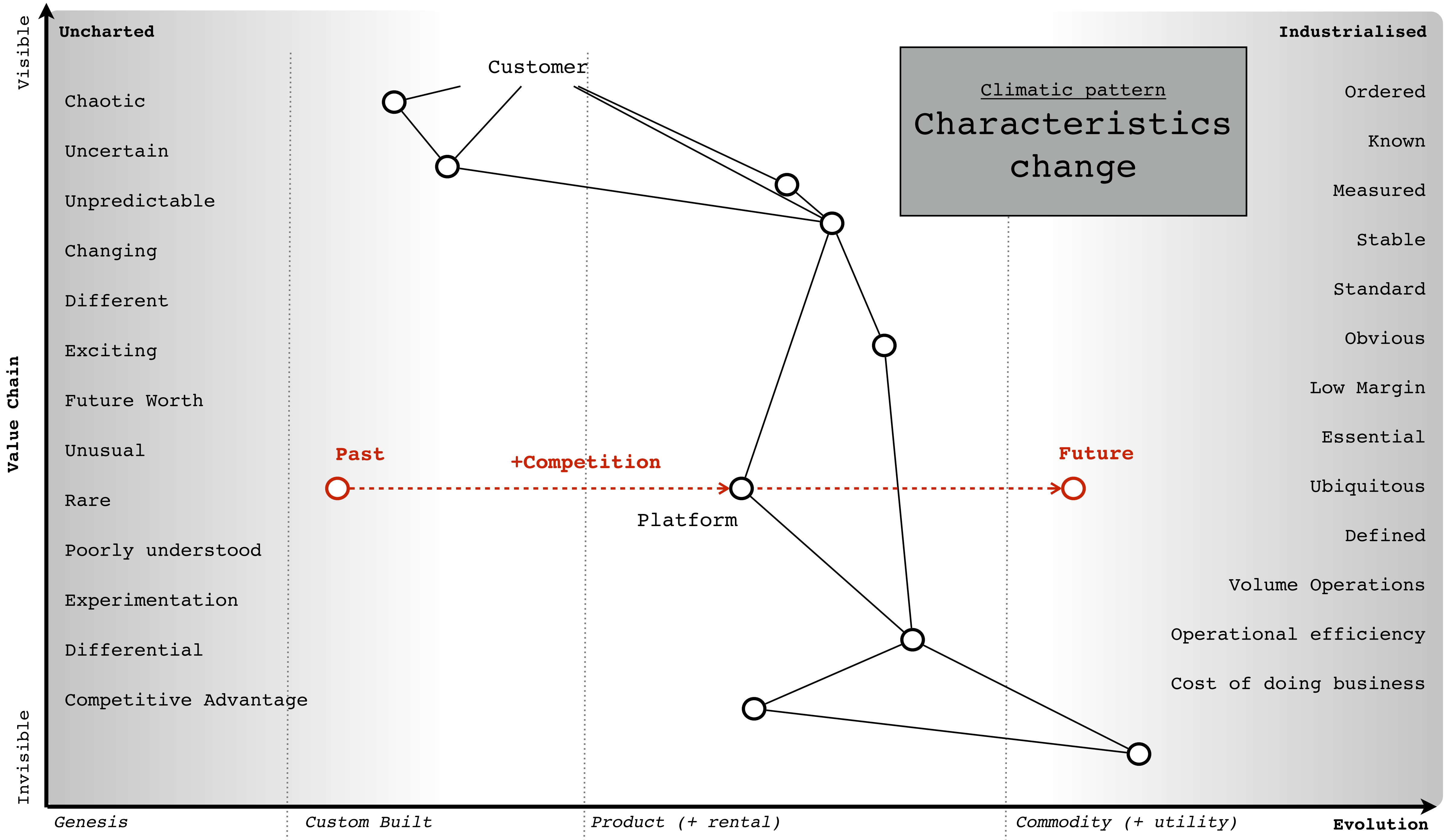
SO WHAT?

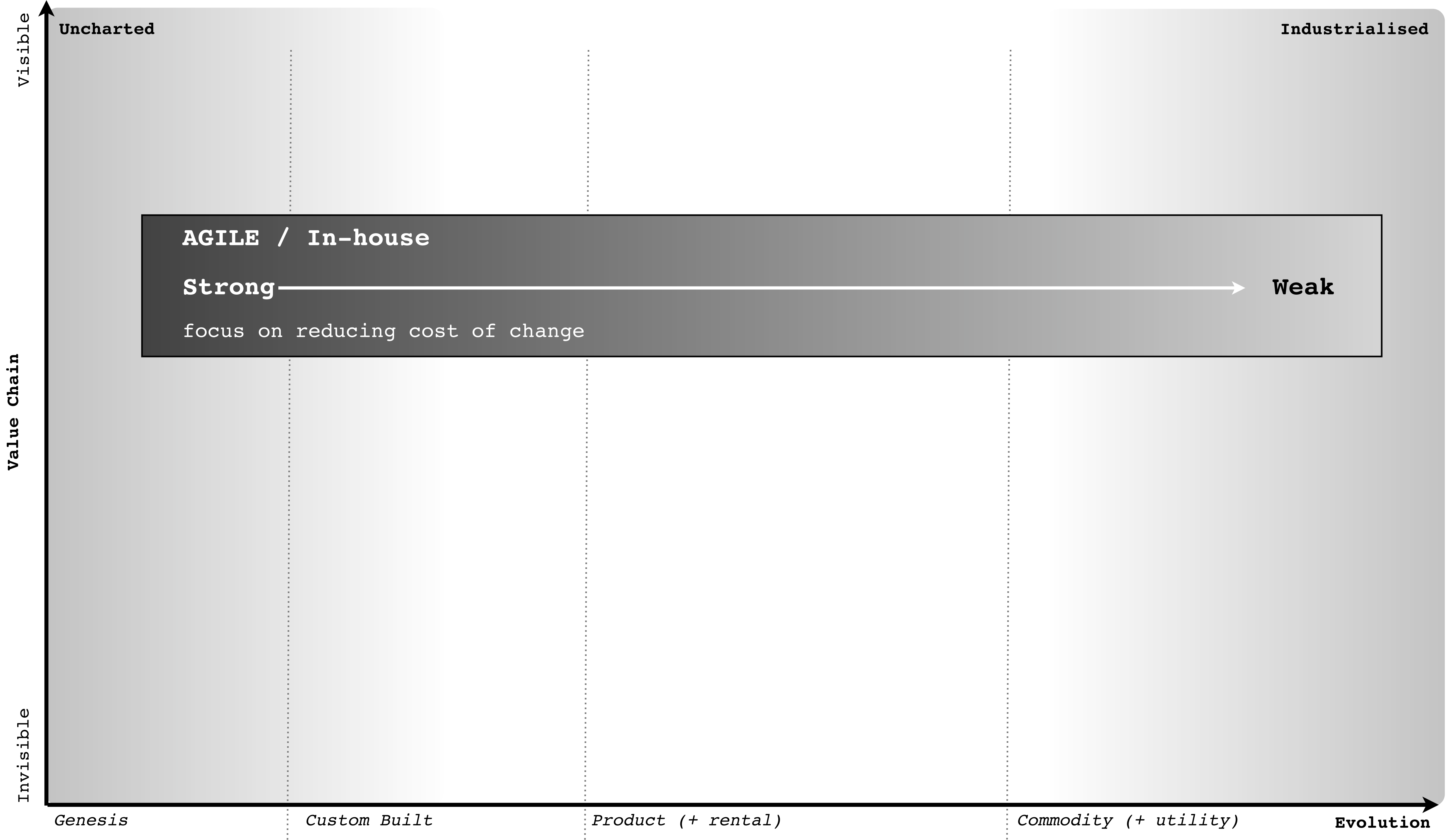


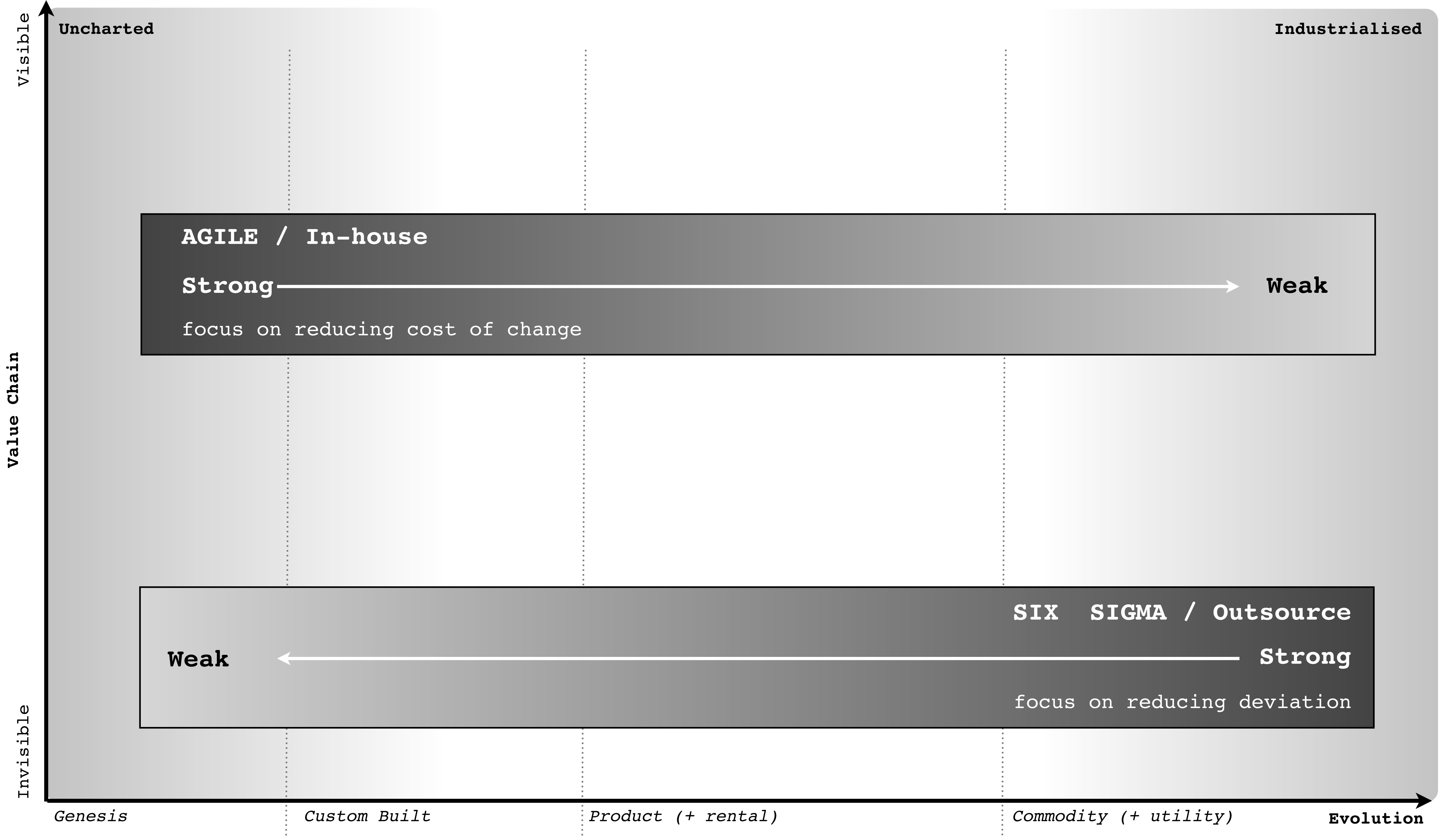


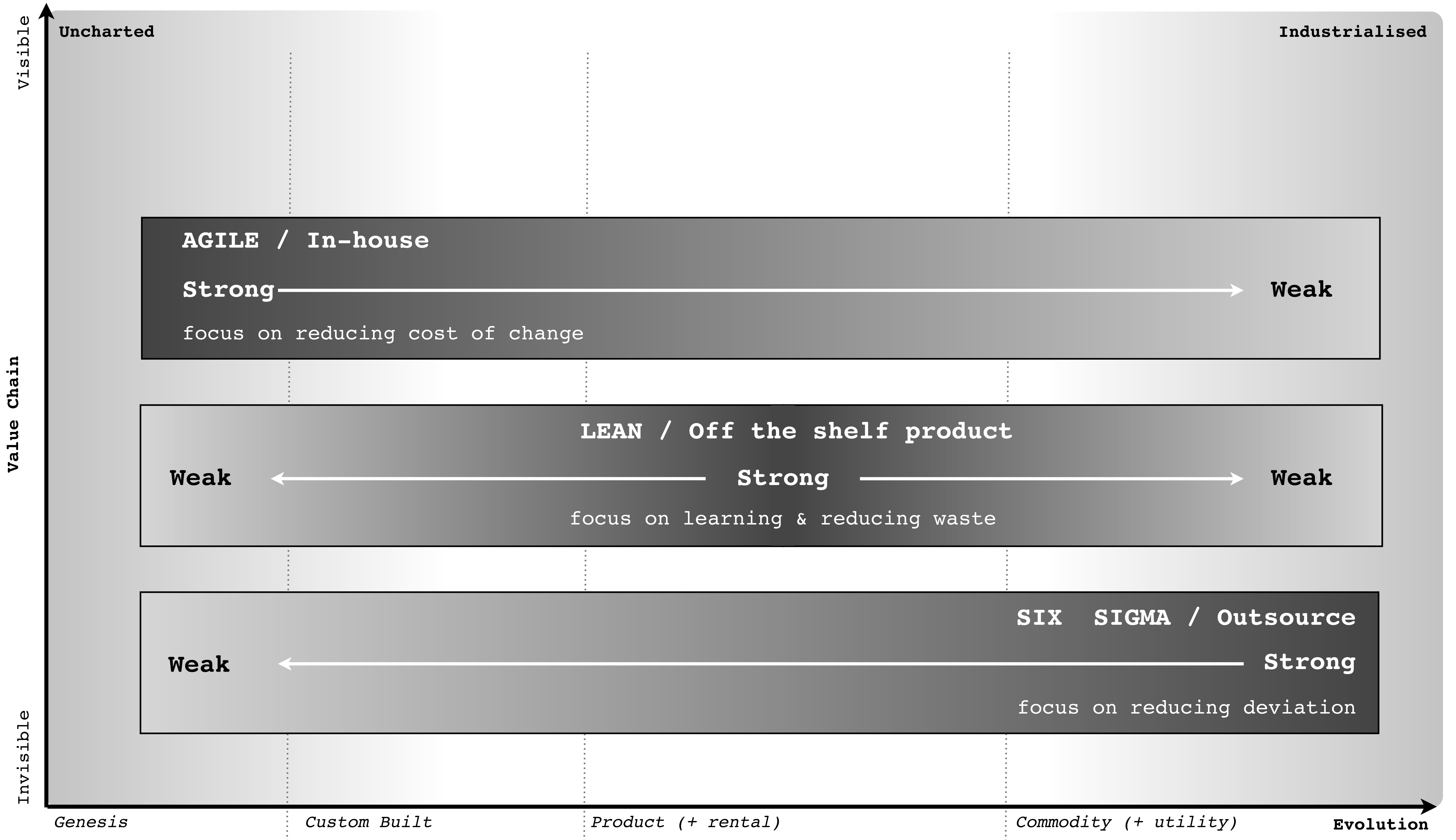
Climate
Rules that influence
the game

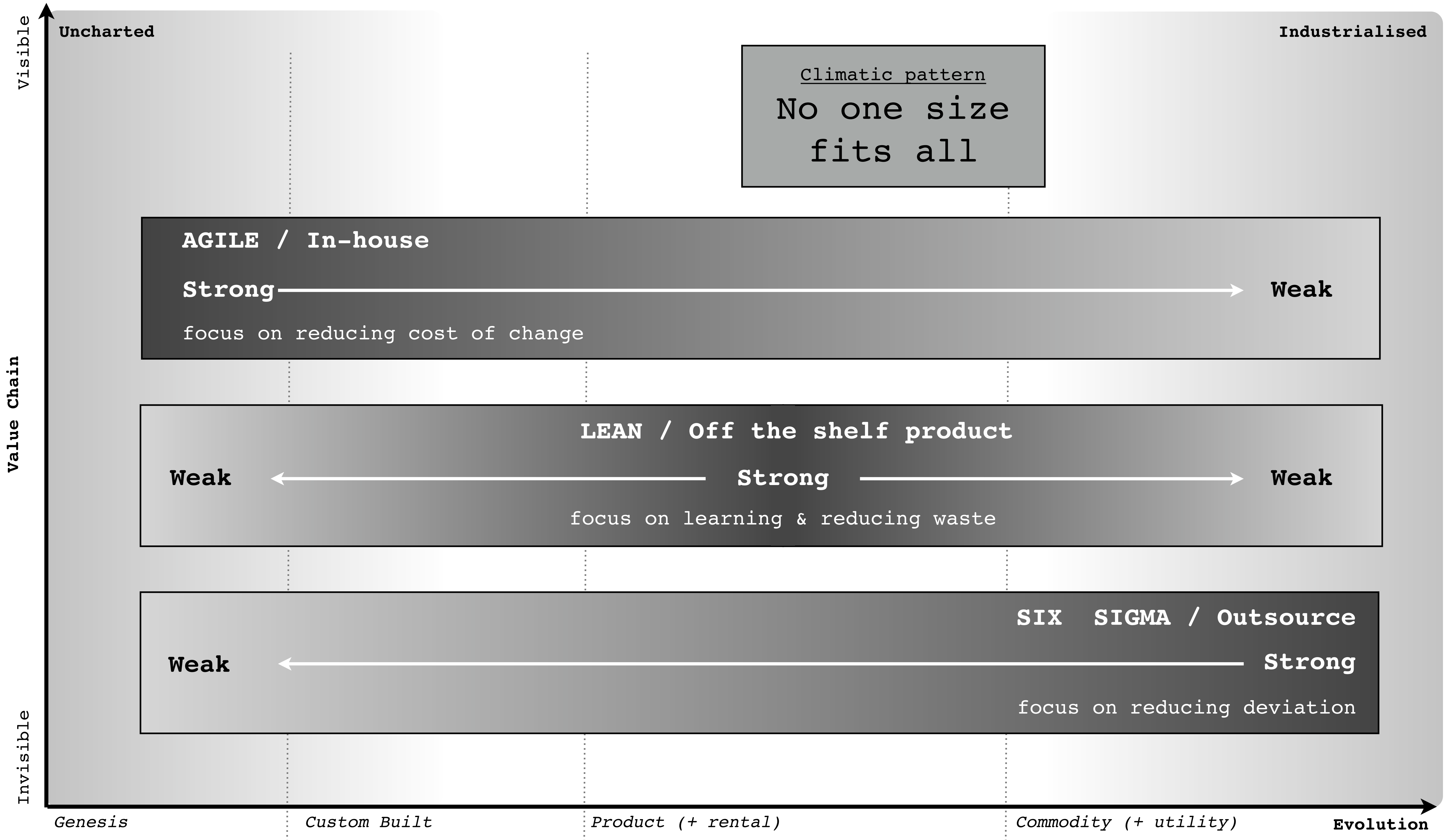


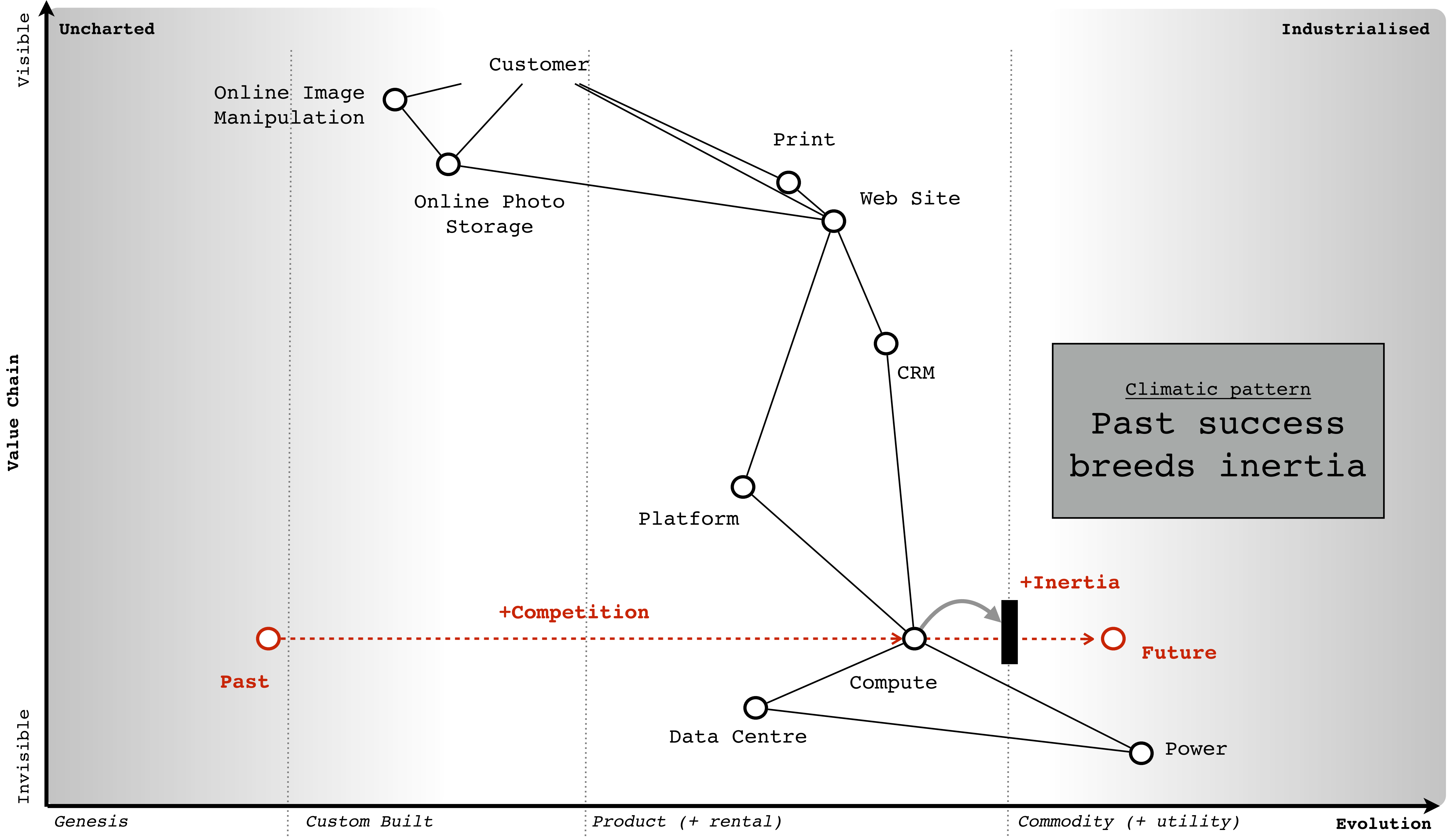












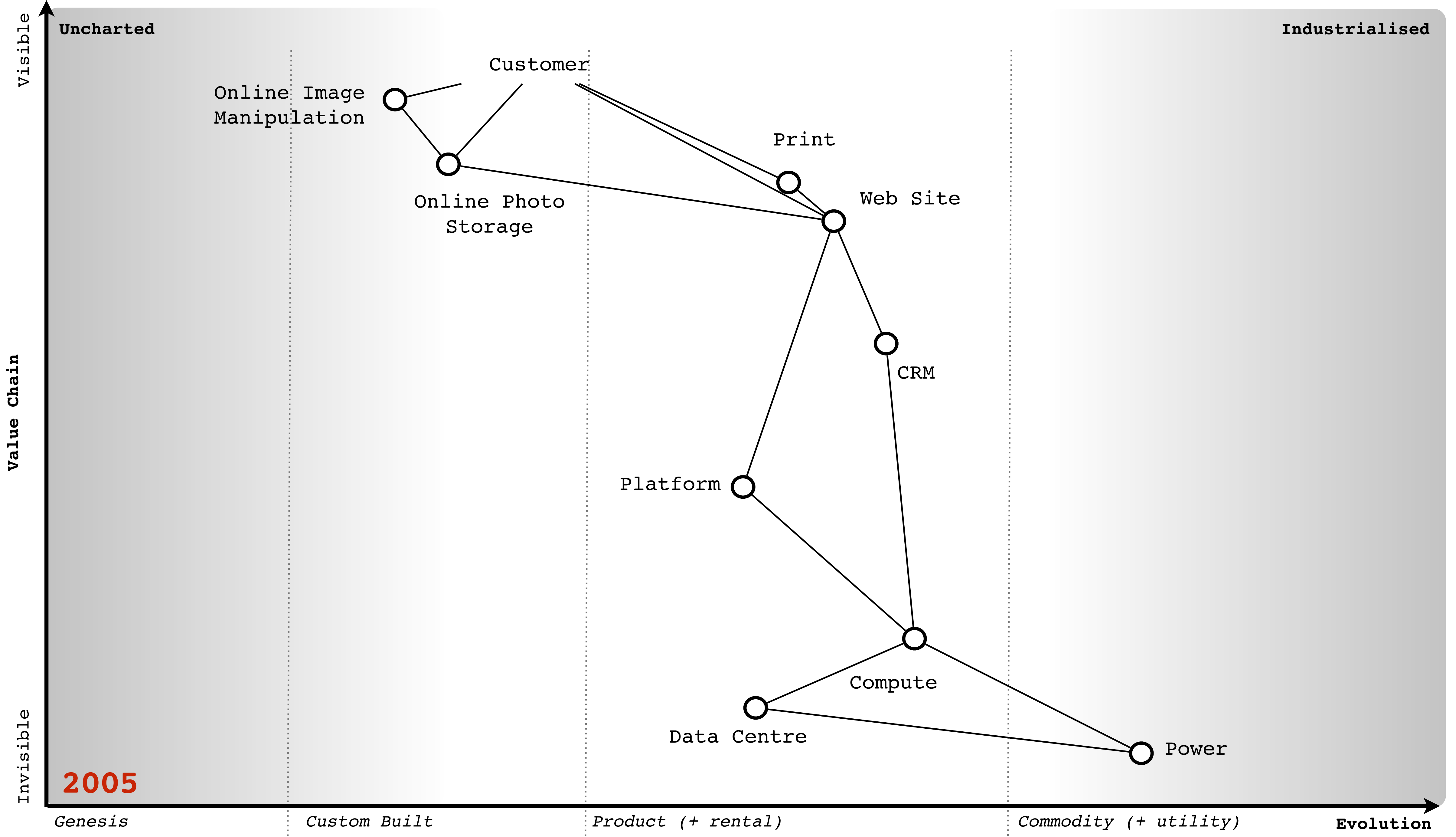
The Blockbuster logo is a blue, rectangular sign with a yellow border and a yellow tab on the left side. The word "BLOCKBUSTER" is written in bold, yellow, sans-serif capital letters across the center of the sign.

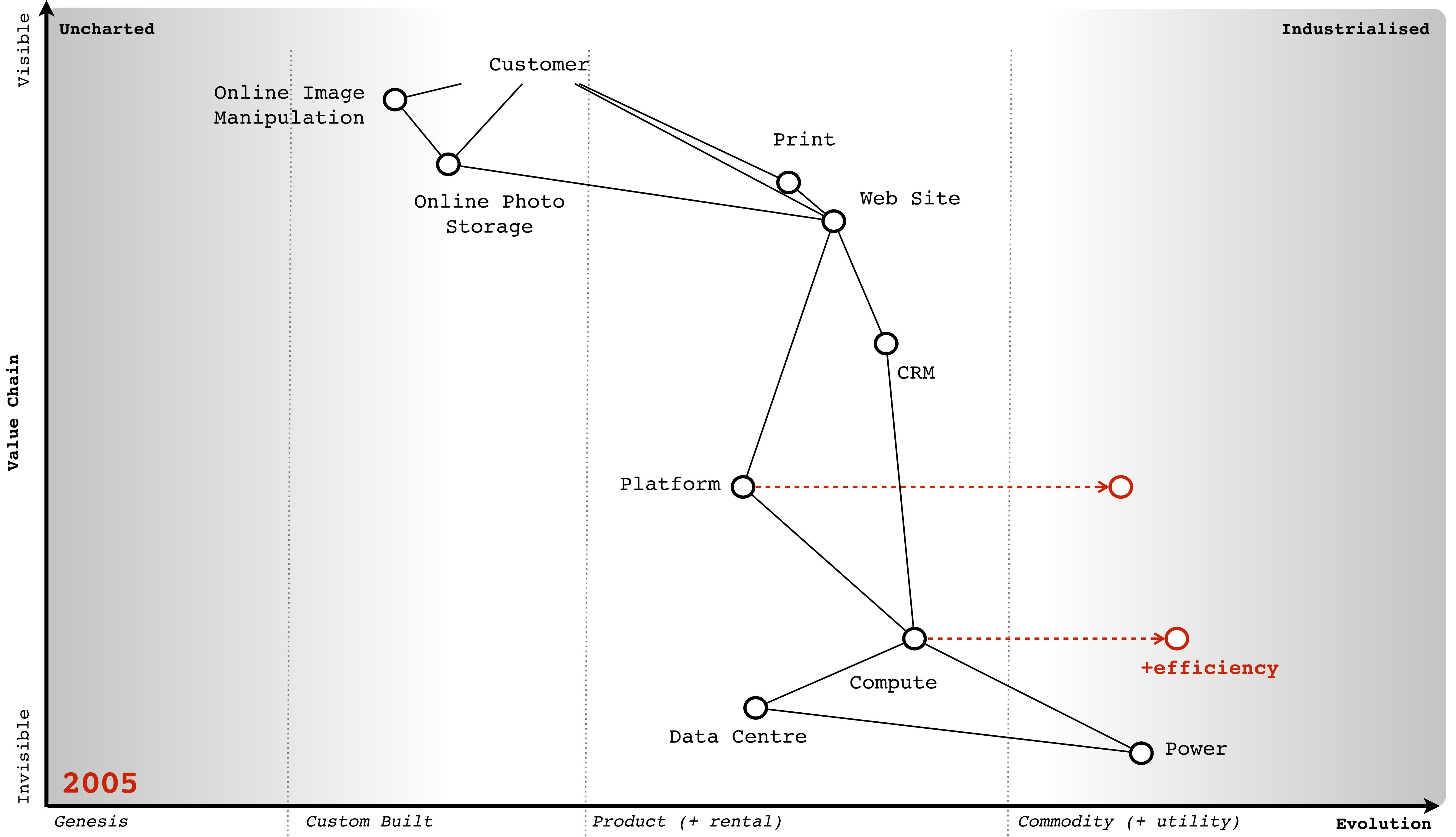
BLOCKBUSTER

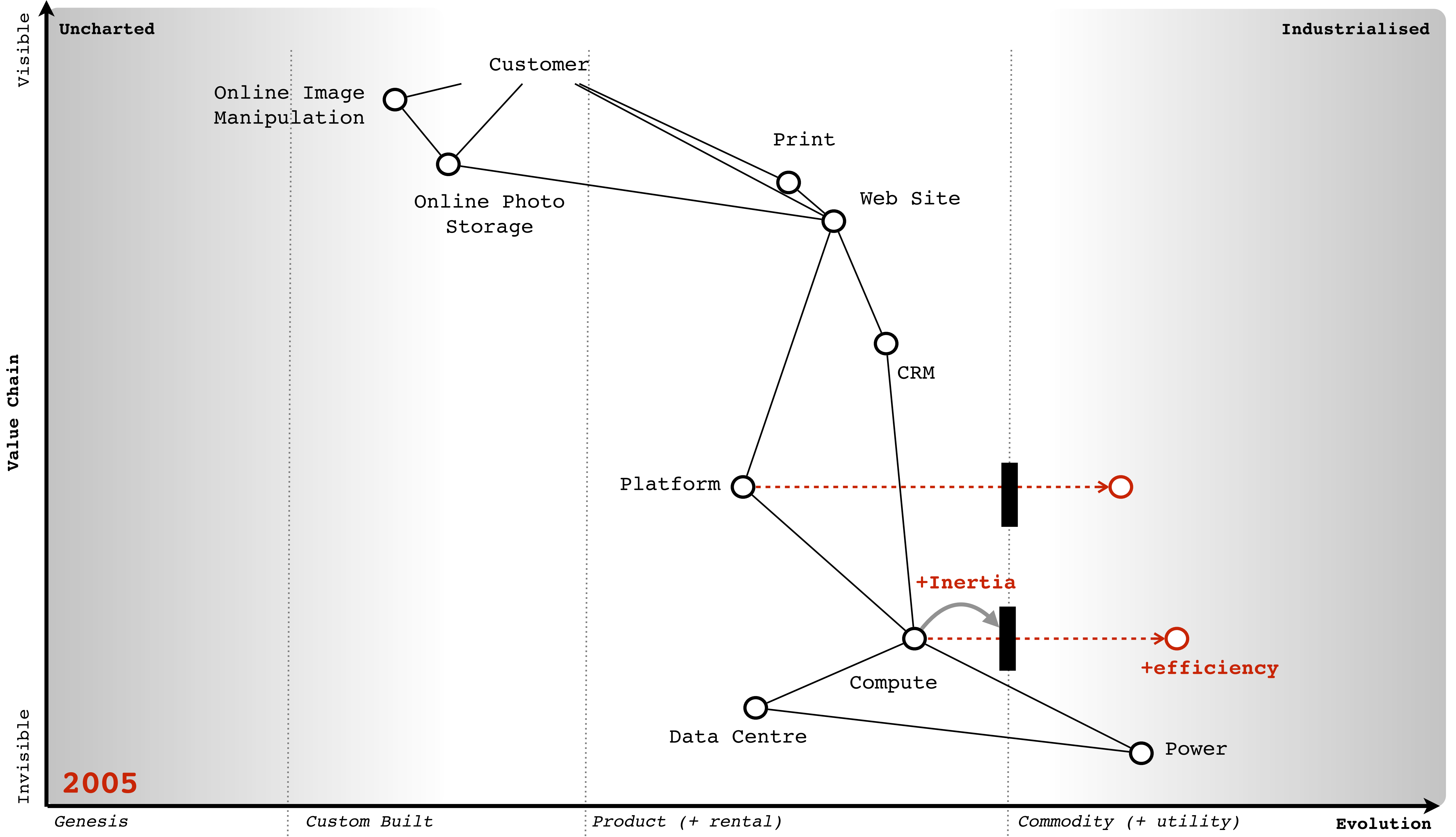
The Netflix logo consists of the word "NETFLIX" in white, bold, sans-serif capital letters with a black drop shadow, set against a solid red rectangular background.

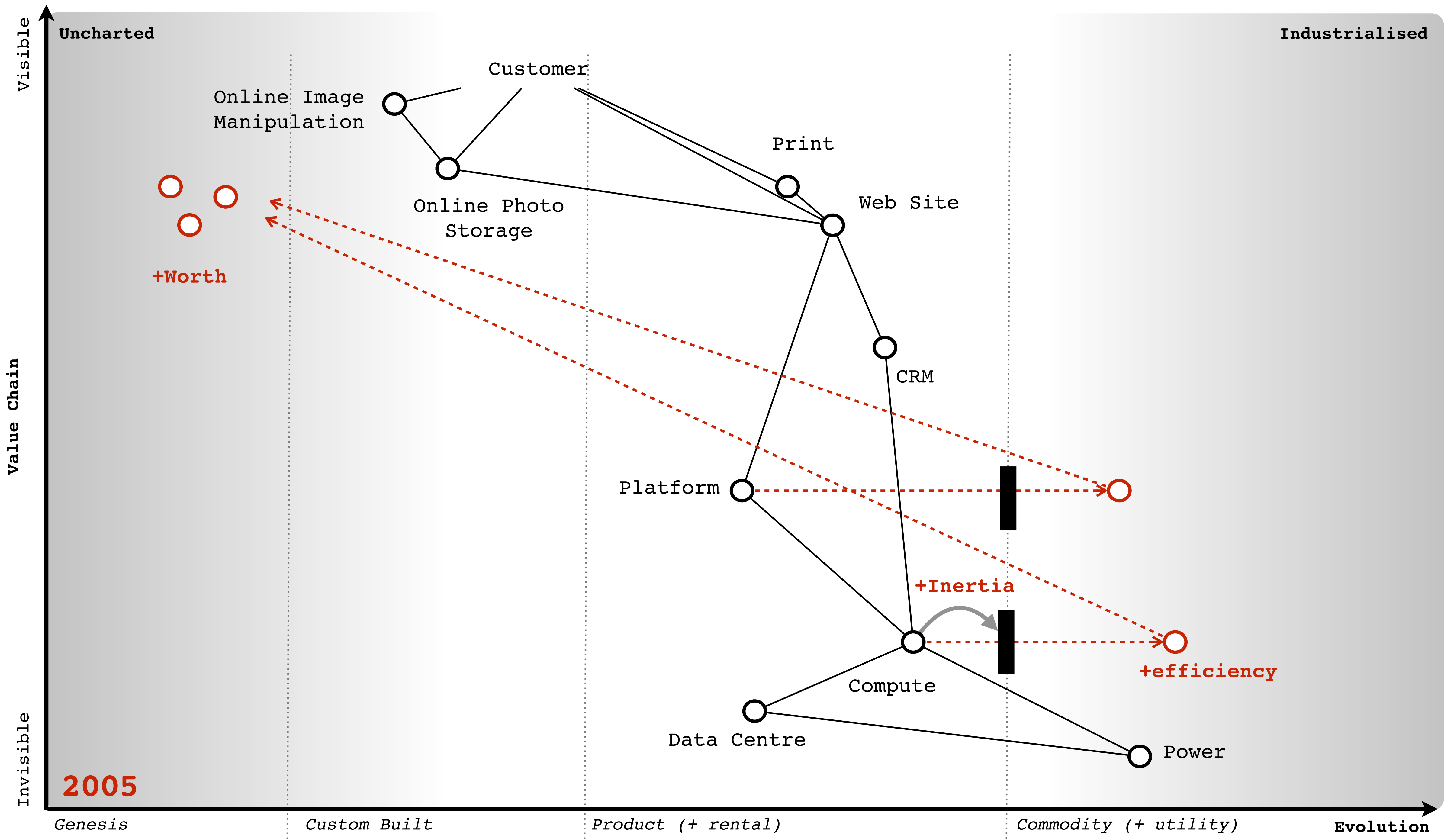
NETFLIX®

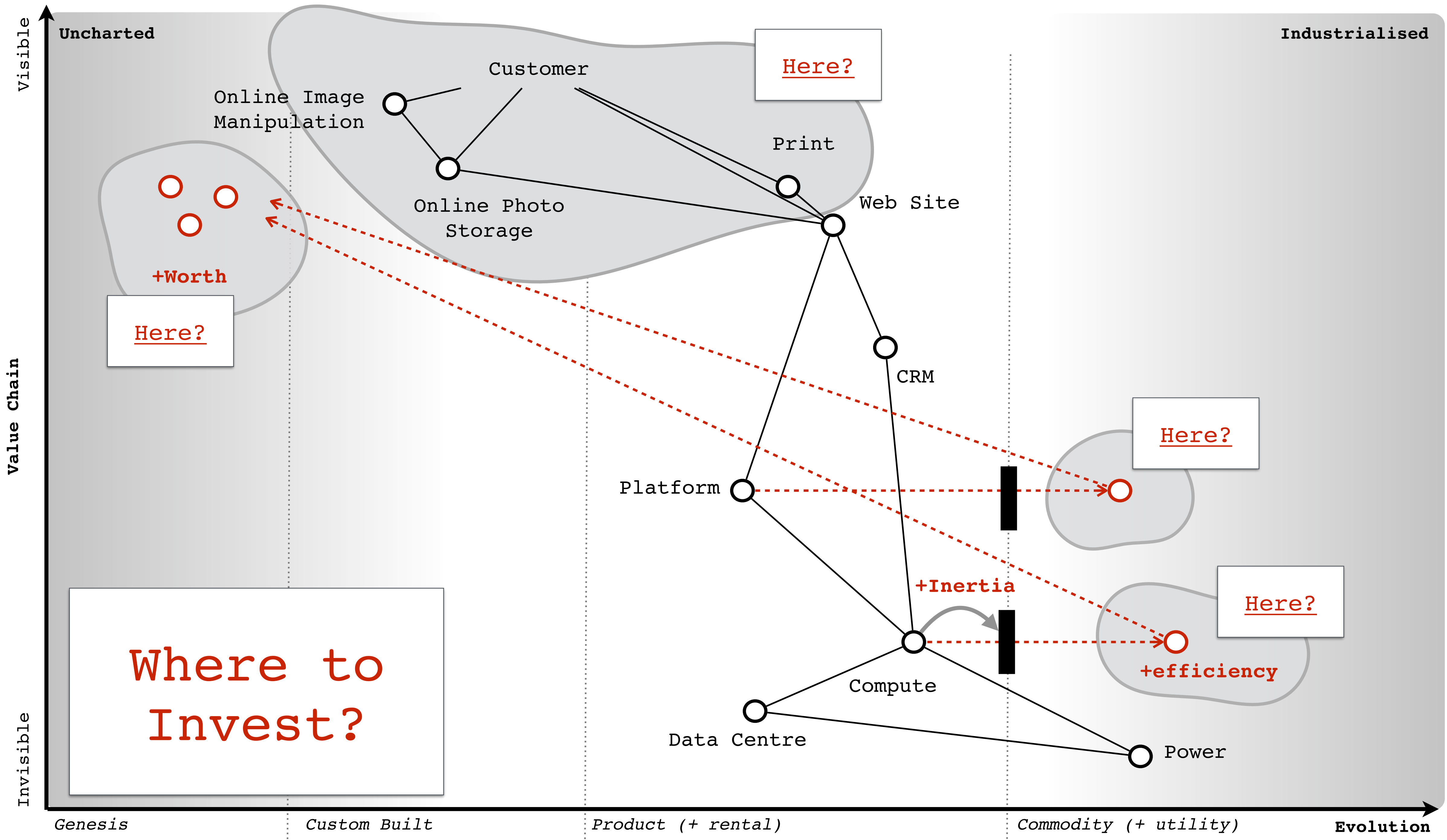


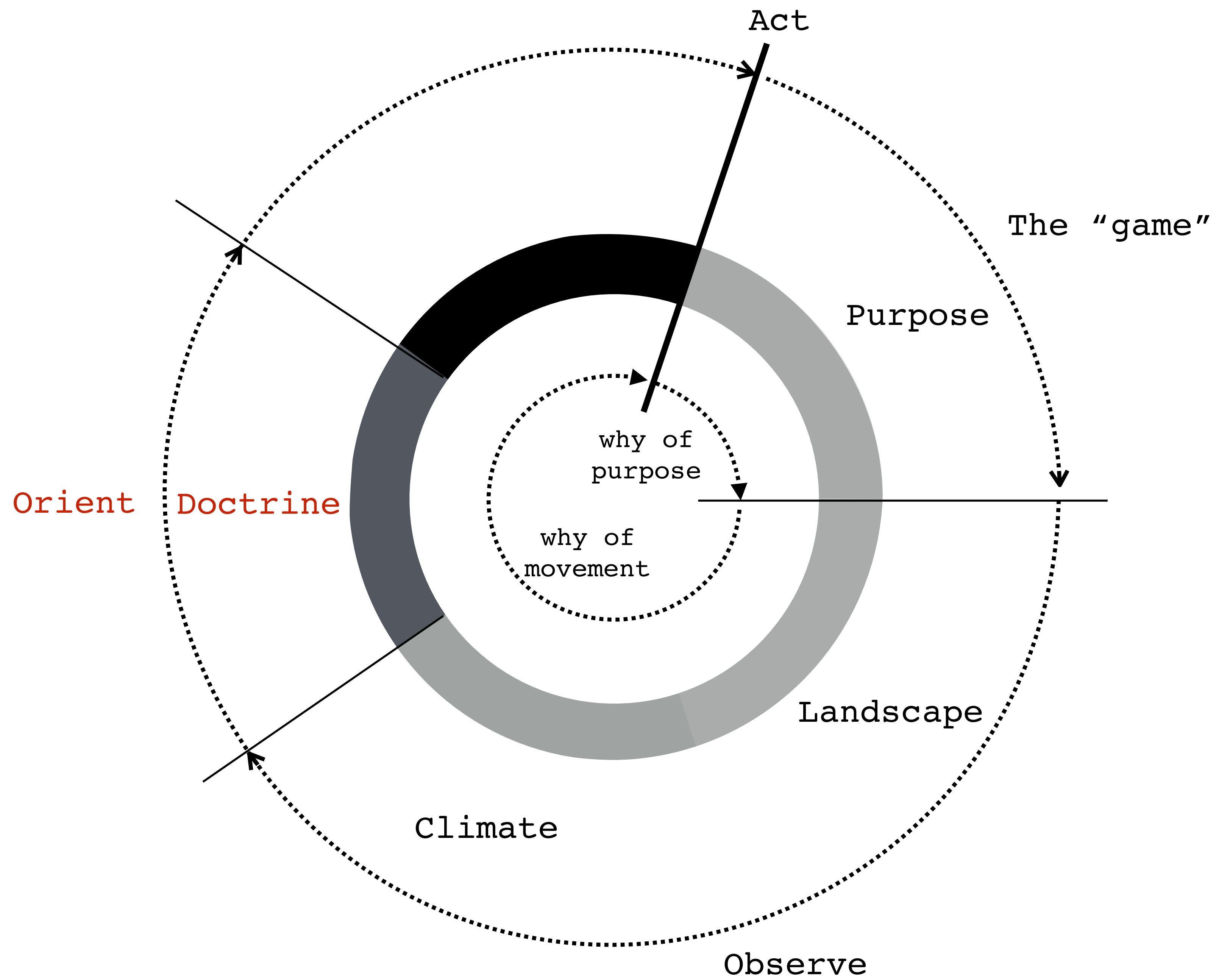










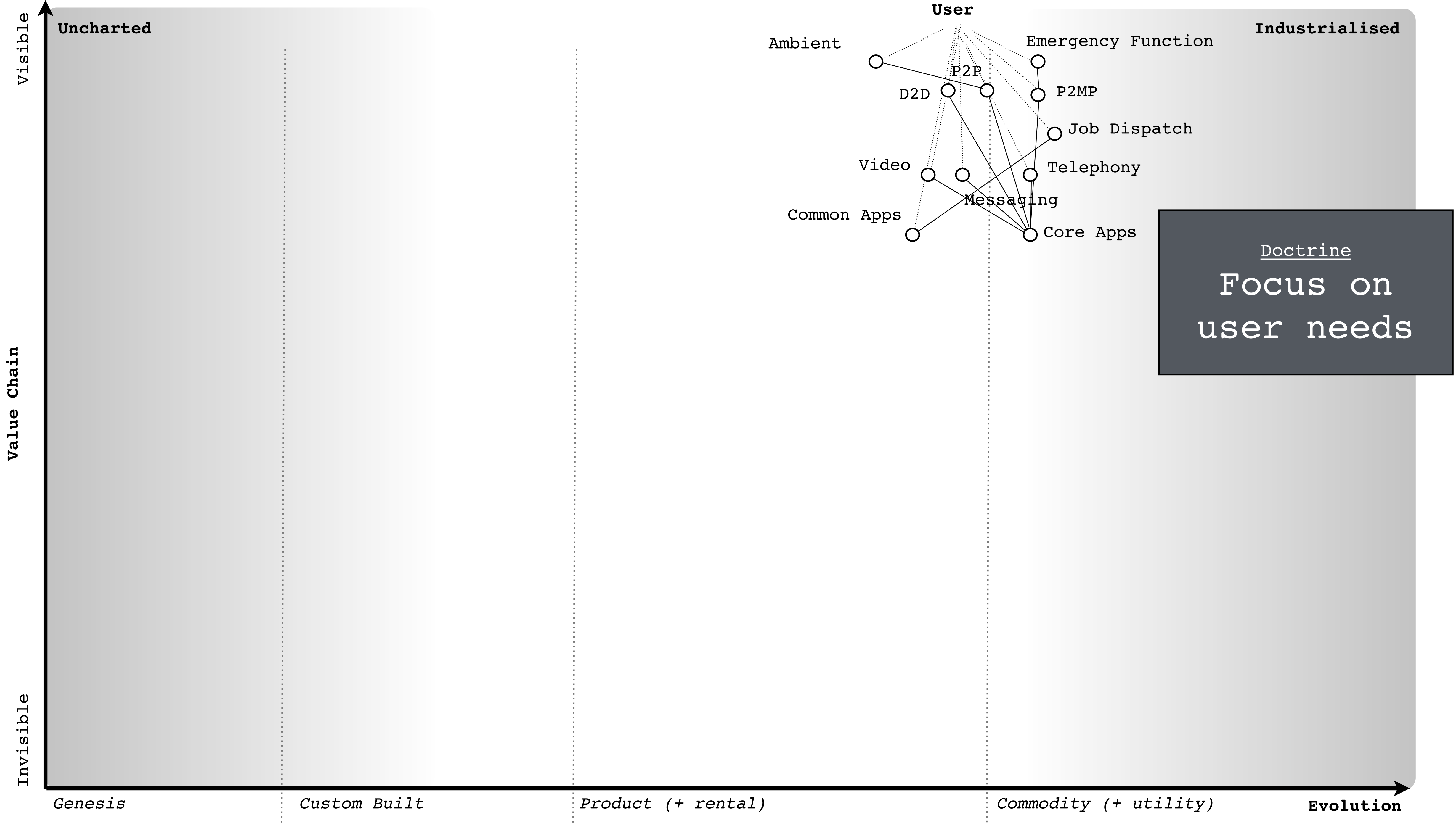


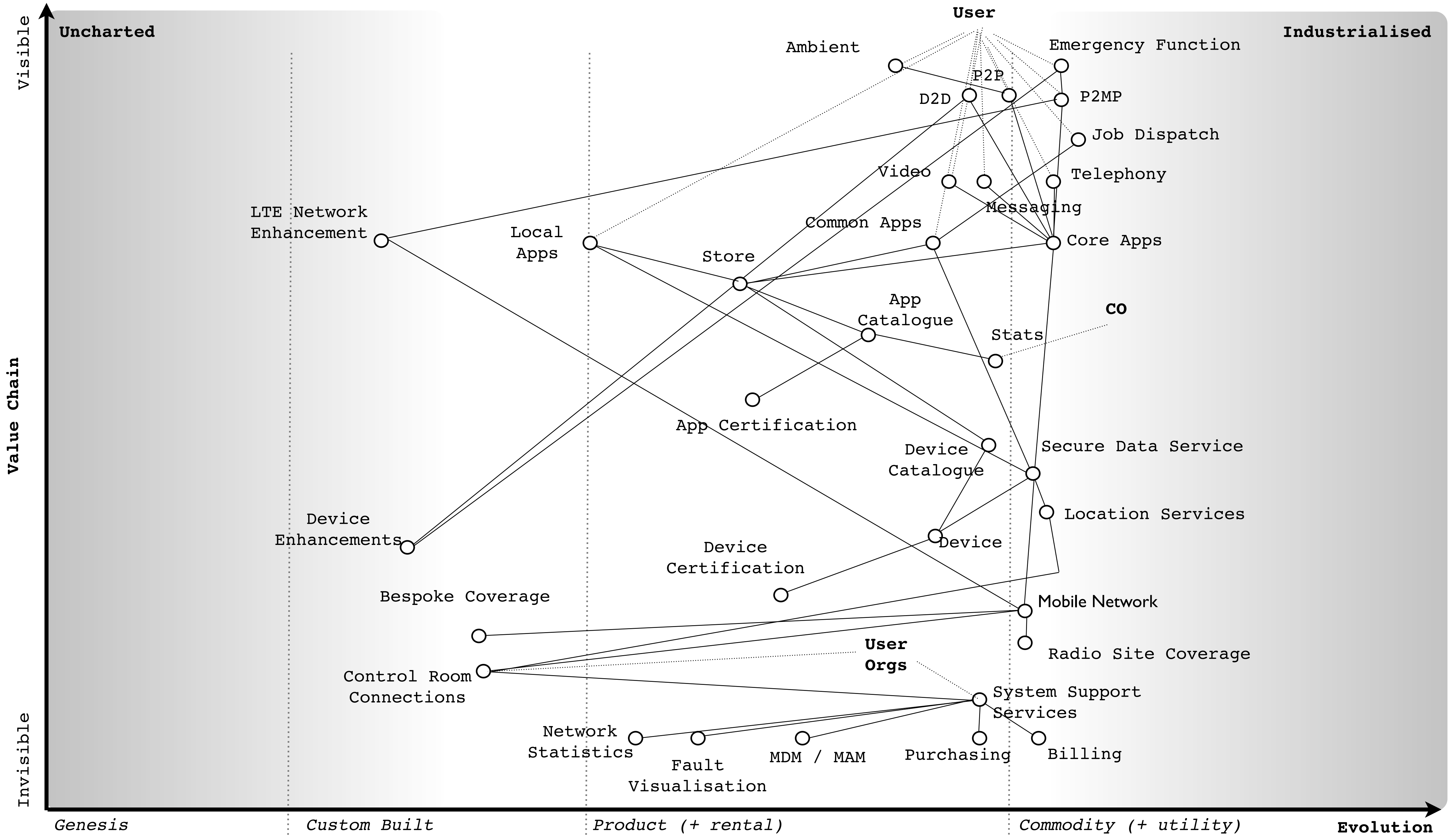
Doctrine

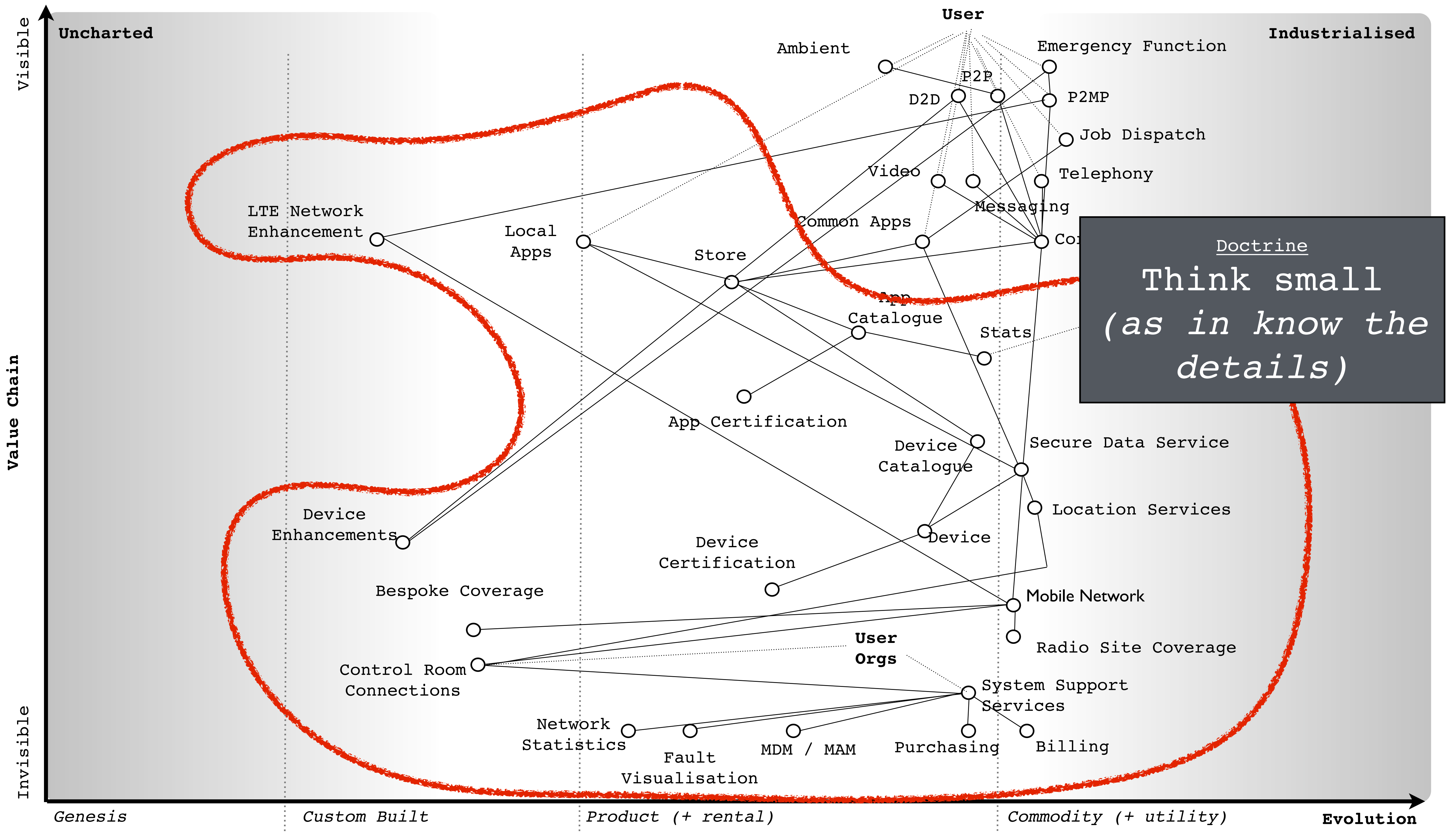
universally applicable
principles regardless of
context

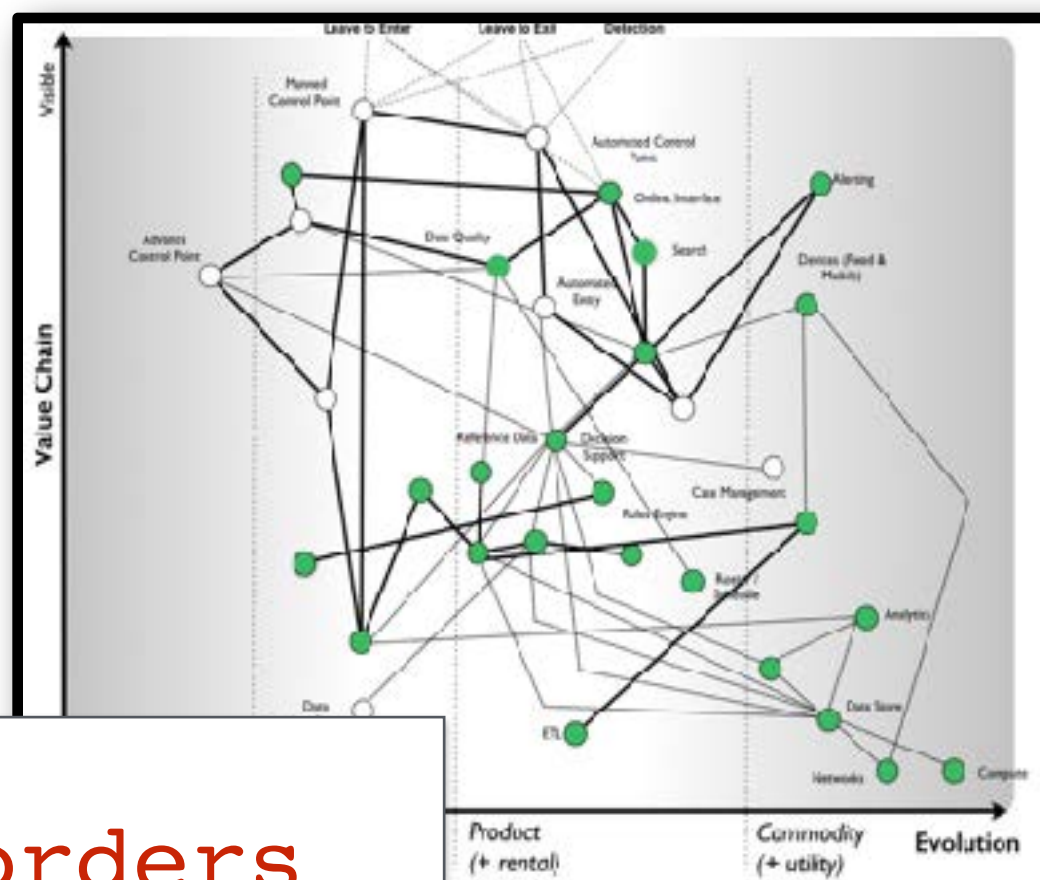


**Emergency
Services Mobile
Communication
Platform (ESMCP)**

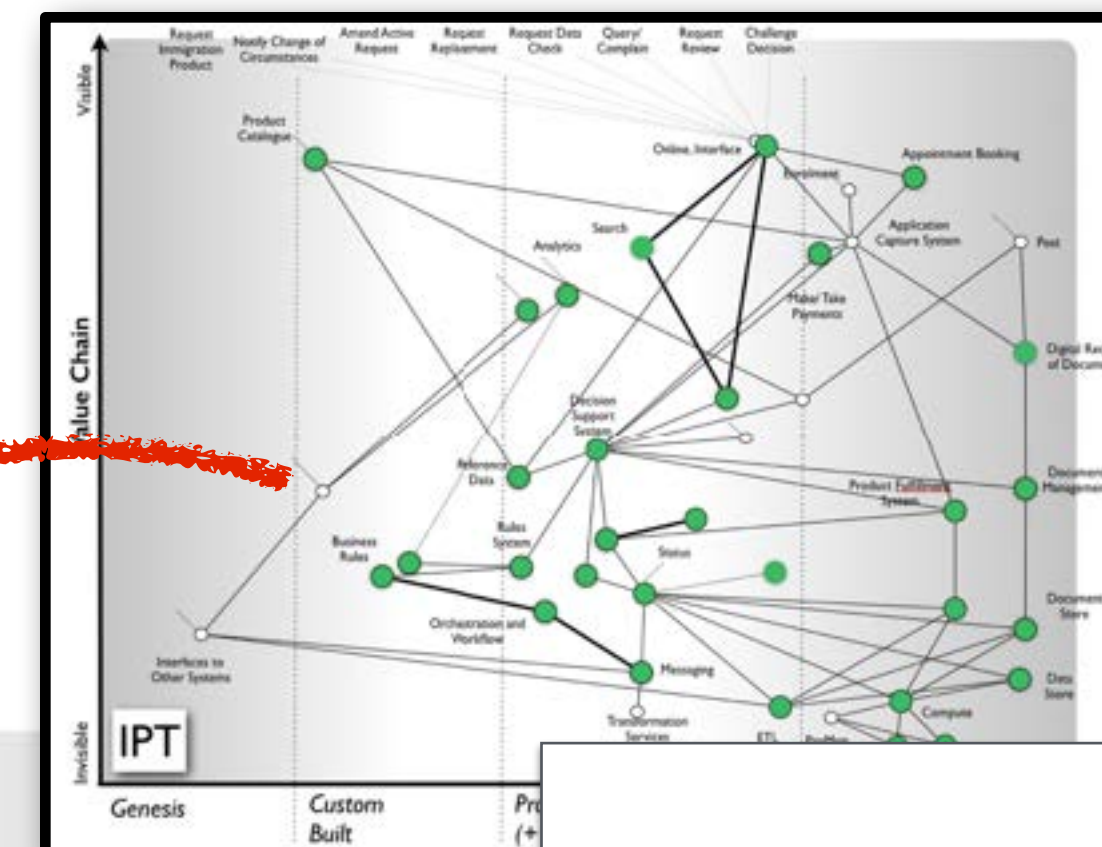




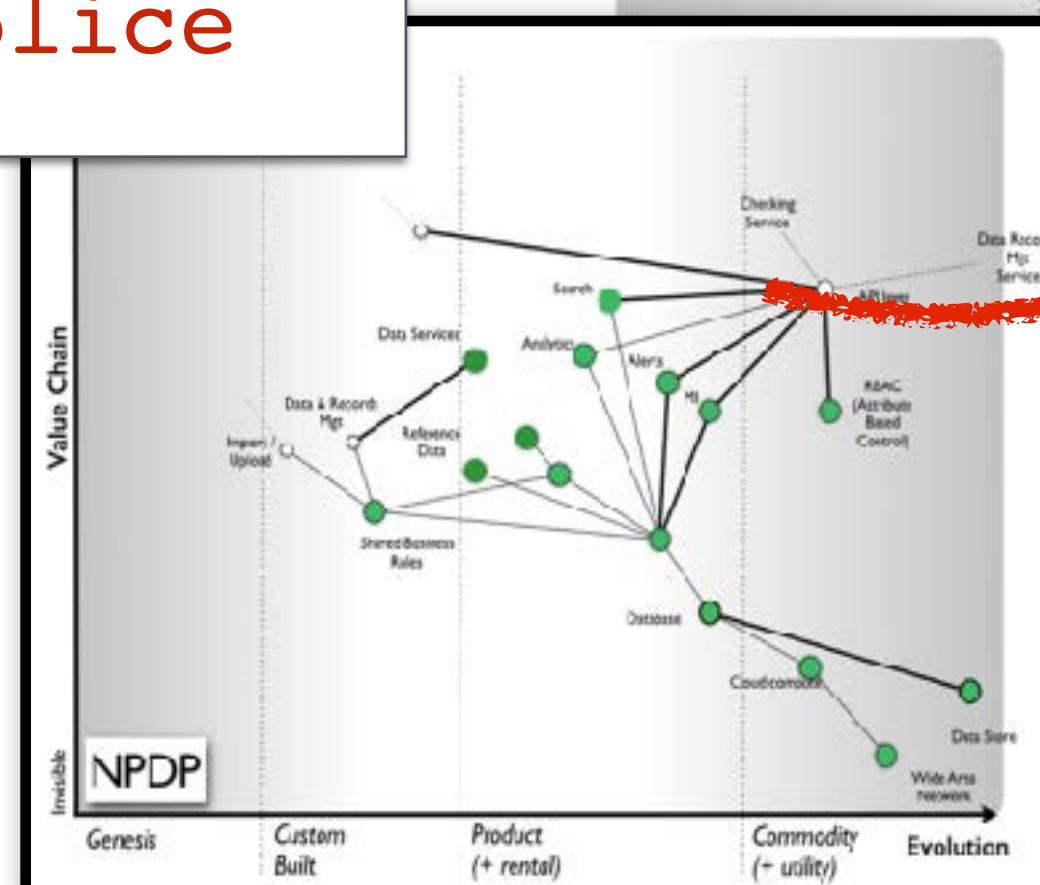
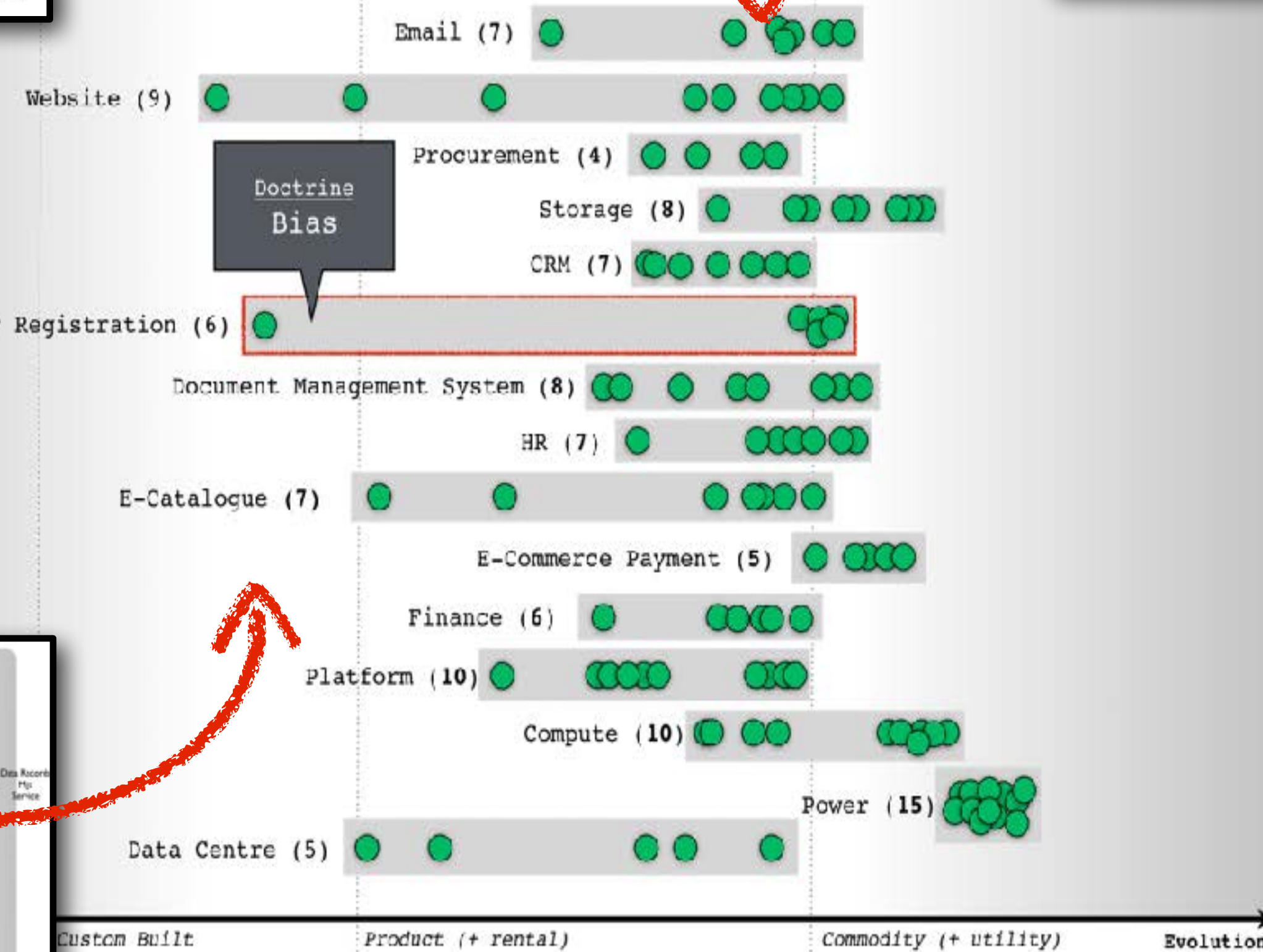




+Borders



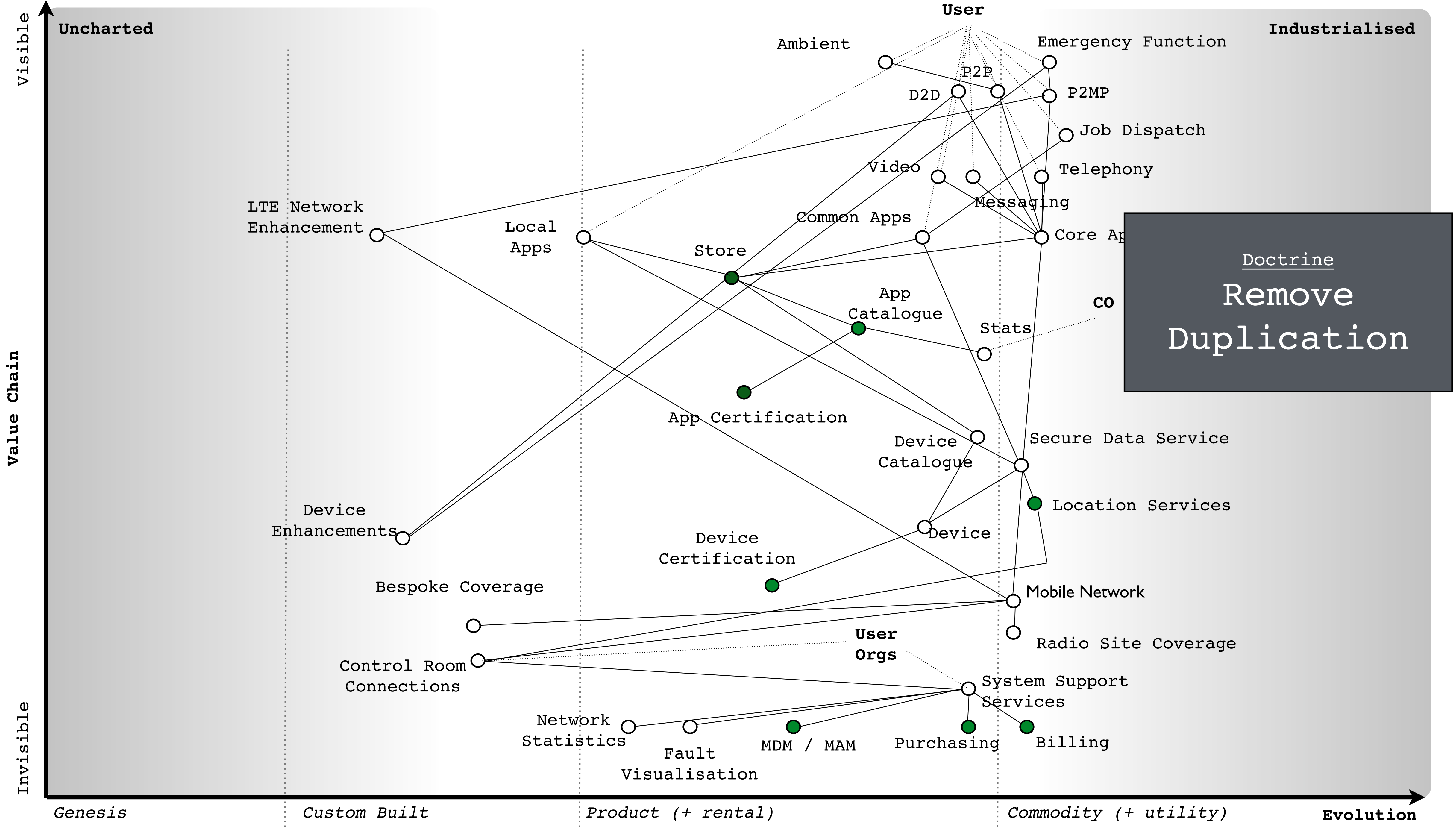
+Immigration

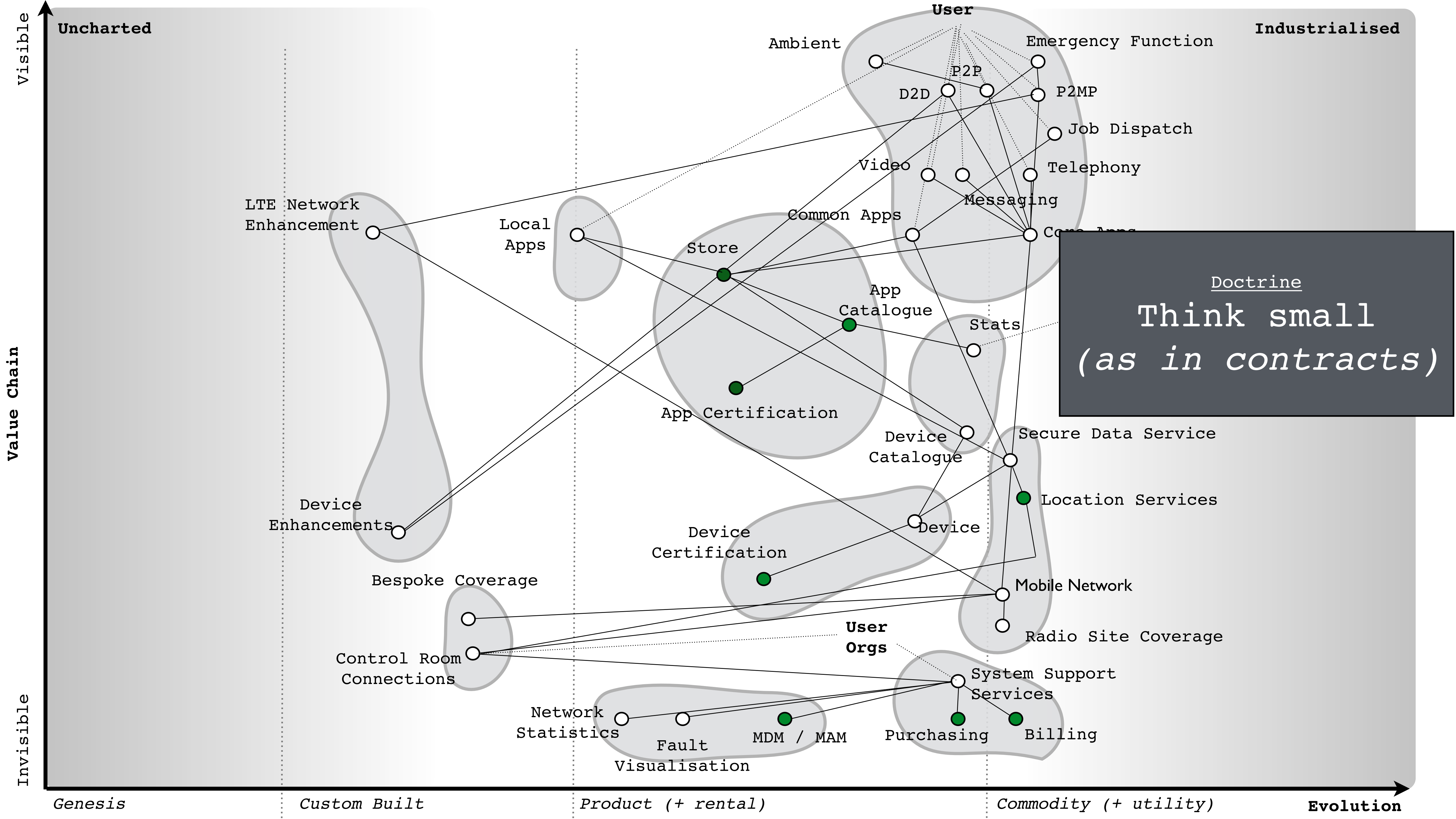


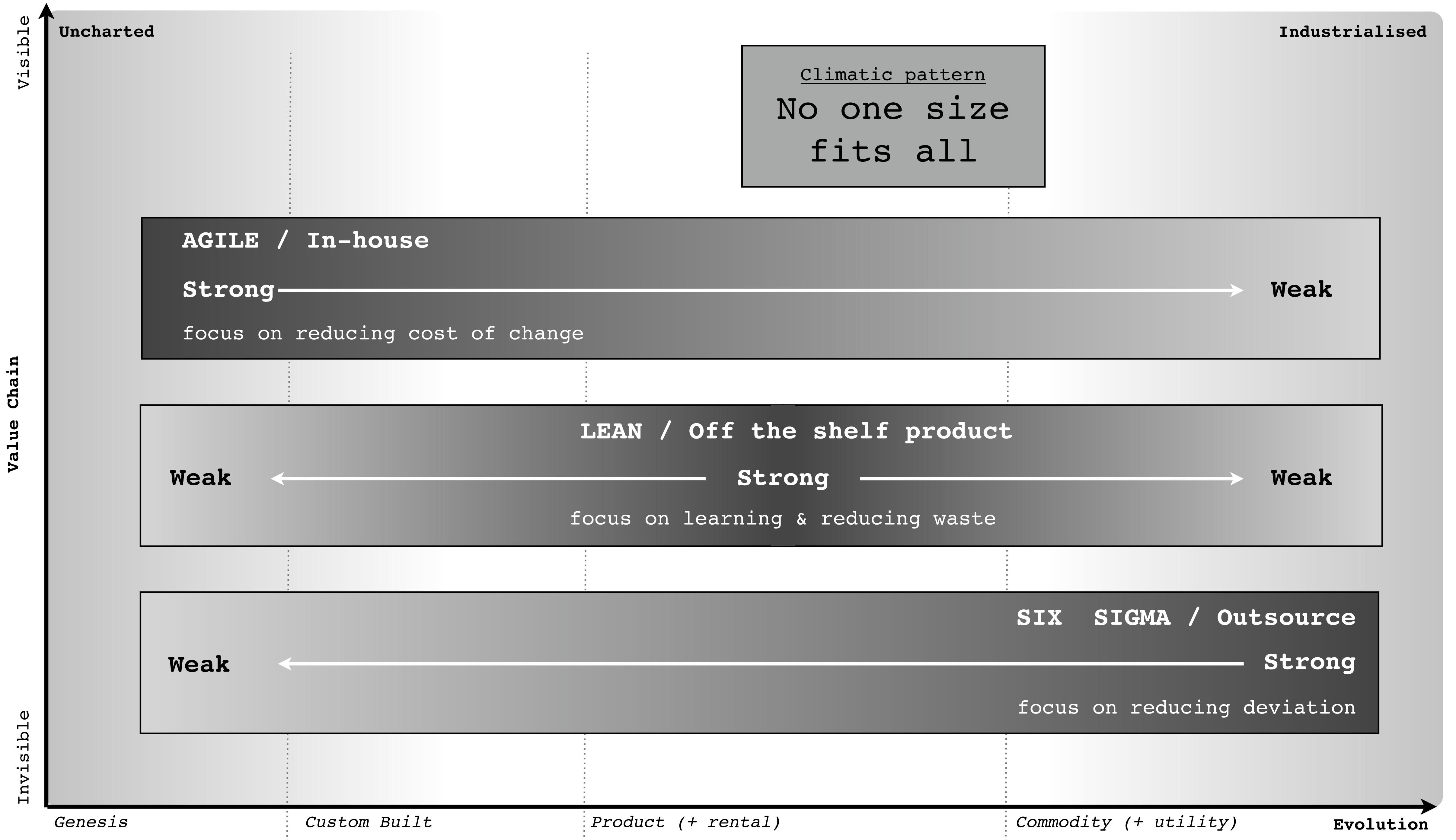
+Police

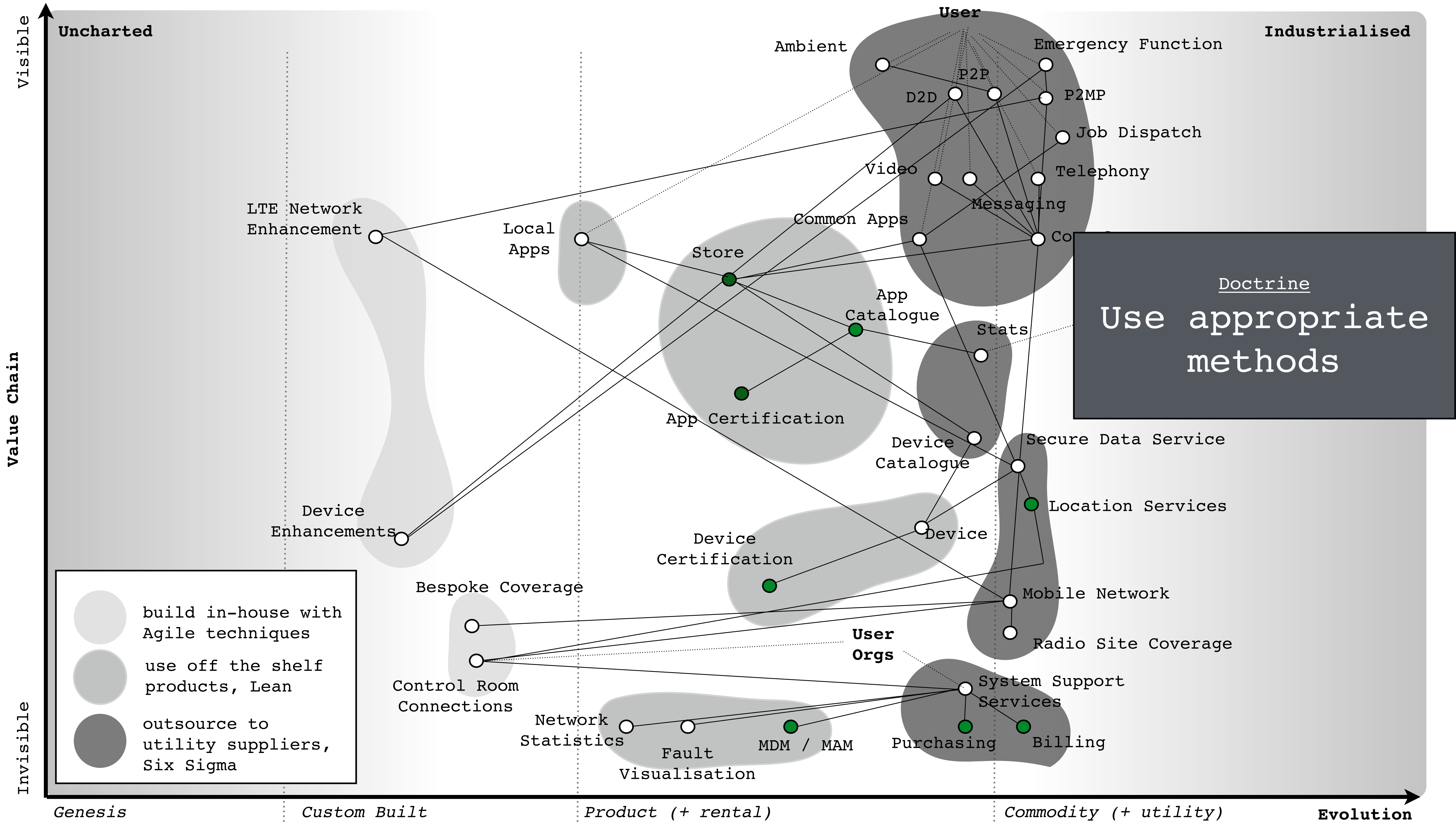
IT Weapons of Mass Duplication – Leader Board

Number of Duplicate Efforts in a single Organisation	Technology Space	Industry
2,000+ (unconfirmed)	Accounting systems	Global Defence
1,000+ (estimated)	Risk management	Global Finance
380	ERP system	Global Energy
300+	ECM systems	Global Pharma
170	Cloud projects	Global Technology
118	Workflow systems	Government
22	Rules Engines	European Corporate
14	CRM system	National Bank
6	General Rule of Thumb	Everywhere



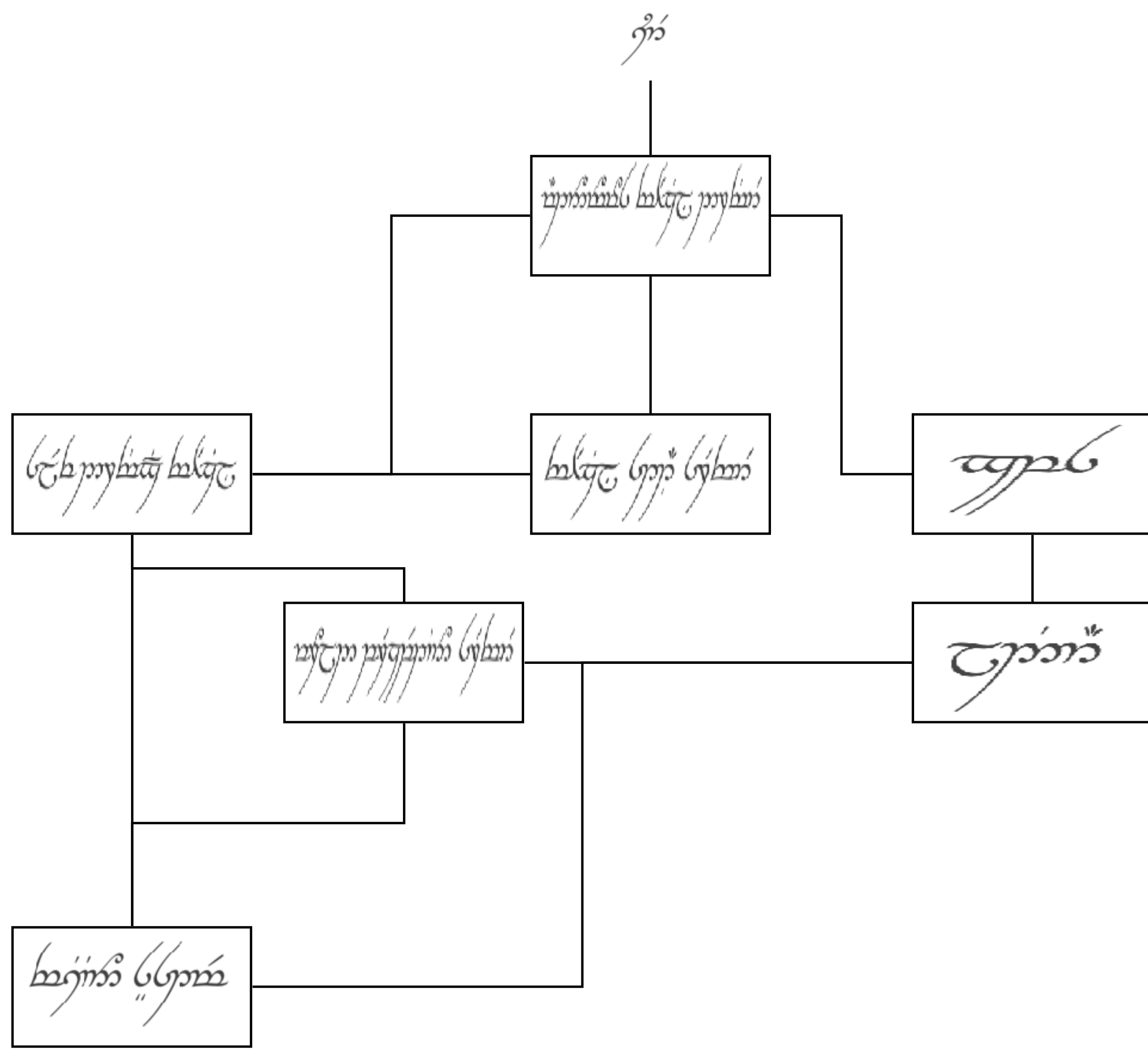


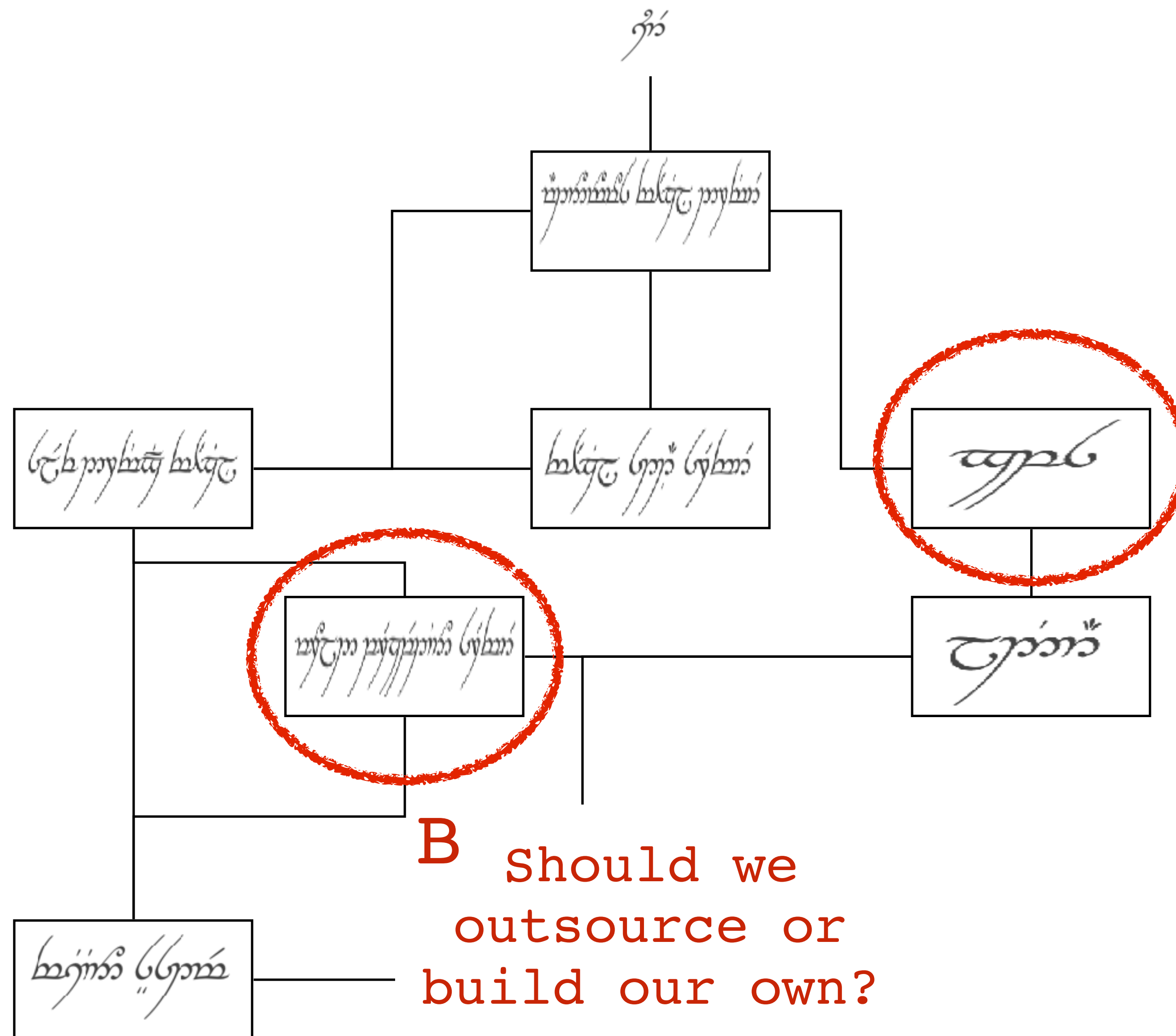




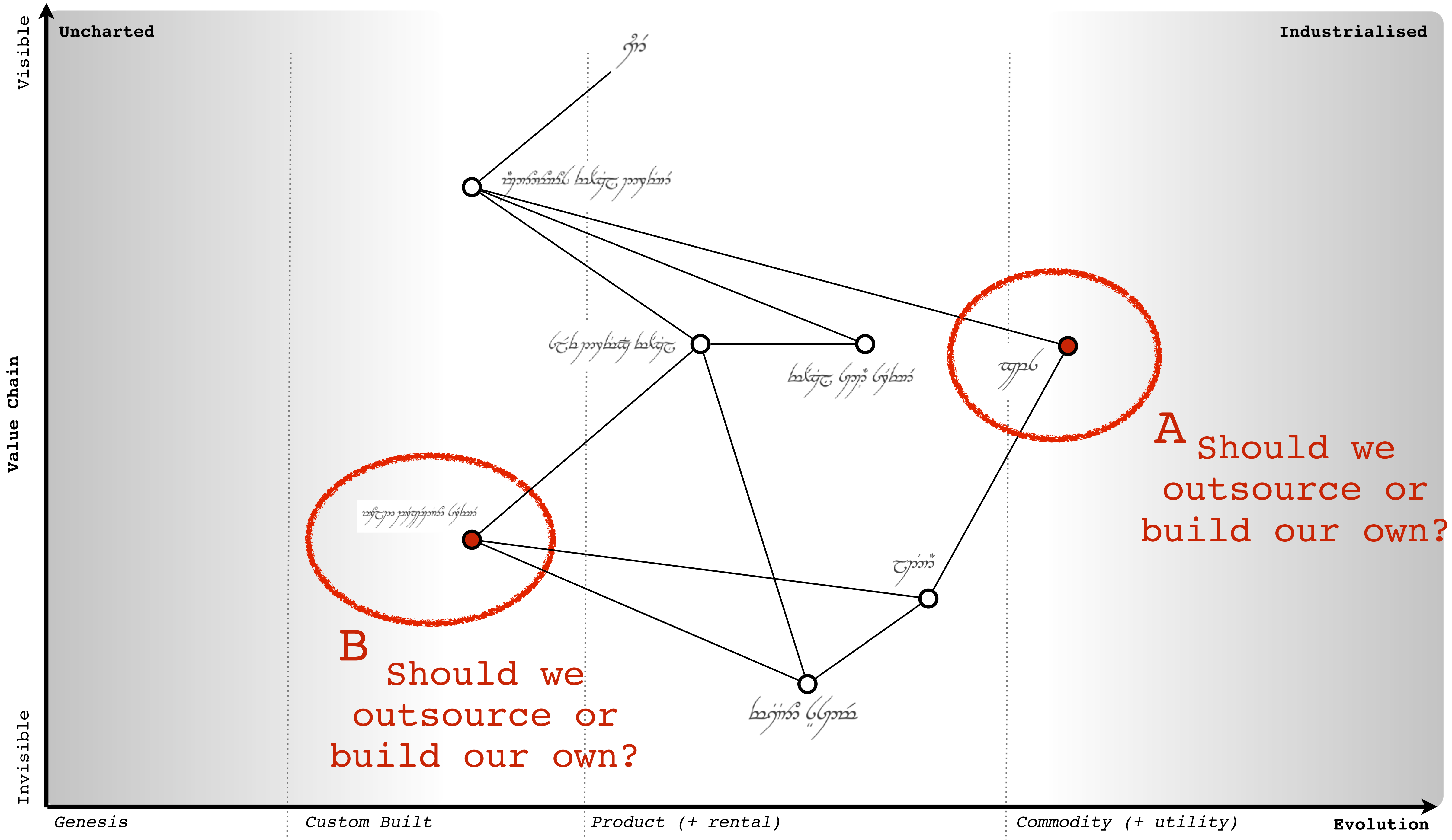


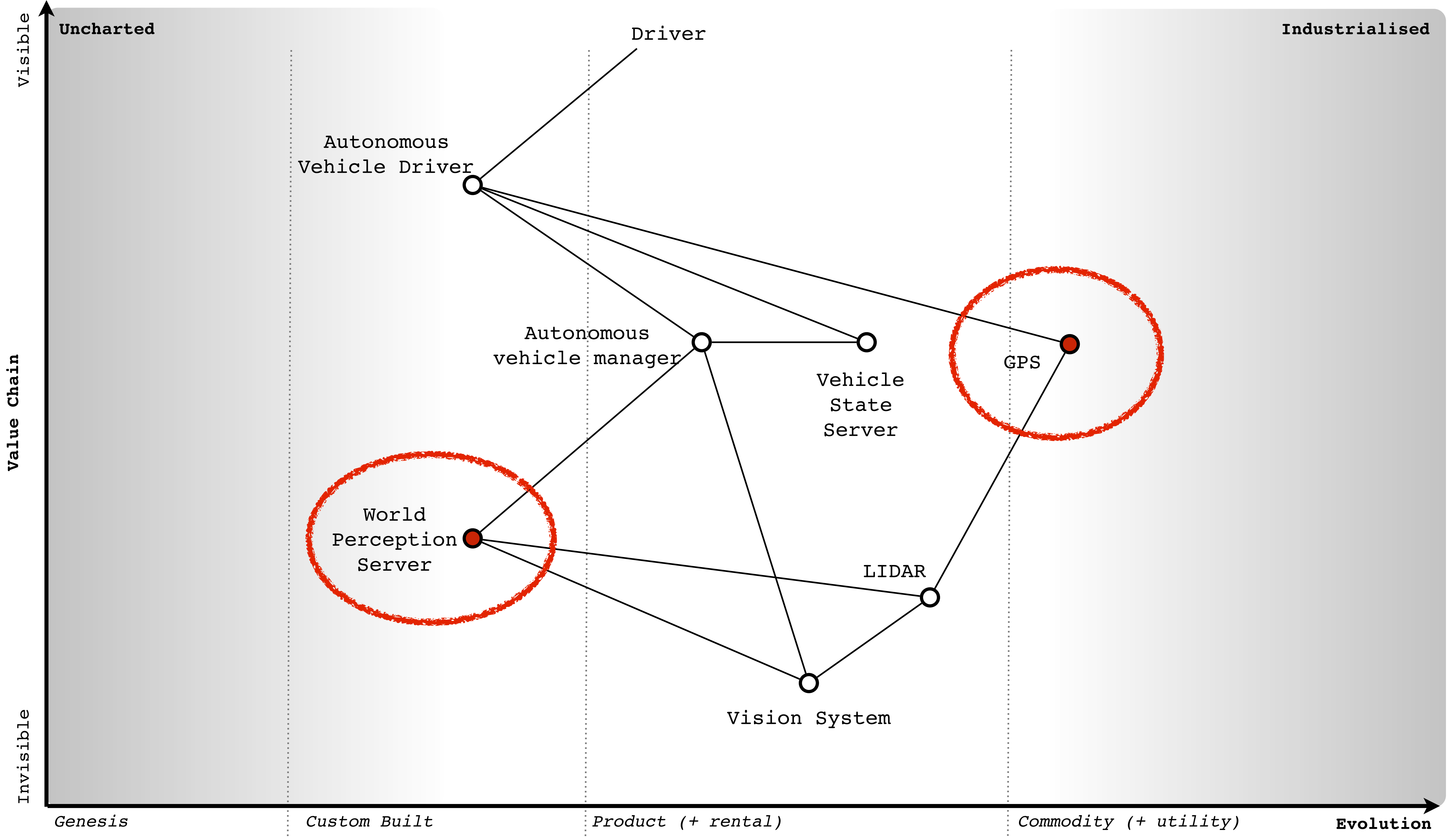
What is a
world perception
server?

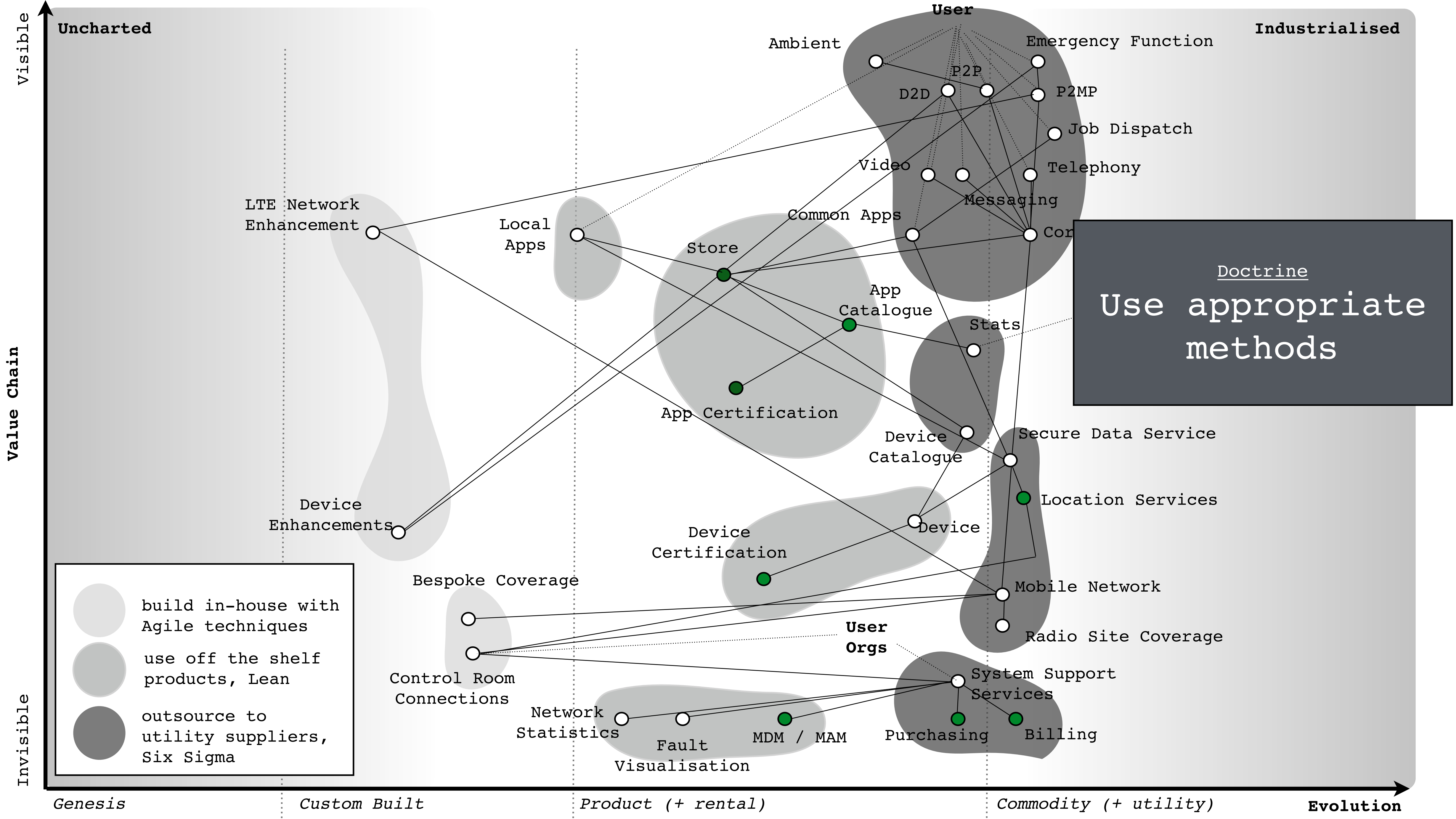


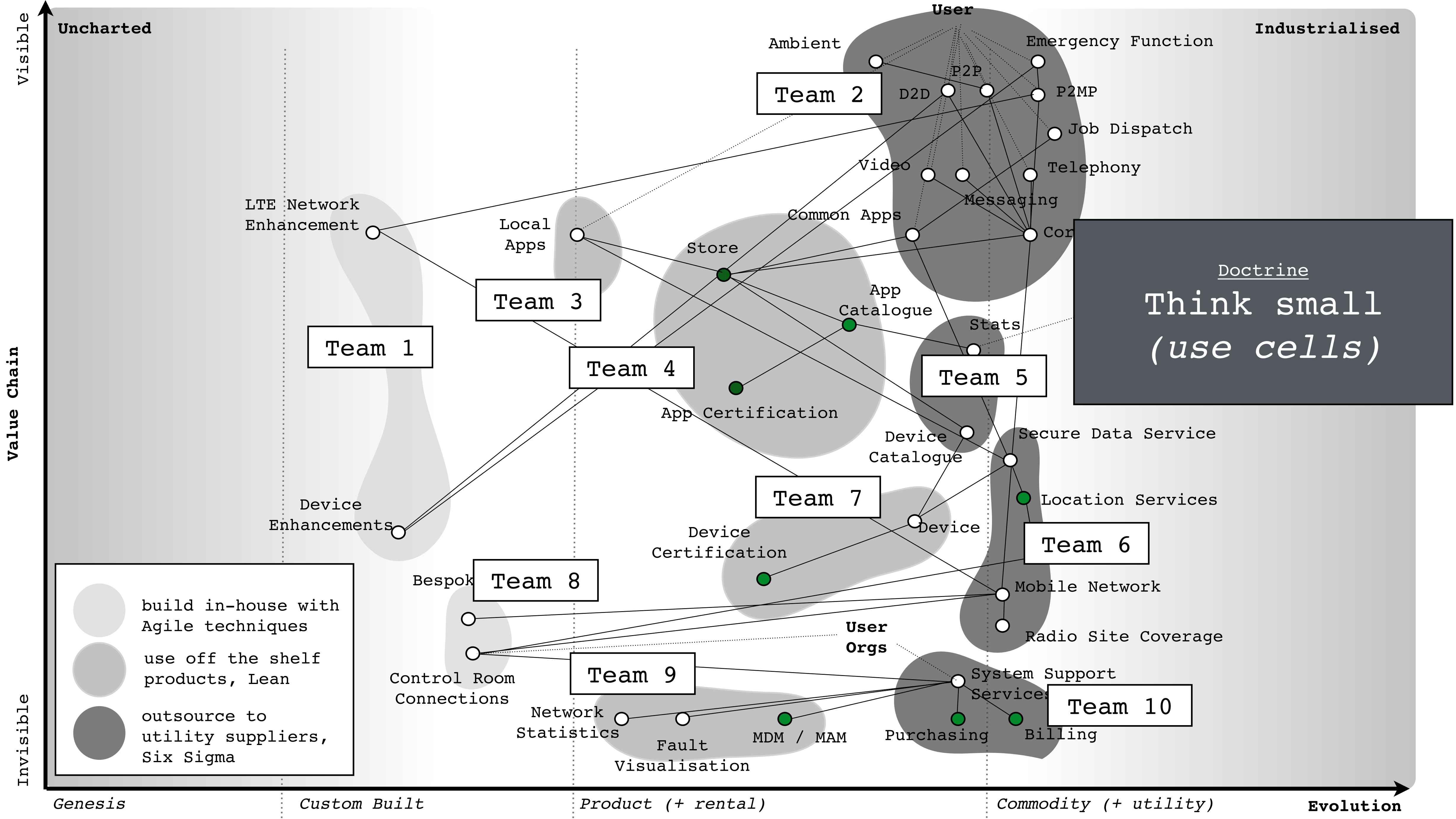


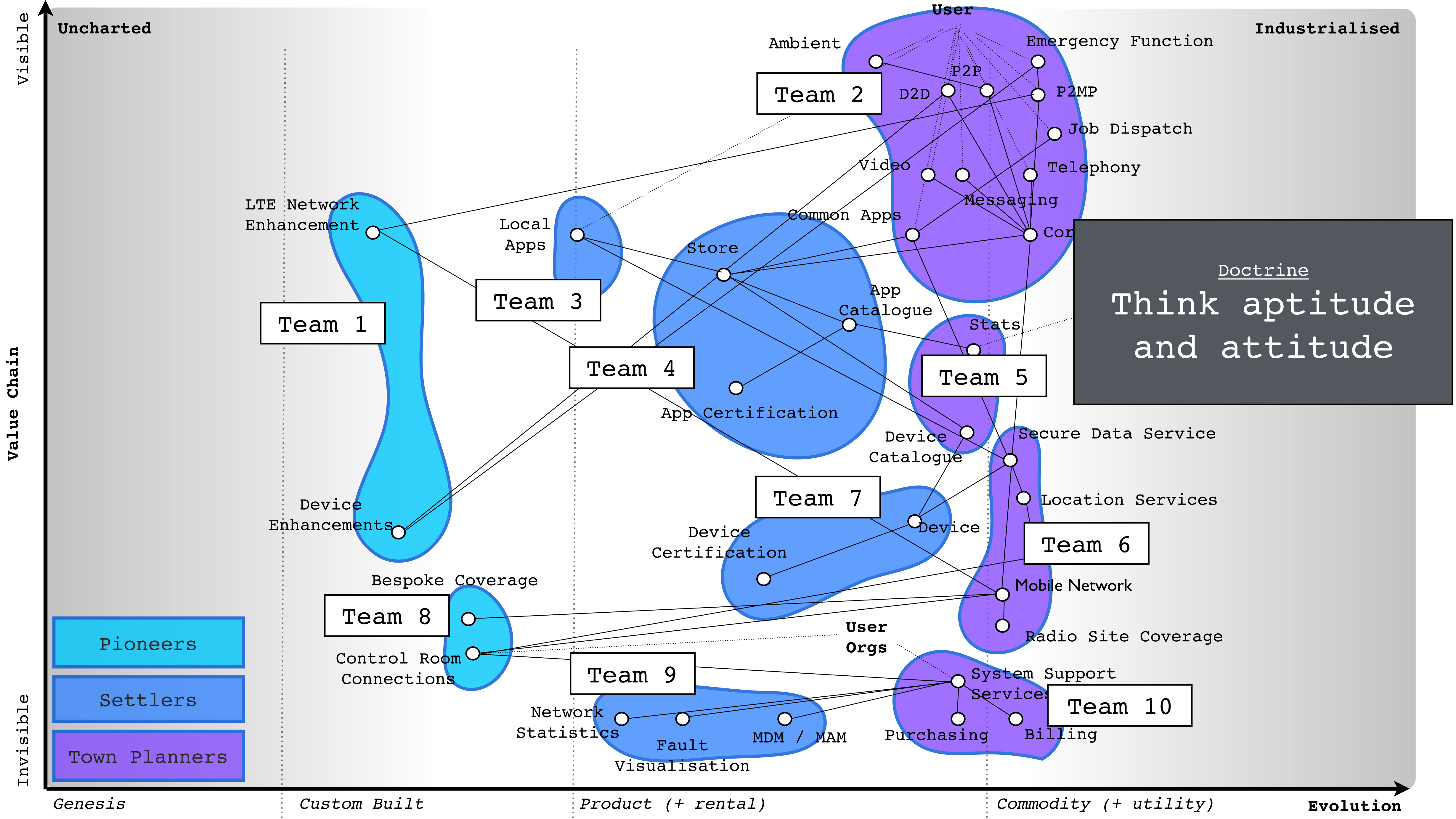
A Should we outsource or build our own?







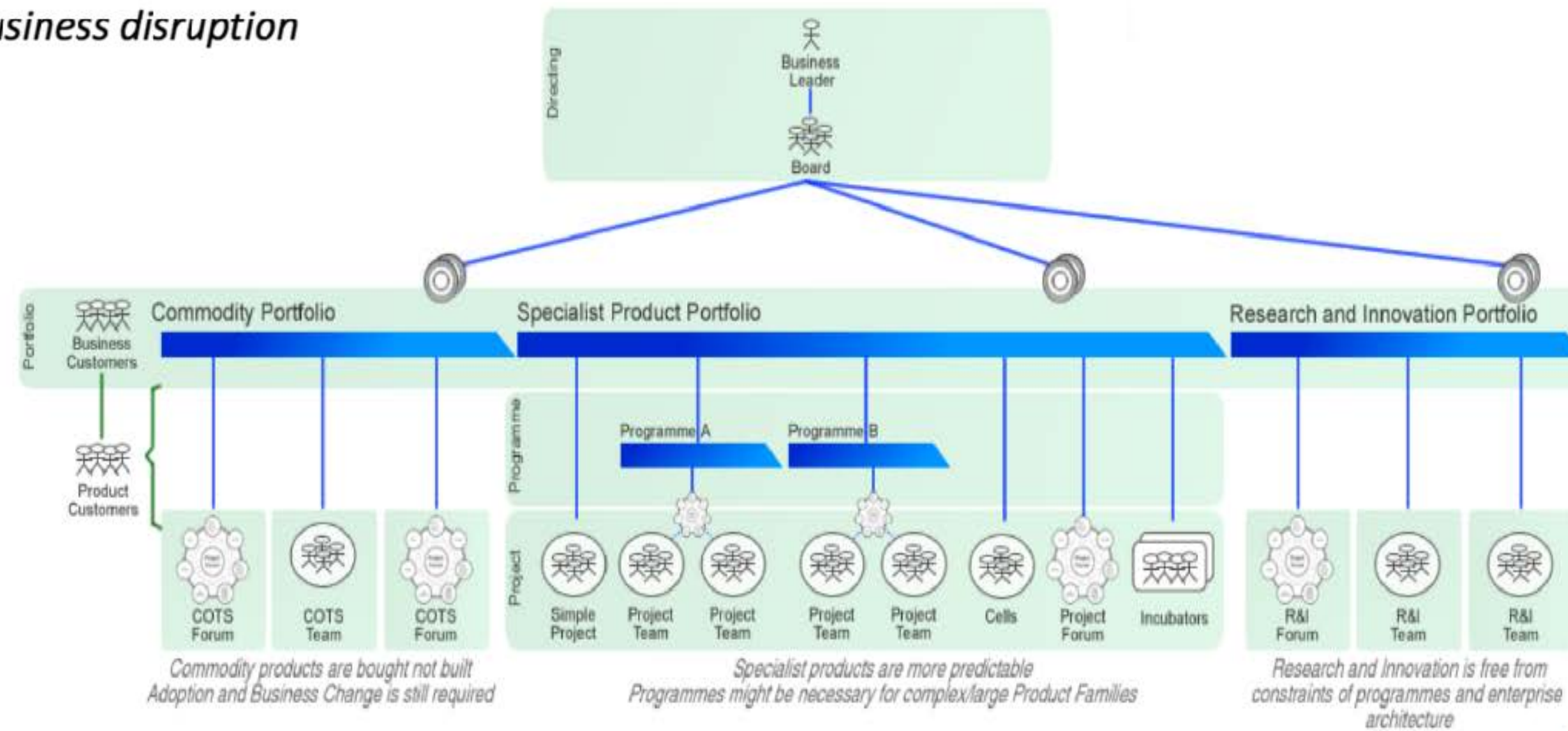






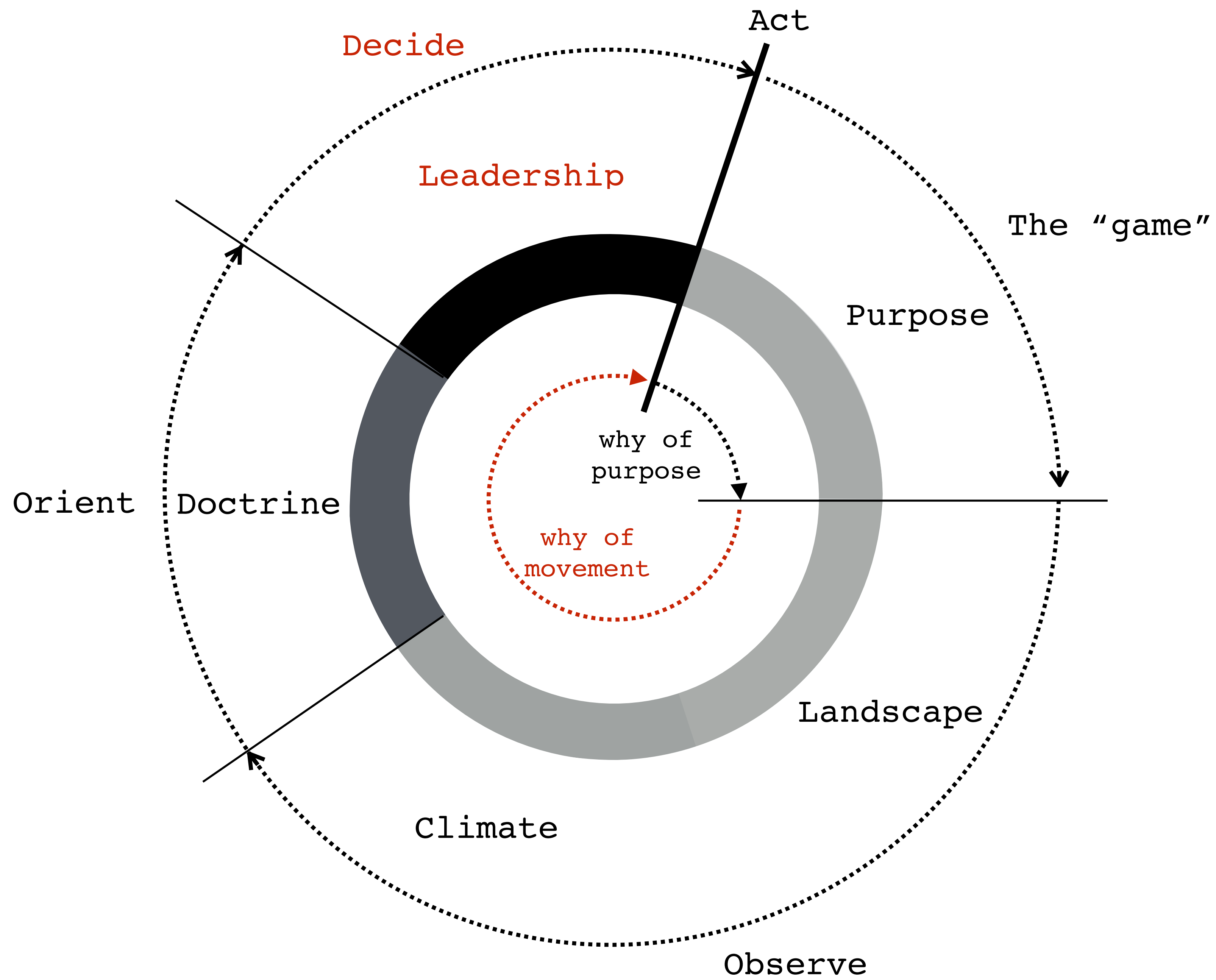
GCHQ: BOILING FROGS?

Technology organisations need to change radically to survive increasing technical and business disruption



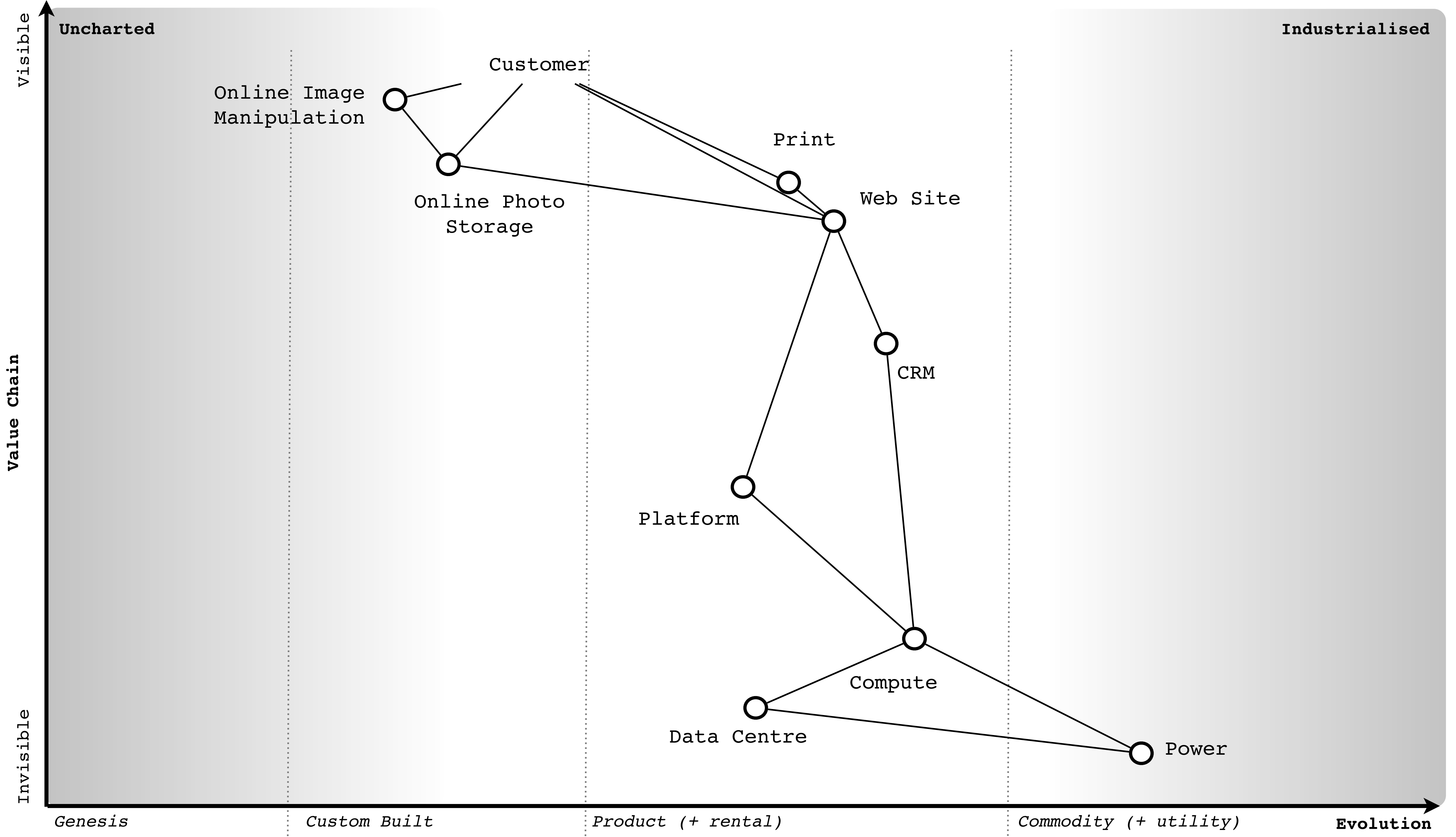
www.holistic-software.com

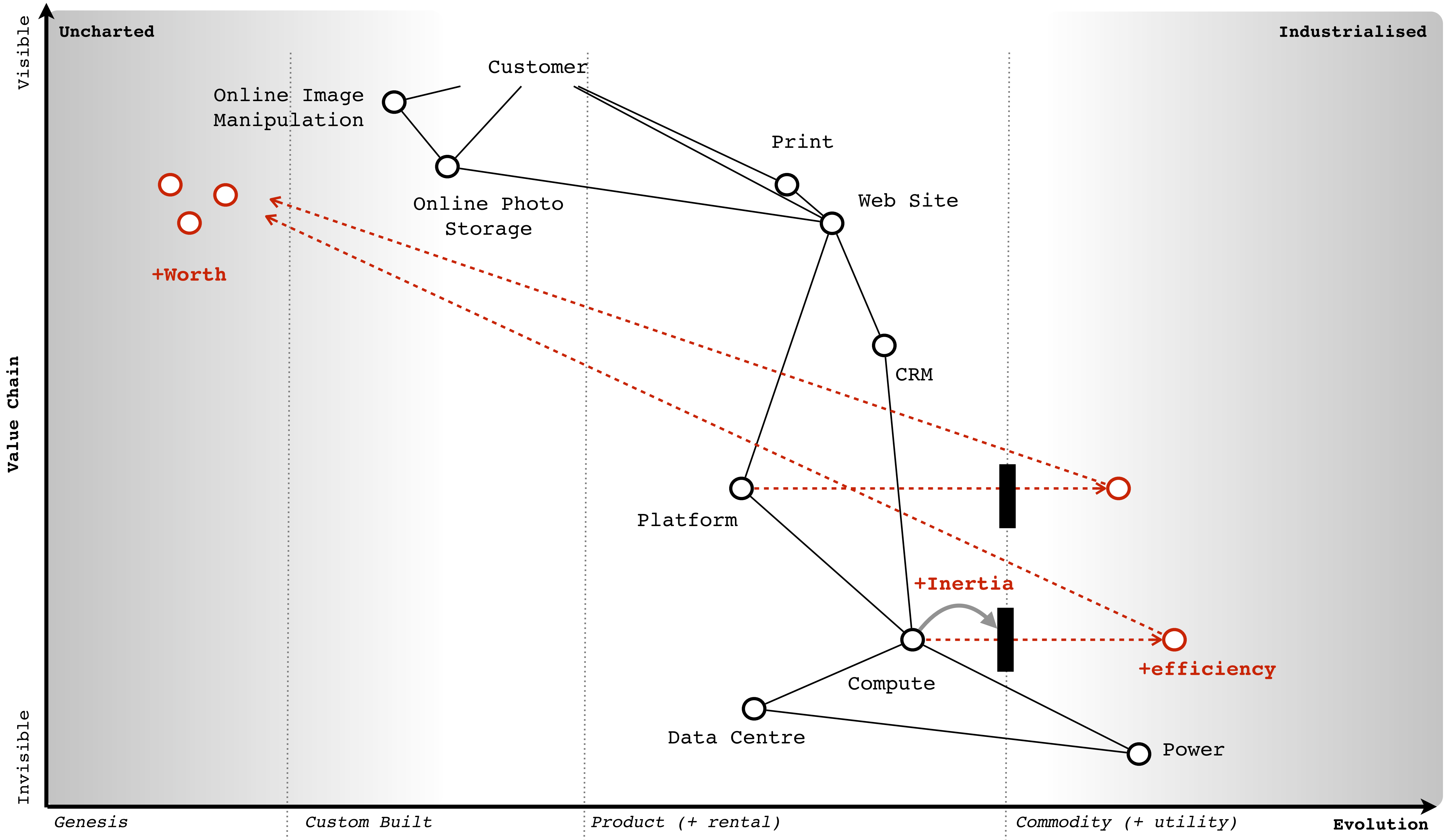
© Holistic Software Consulting Ltd

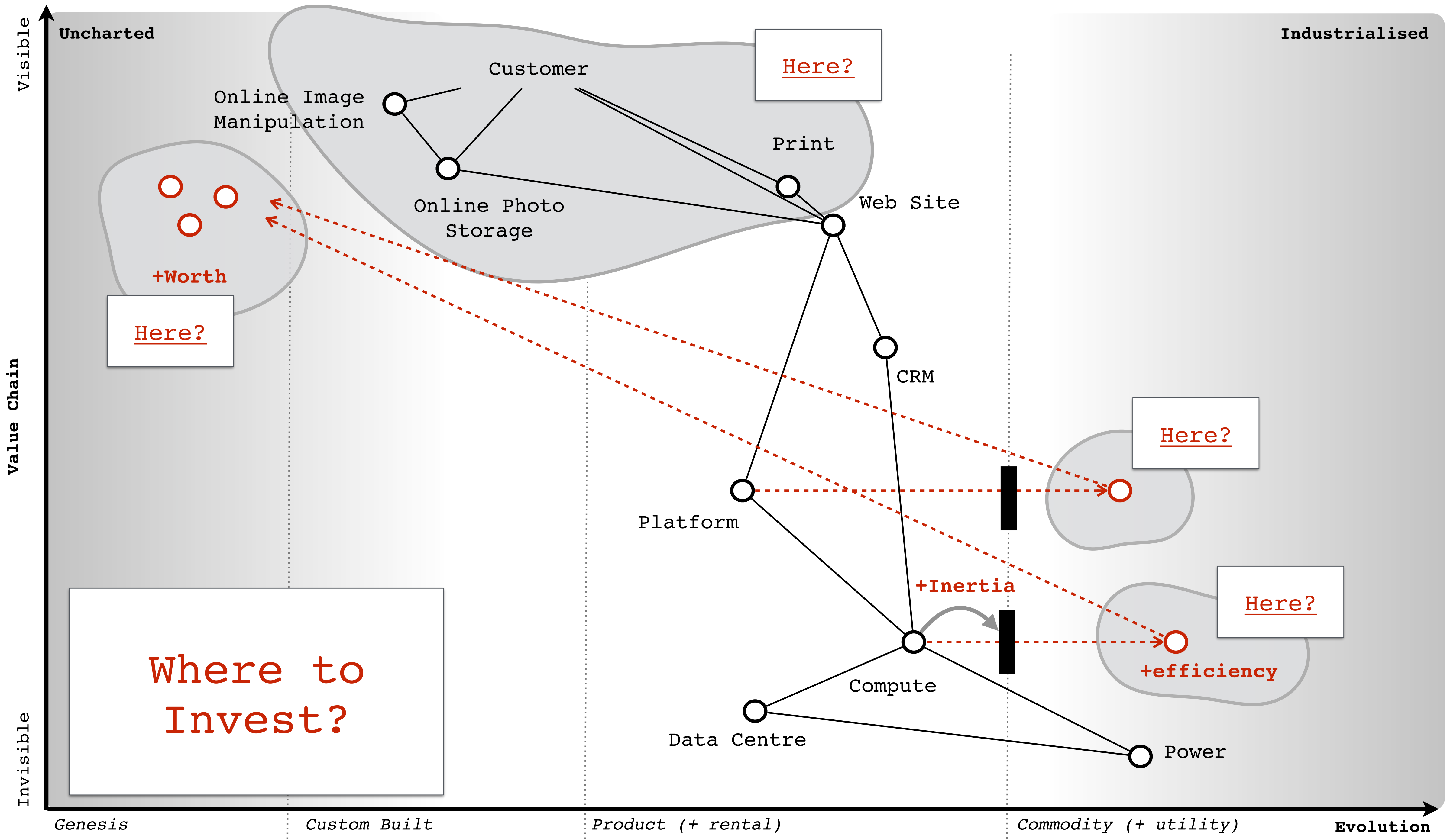


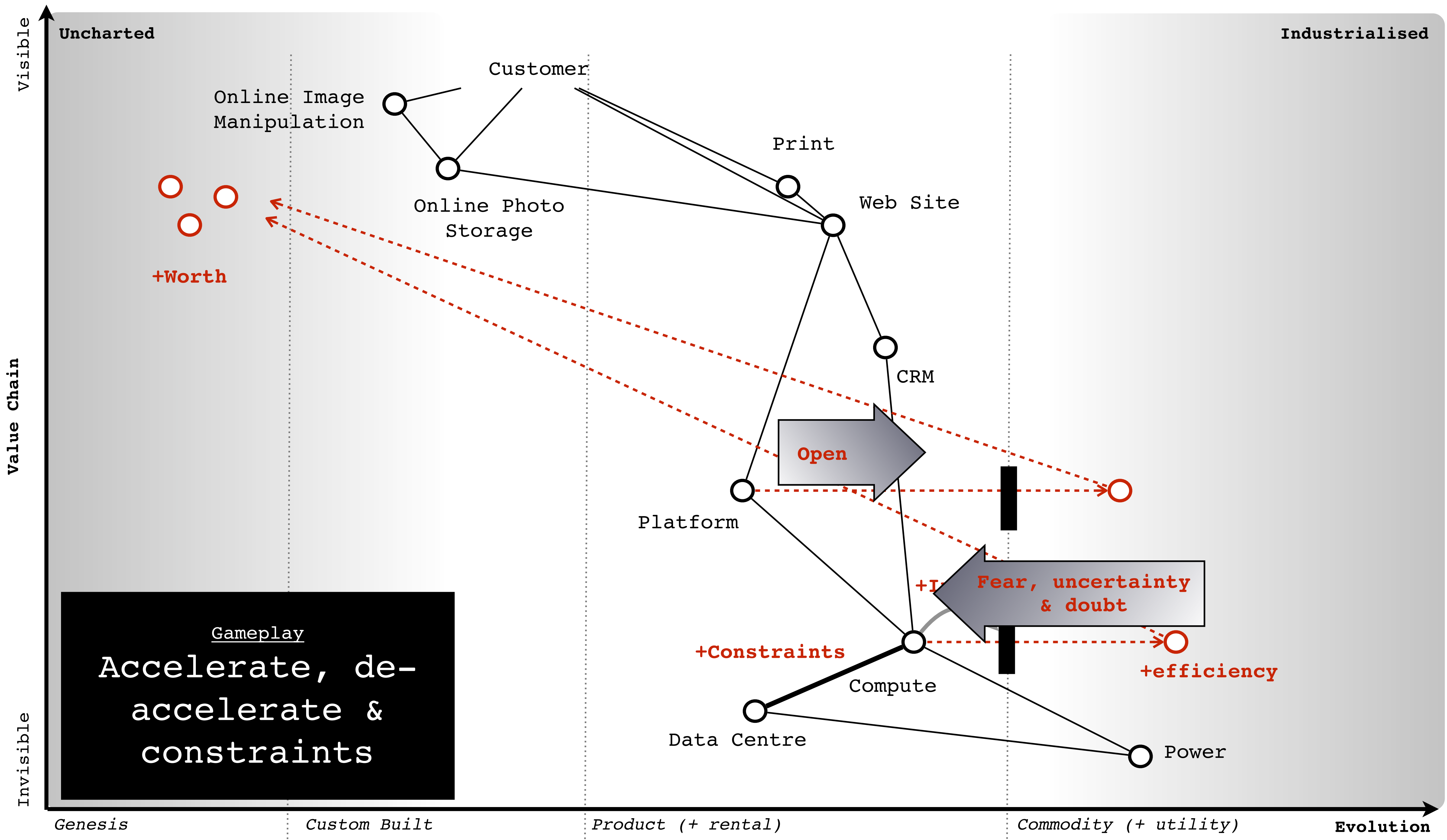
Strategy

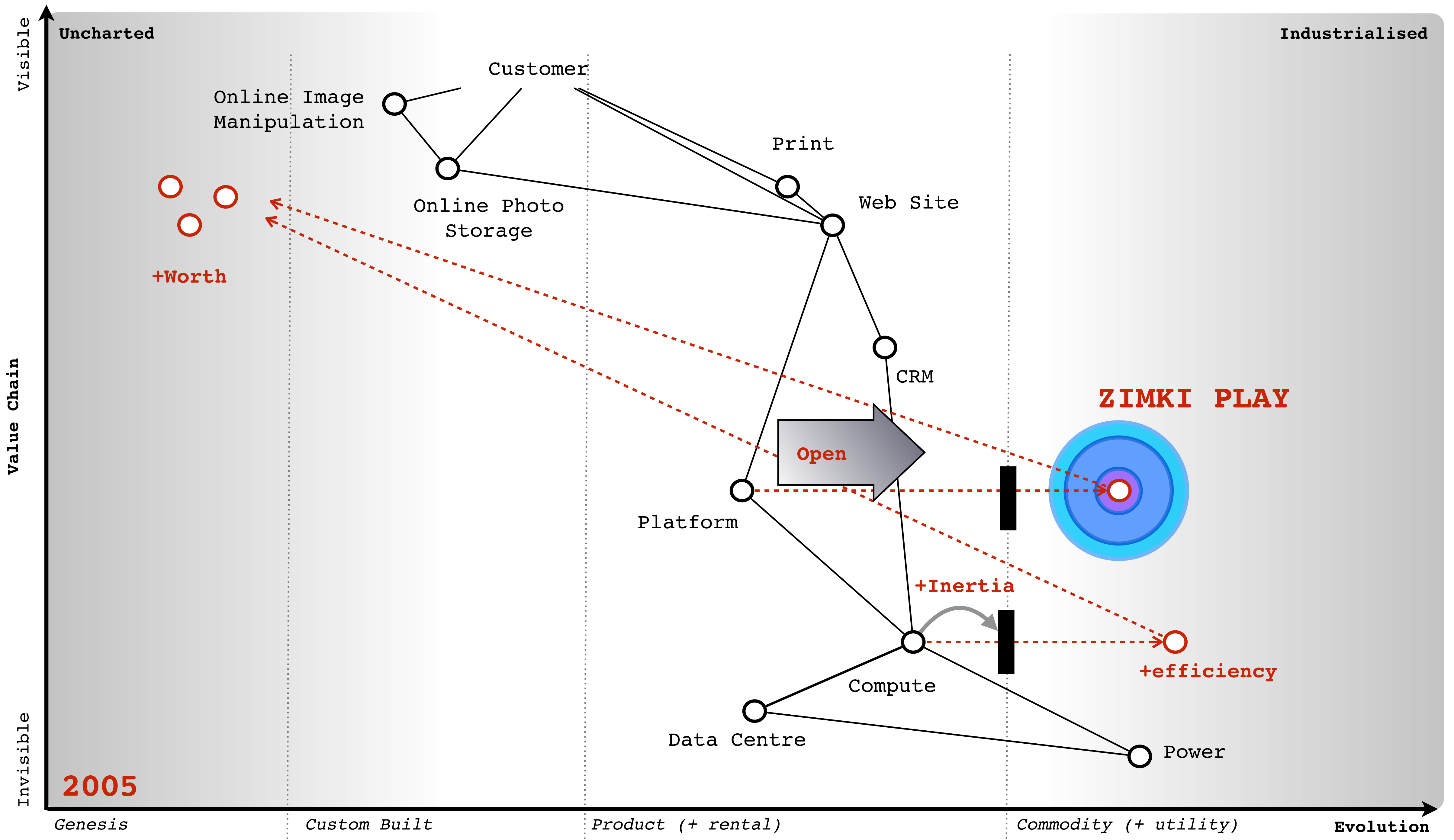
Context specific forms
of gameplay

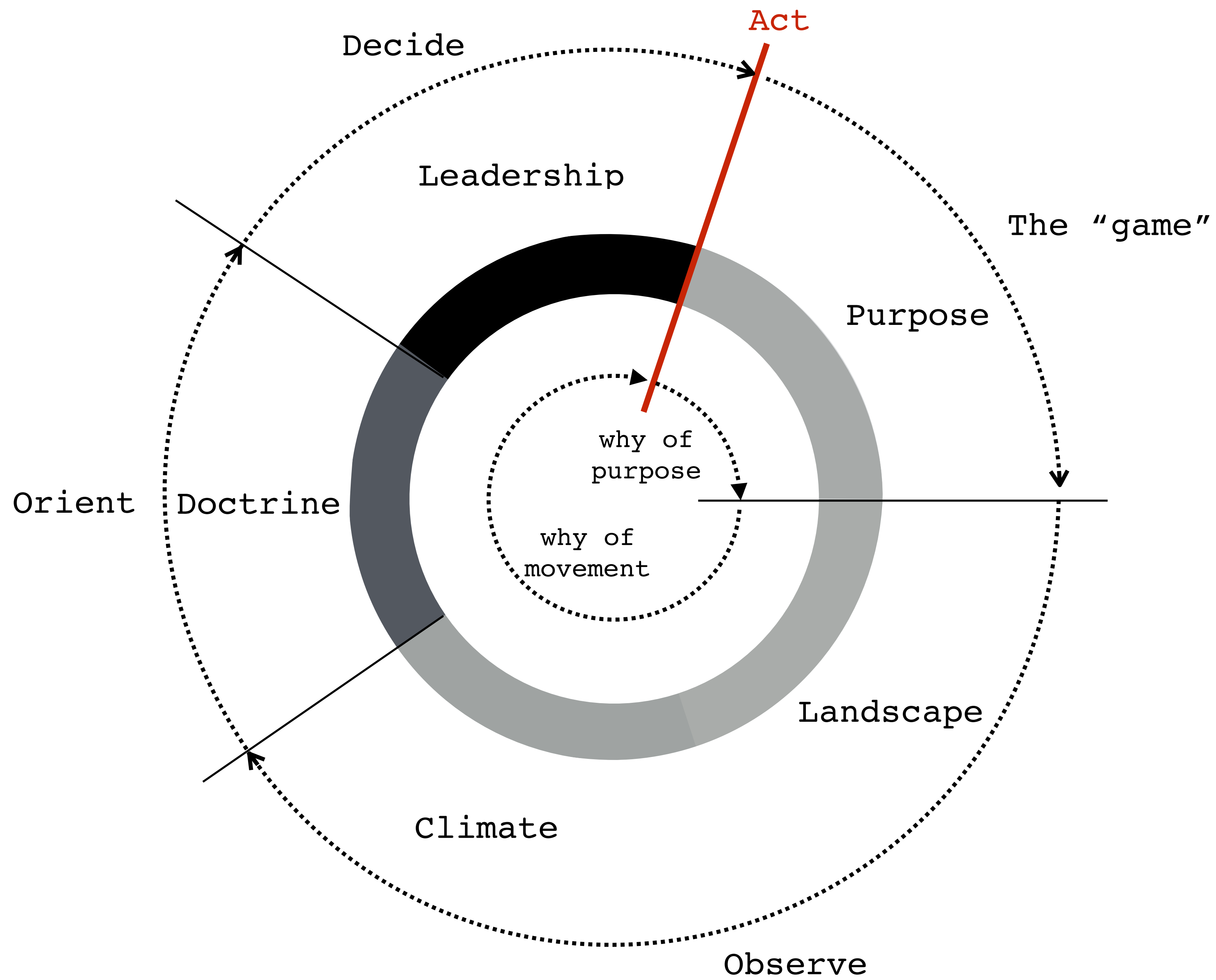






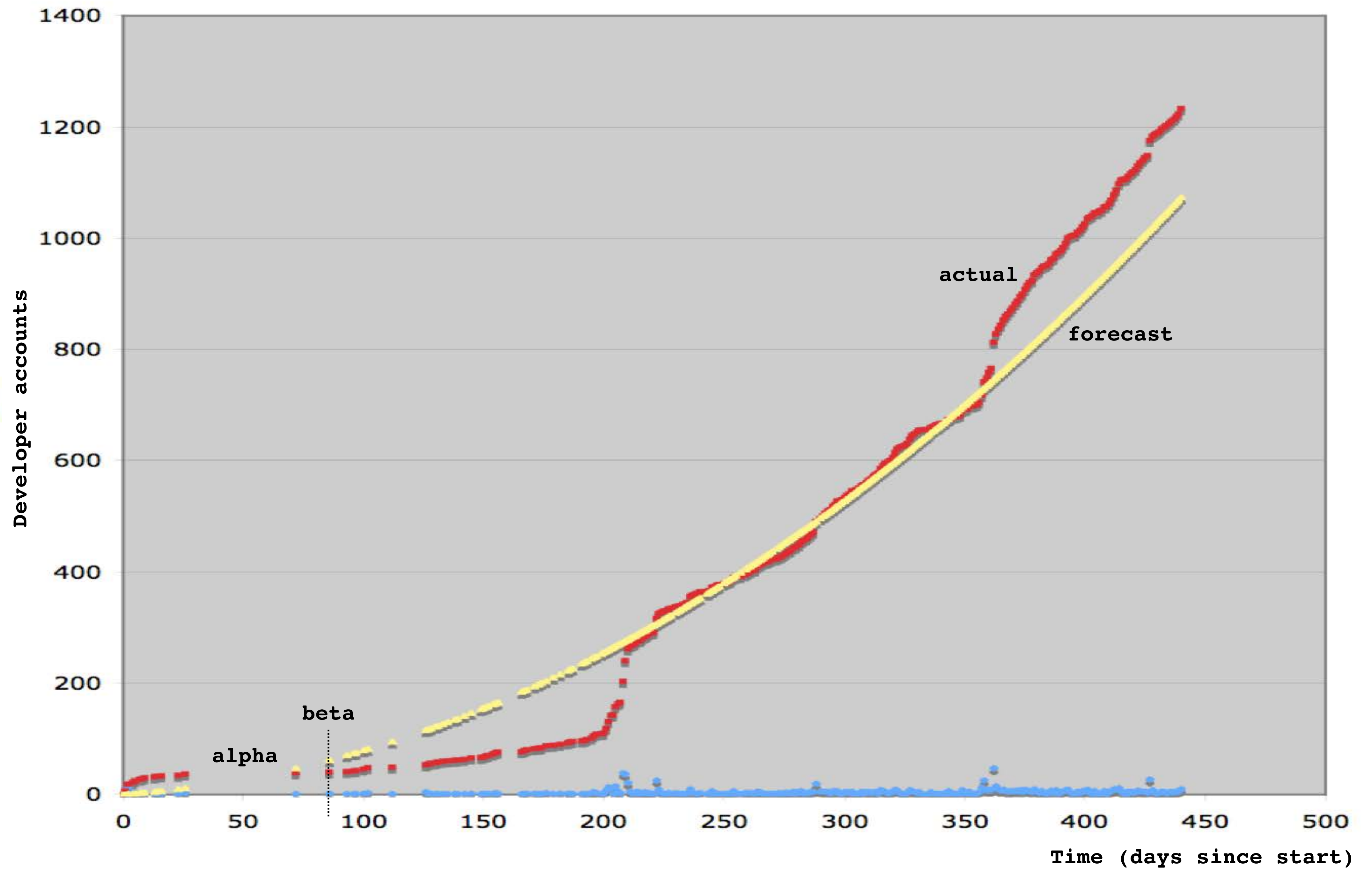








Anita Hart, April 2007, CC BY-NC-ND 2.0
<https://www.flickr.com/photos/anitahart/472099476>



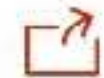
How Faces Can Signify Leadership Potential

by Carl Senior, Robin Martin, Michael West, and Rowena M. Yeats

FROM THE NOVEMBER 2011 ISSUE



SAVE



SHARE



COMMENT



TEXT SIZE



PRINT

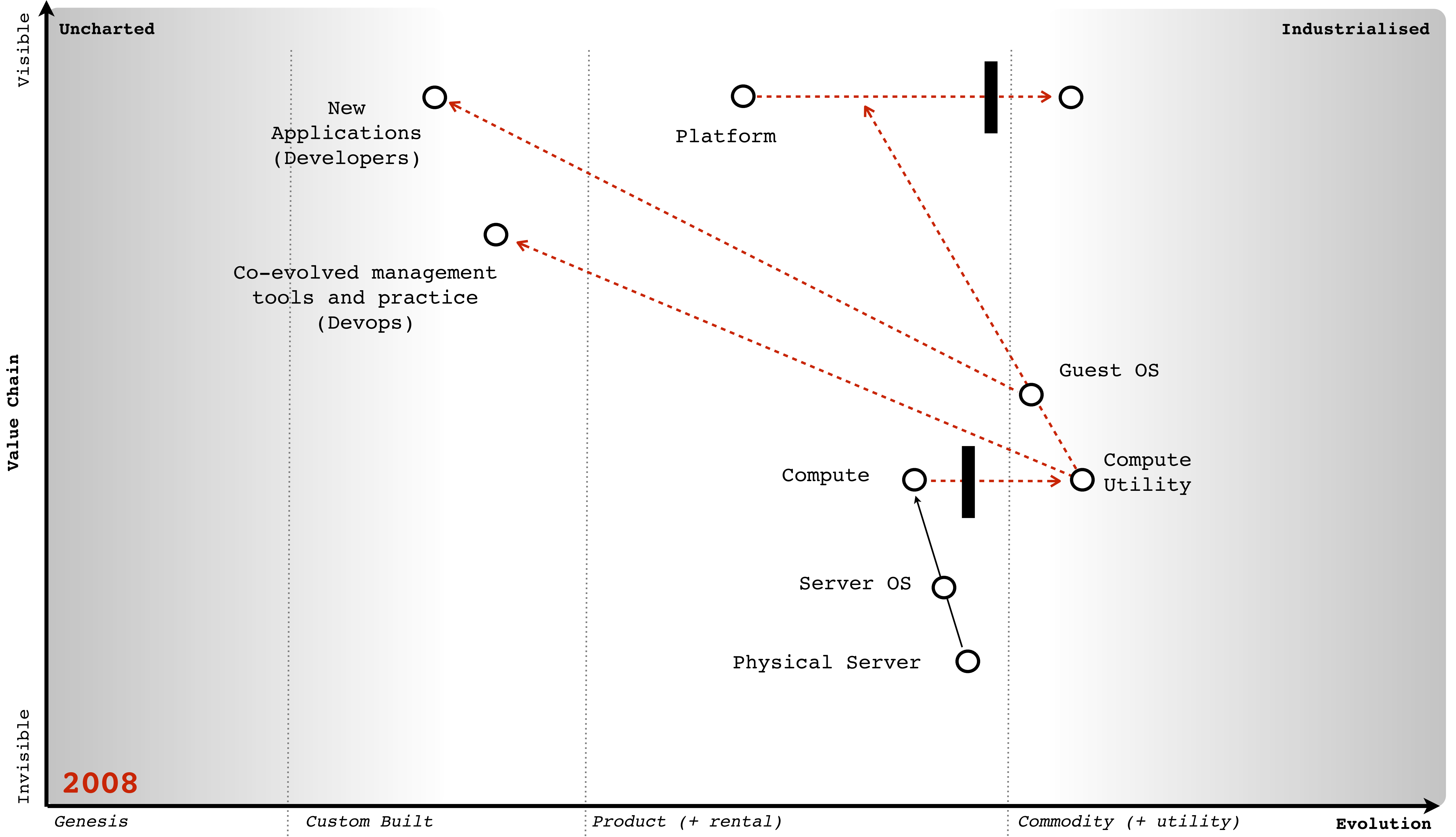


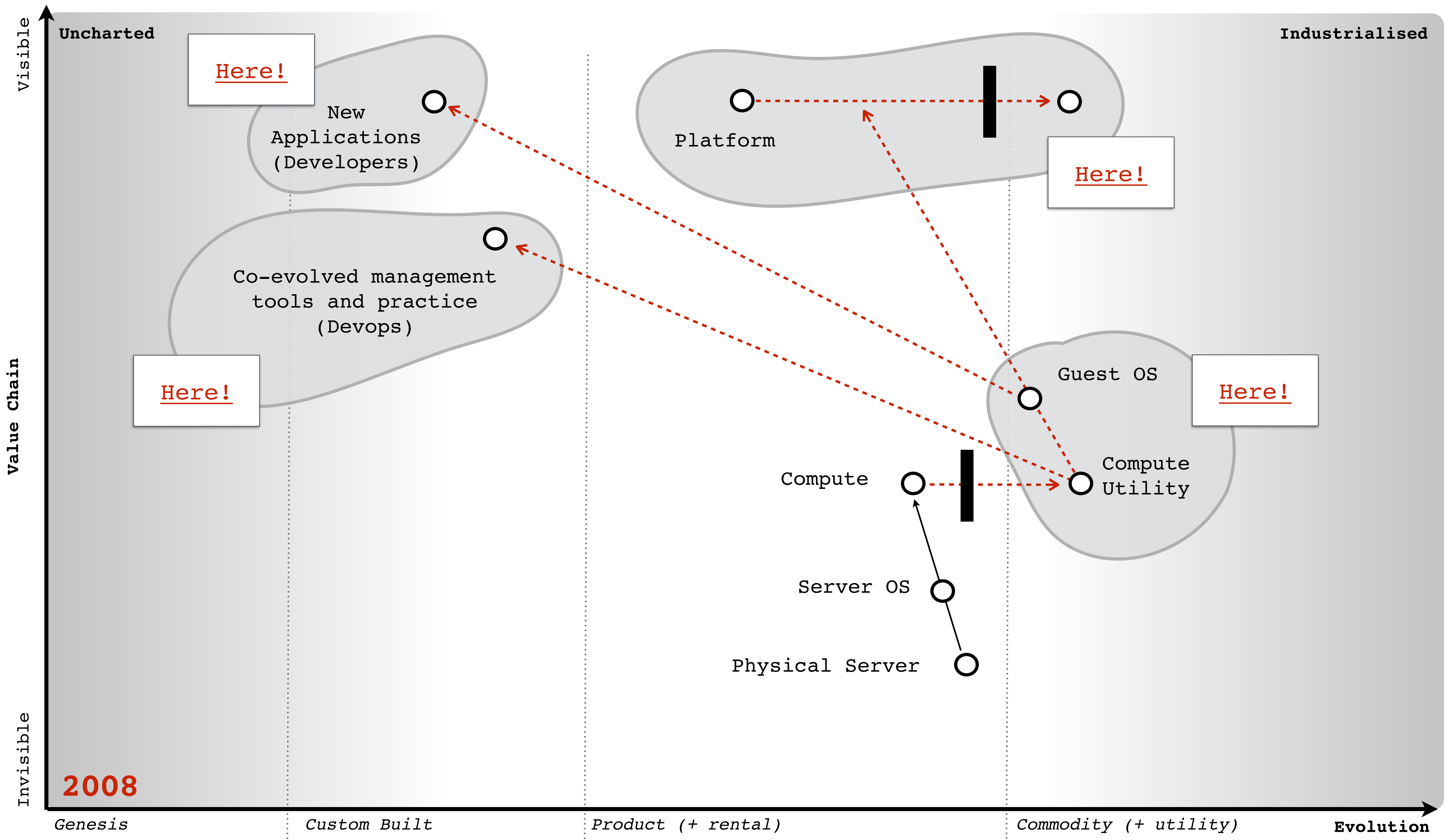
BUY COPIES

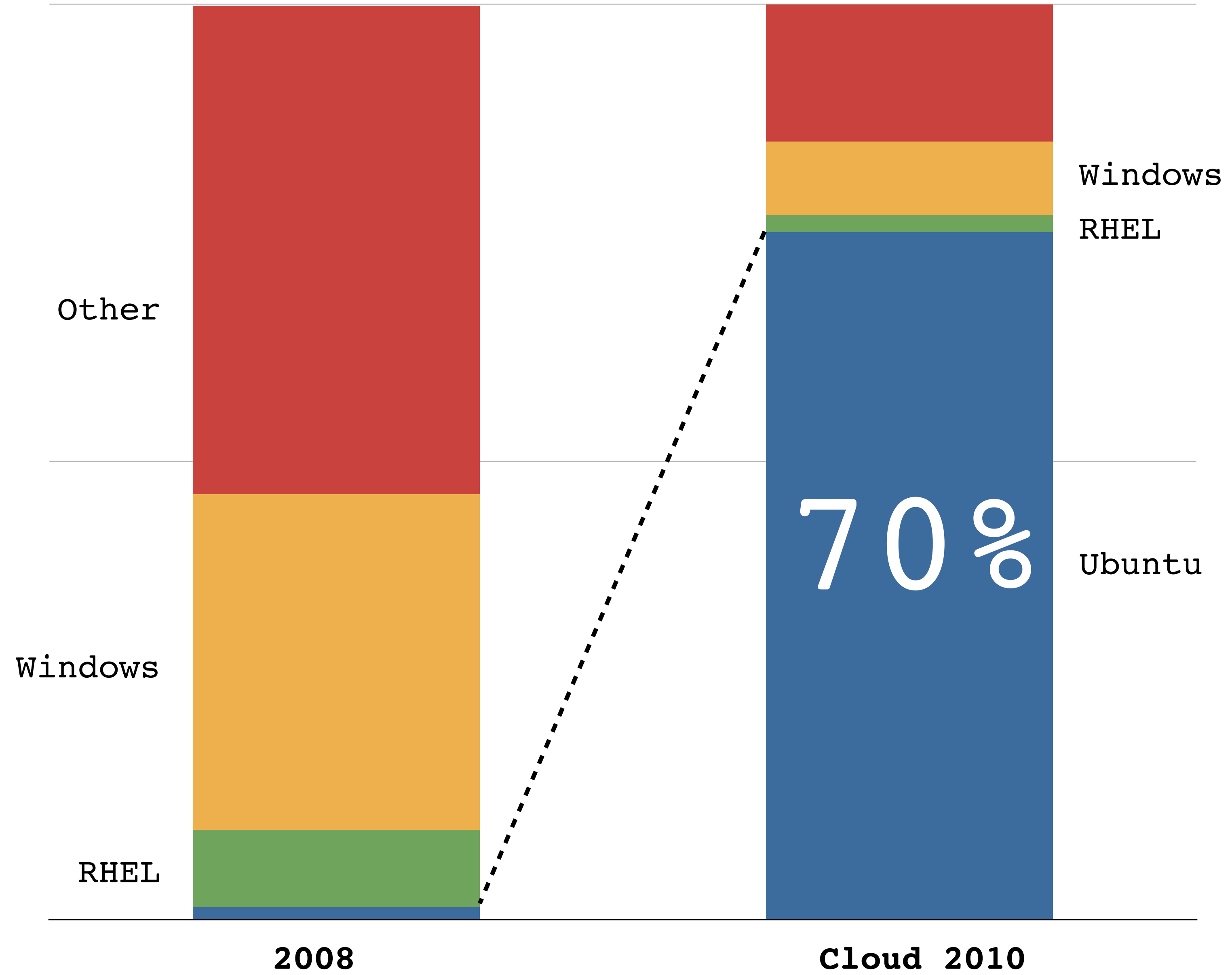
Evolutionary biologists have learned that people with greater “genetic fitness,” as manifested by a high degree of left-right body symmetry, are not just considered better looking but also tend to be healthier, more intelligent, and more dominant than others. They’re the classic alphas who rise to the top of rigidly hierarchical organizations such as the military.

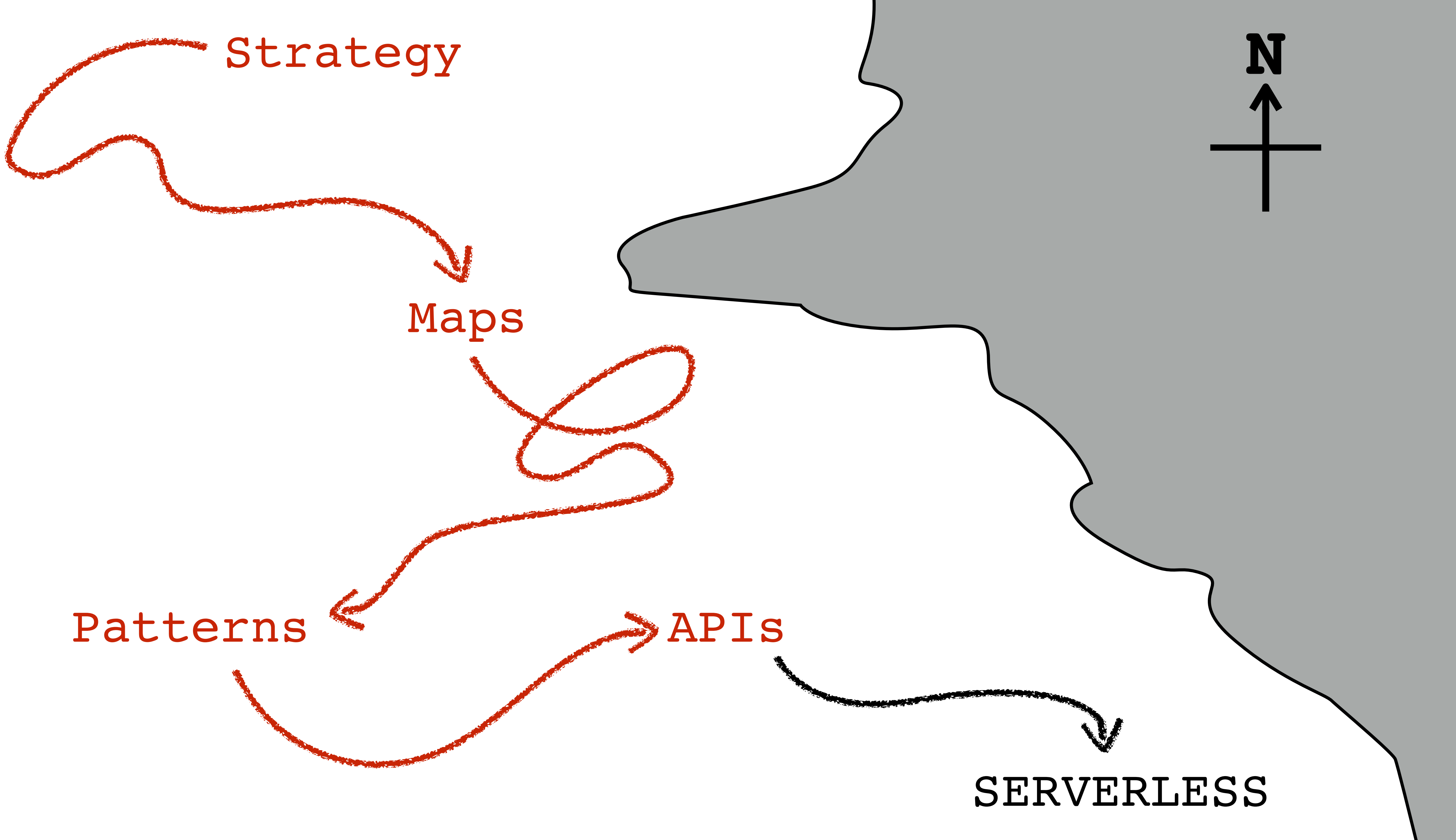
But [our research](#) shows that people with subtle asymmetries—for example, imbalances in ear or finger length—are often better “transformational” leaders, able to inspire followers to put self-interest aside for the good of the group. Furthermore, teams they lead outperform teams whose leaders have more-symmetrical bodies.

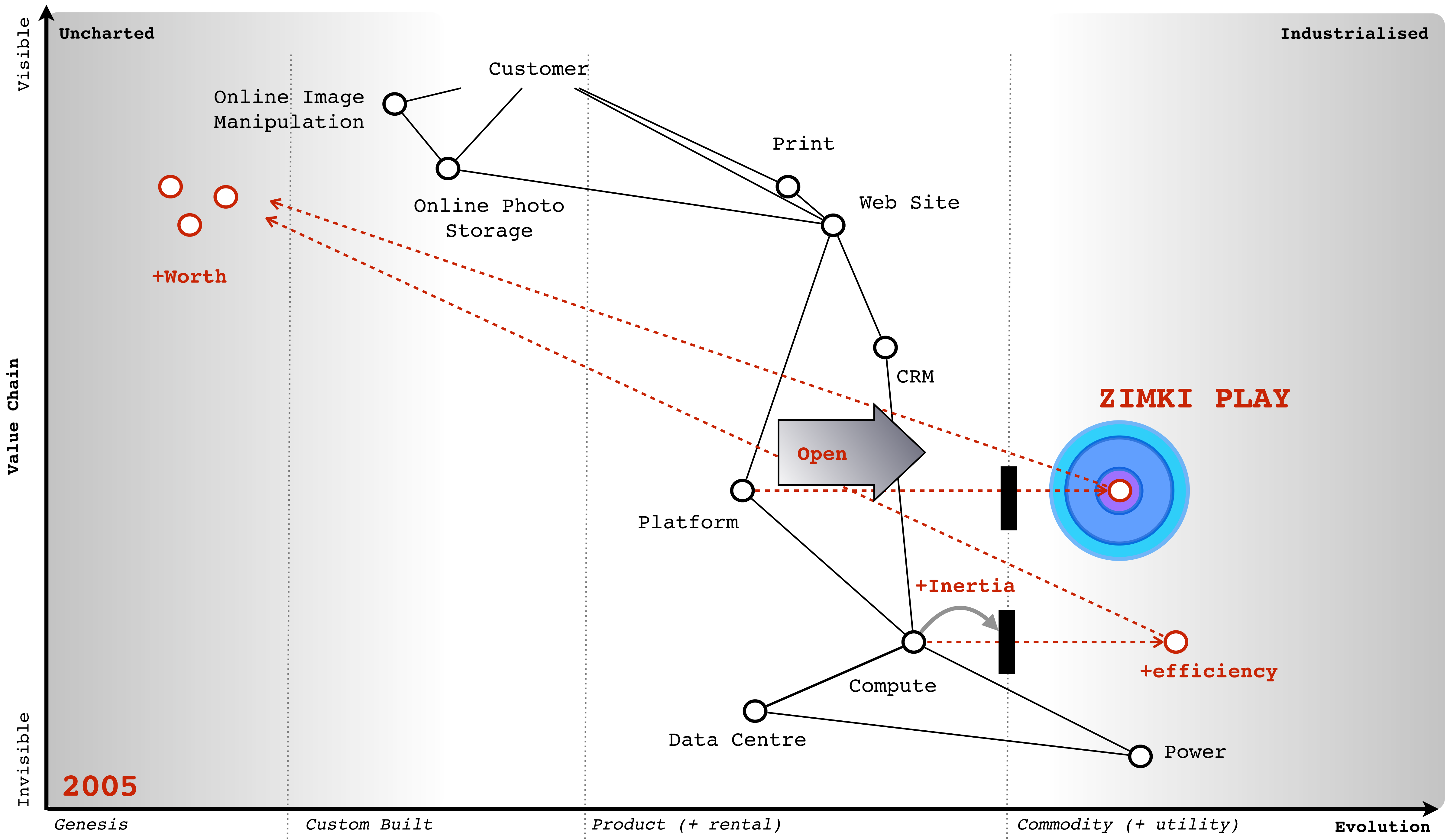




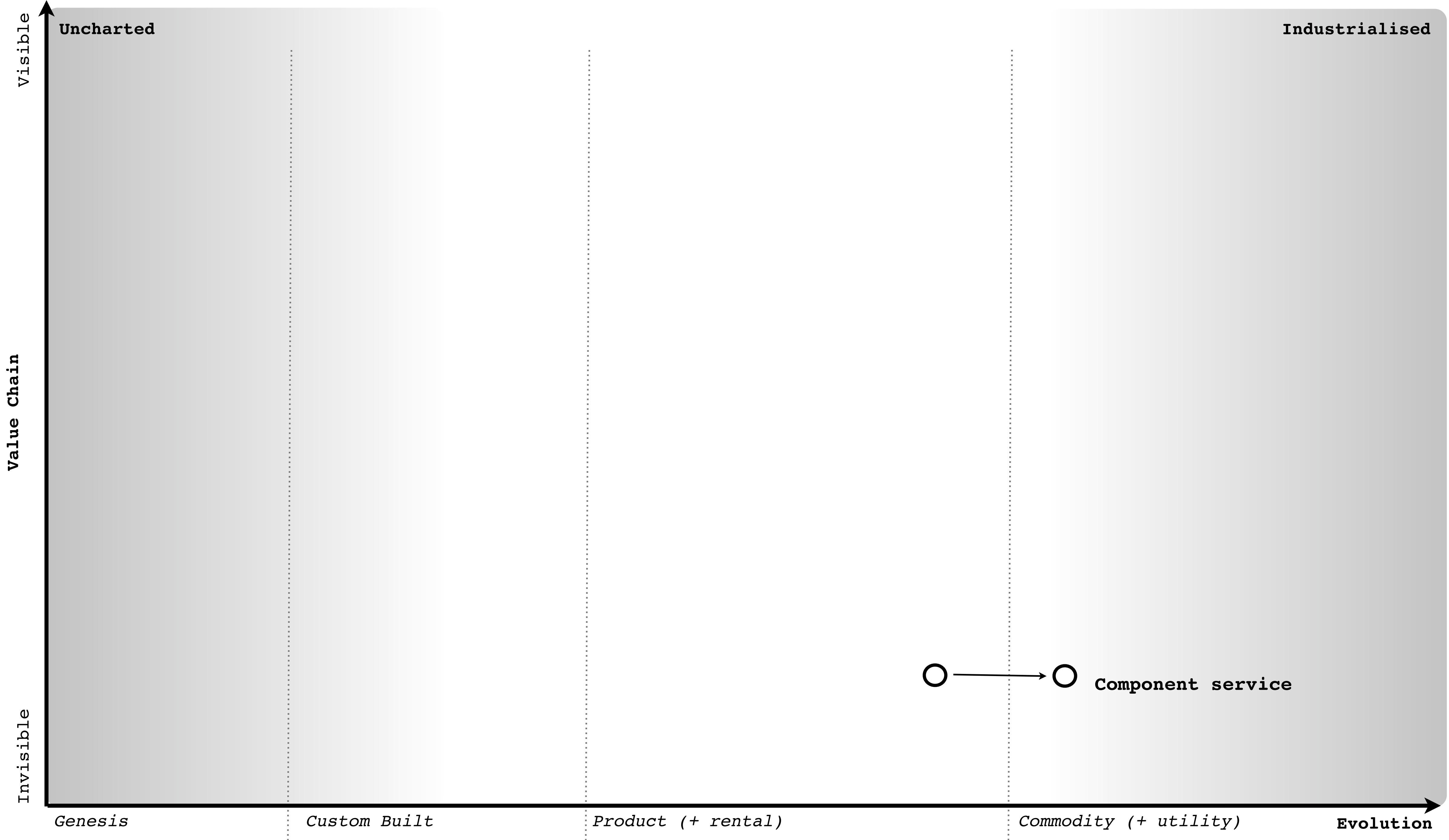


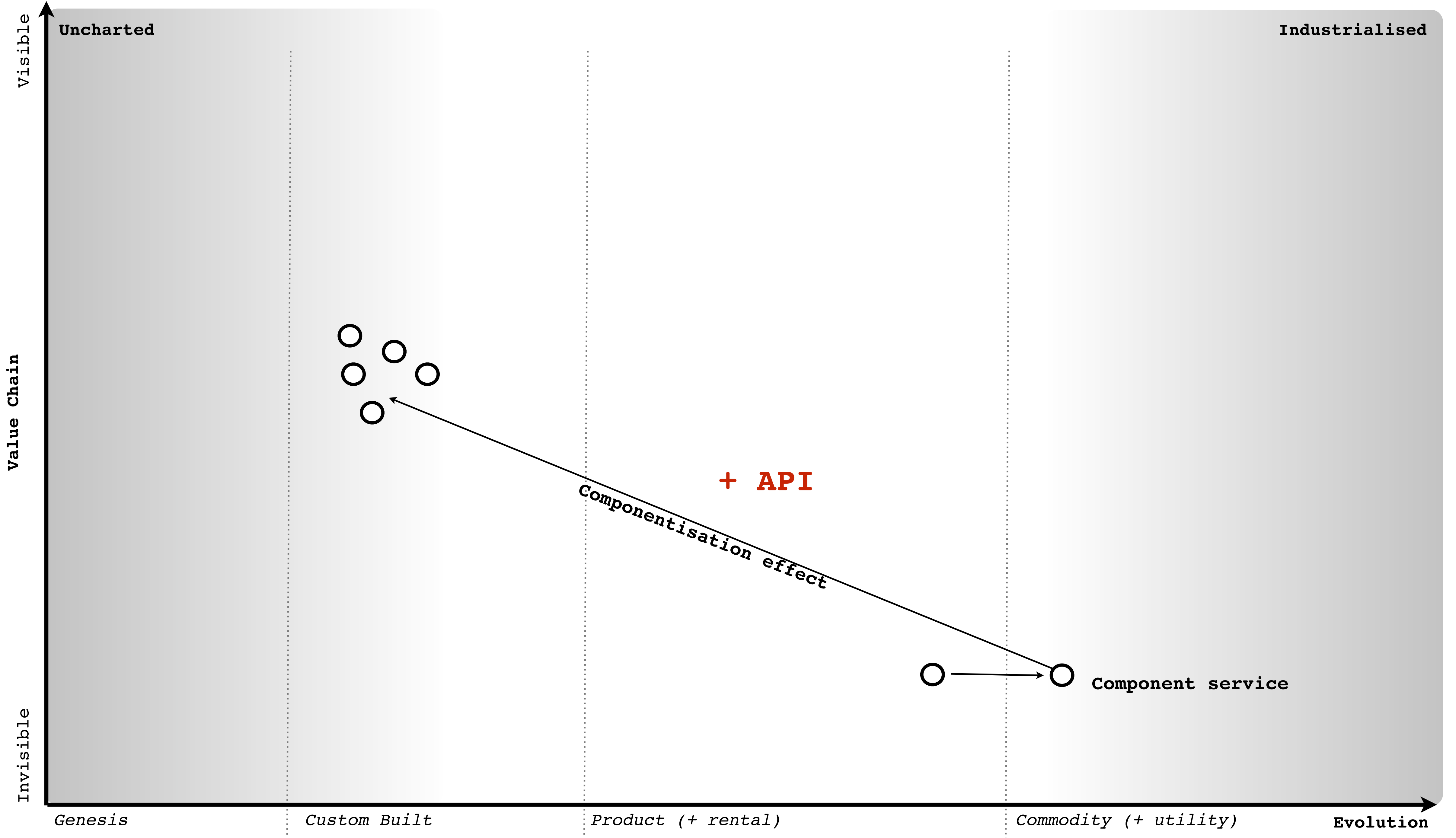


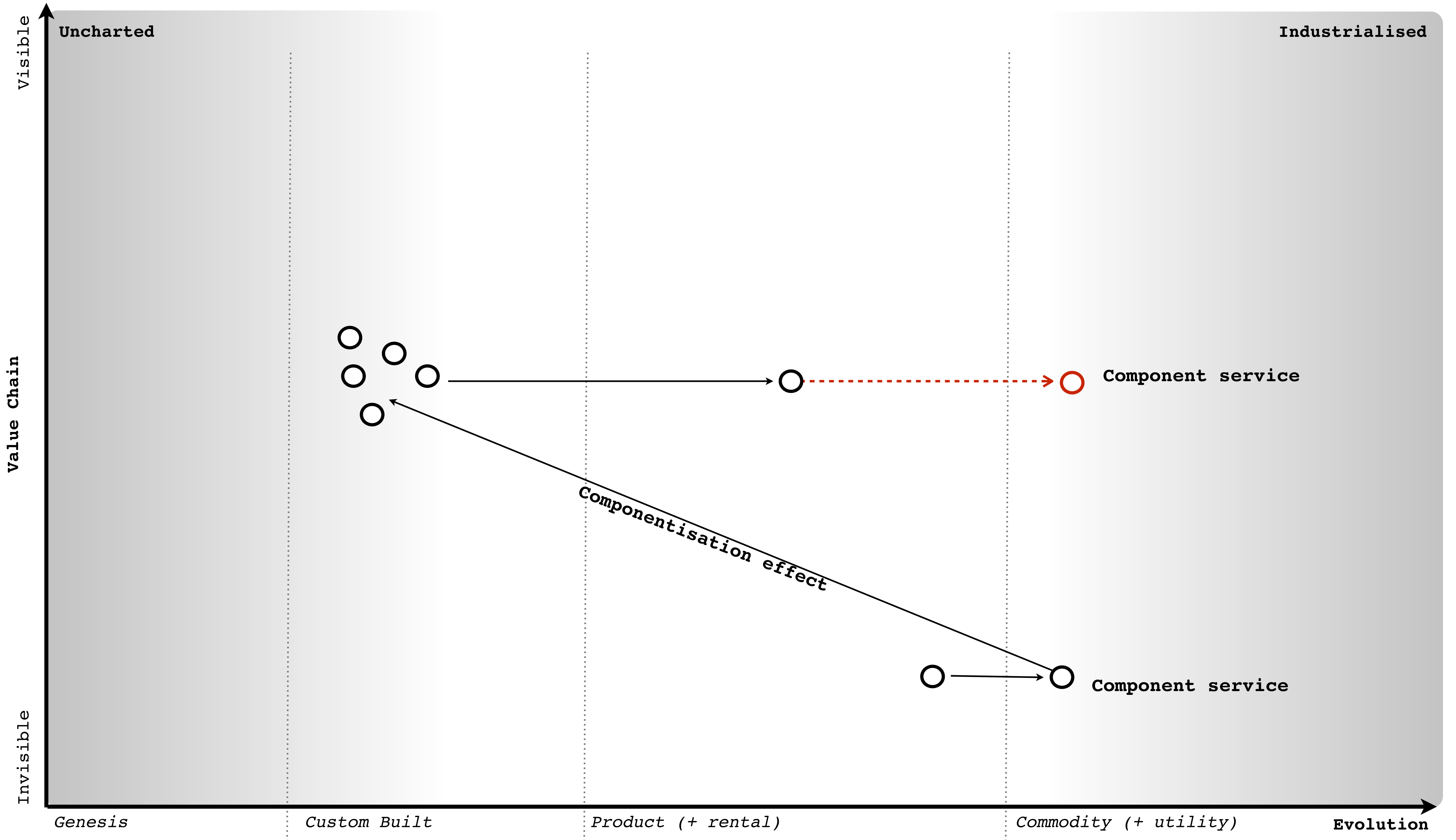


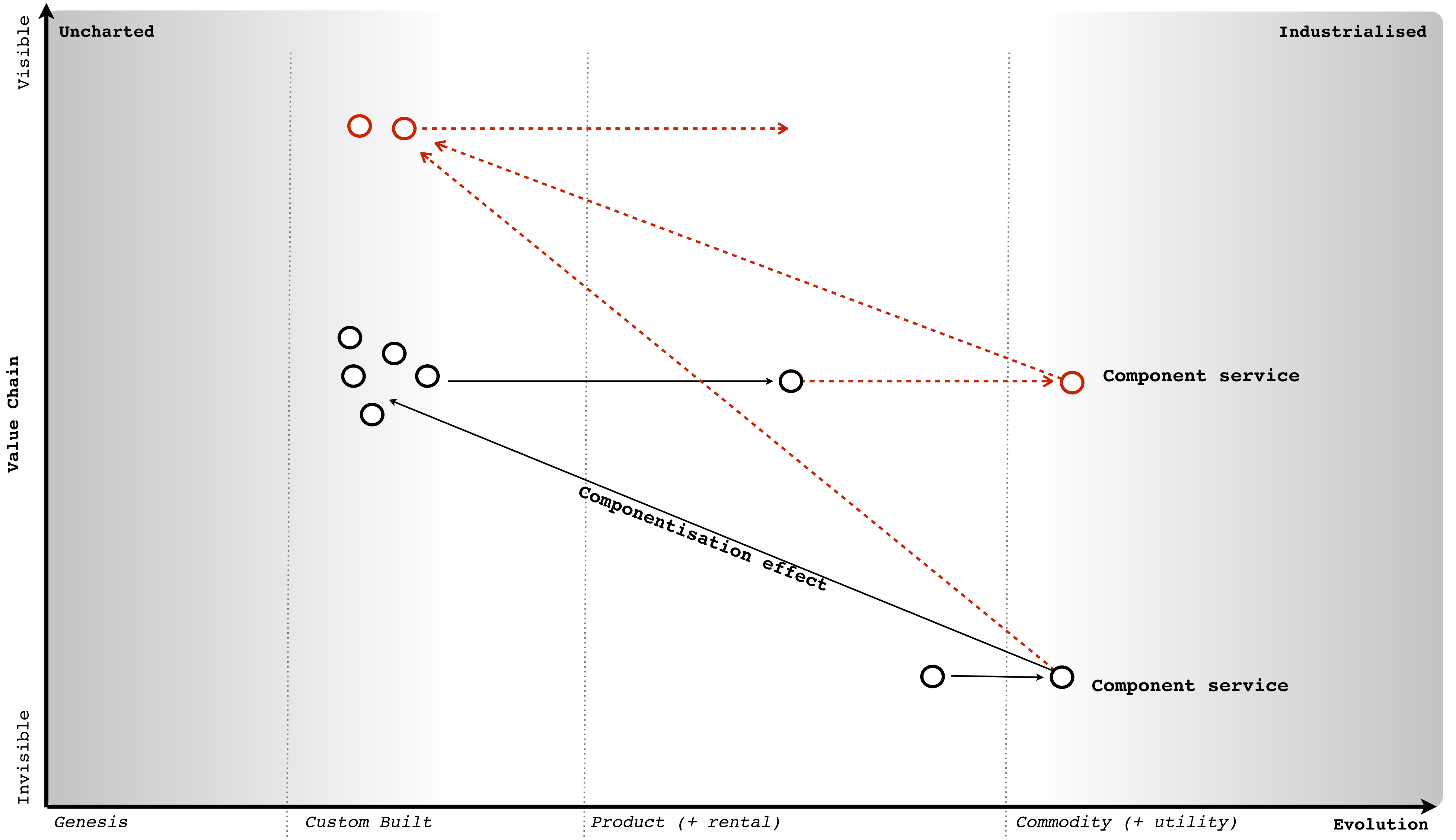


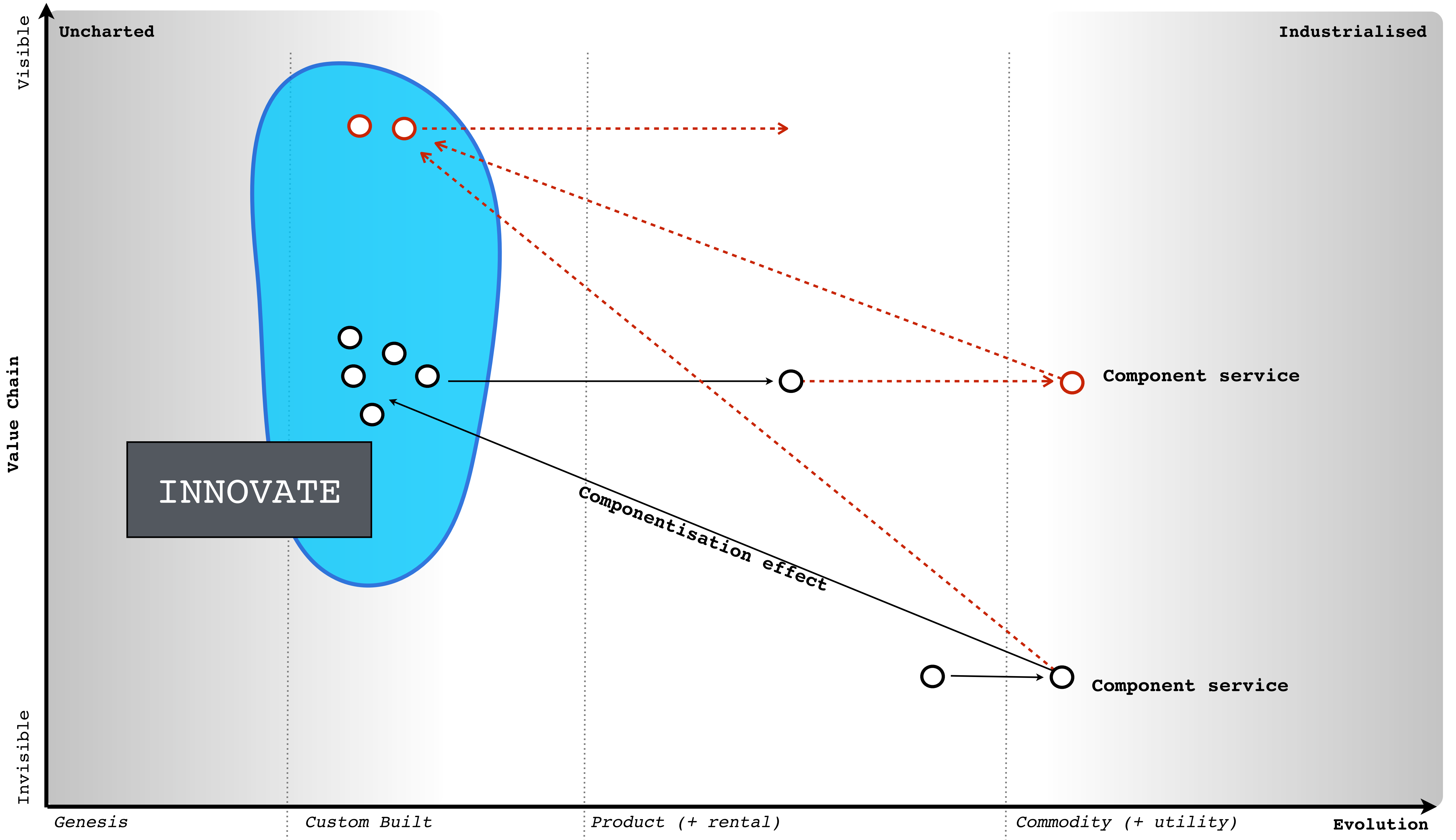
ECOSYSTEM

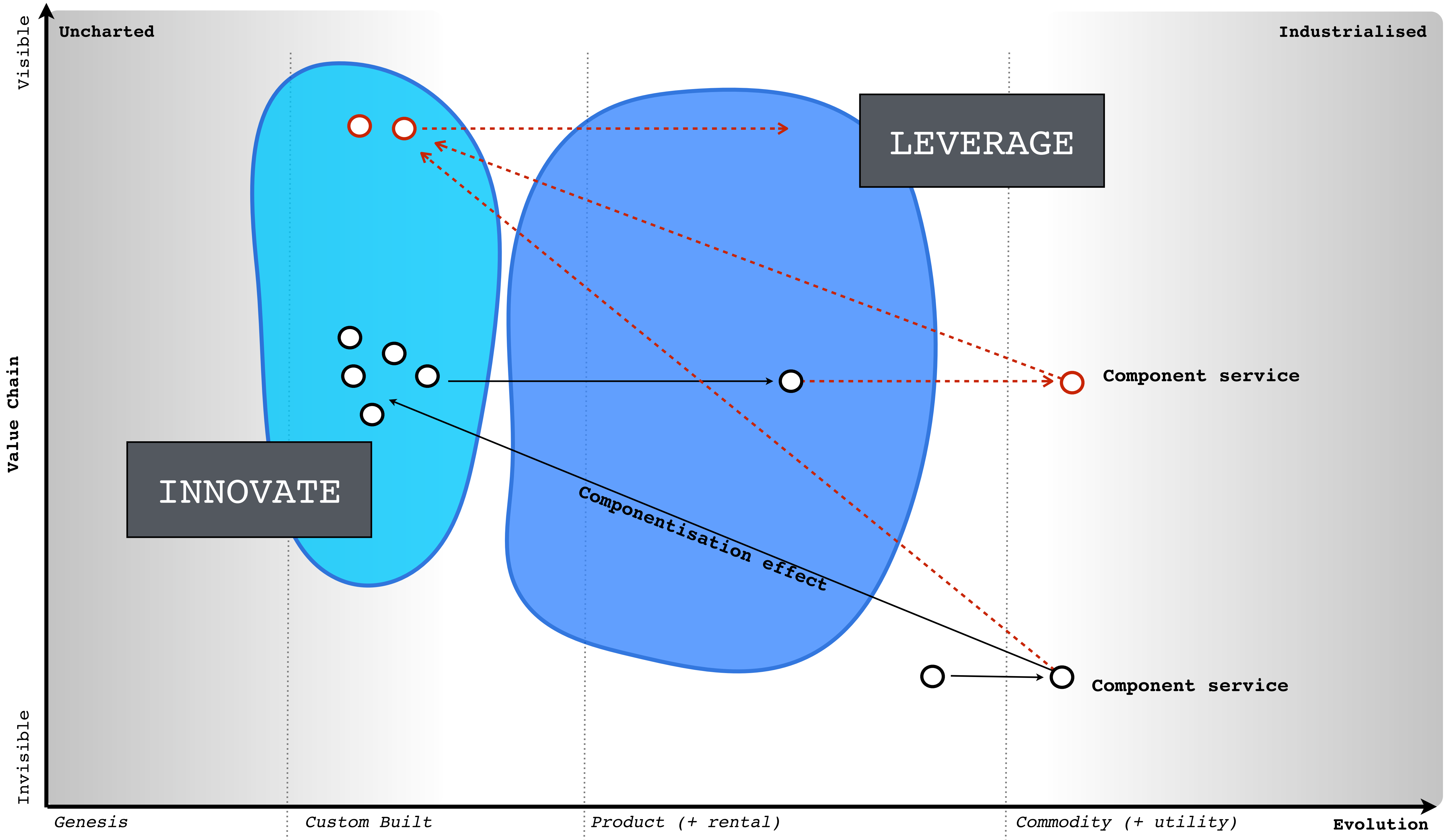


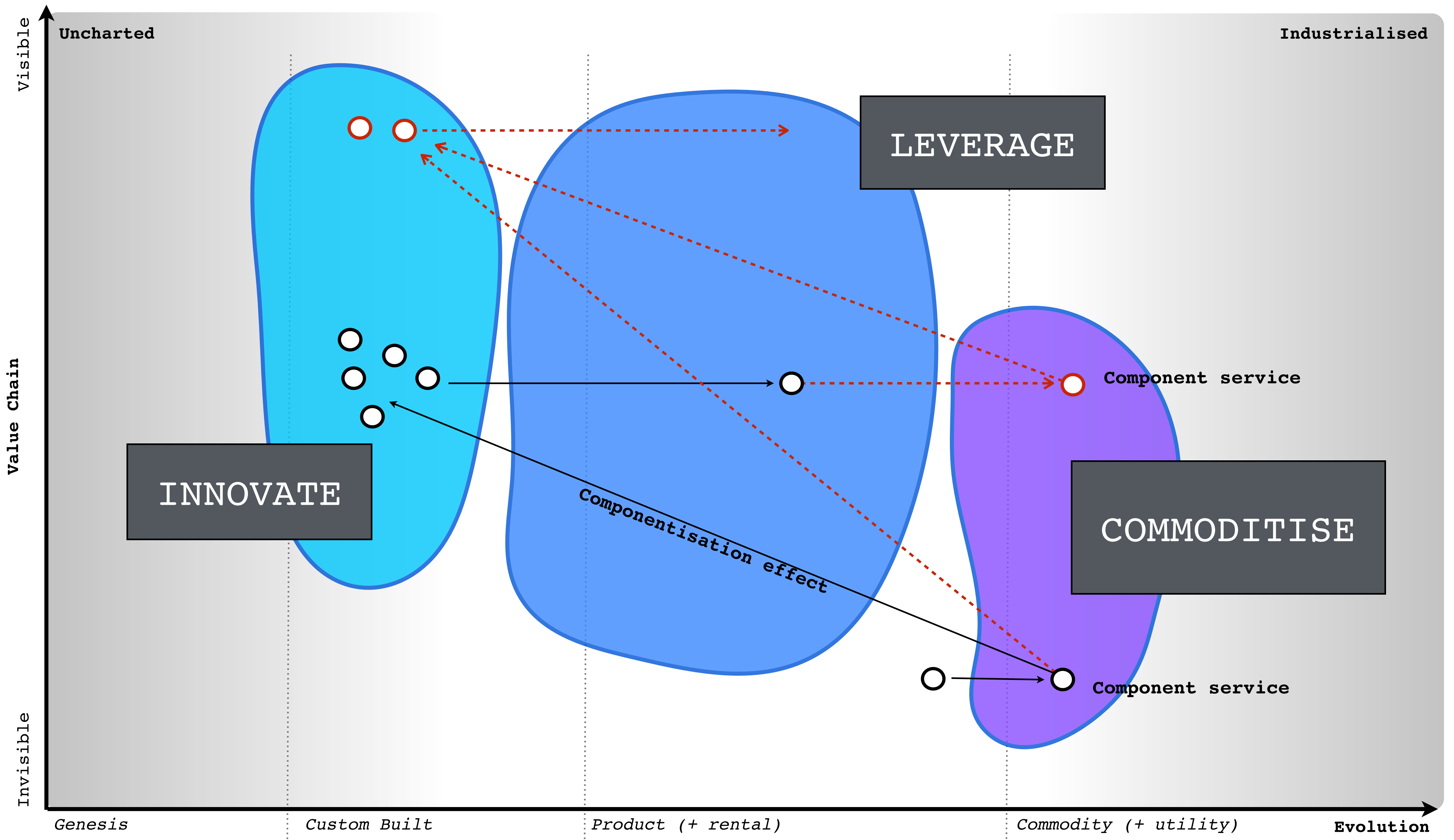


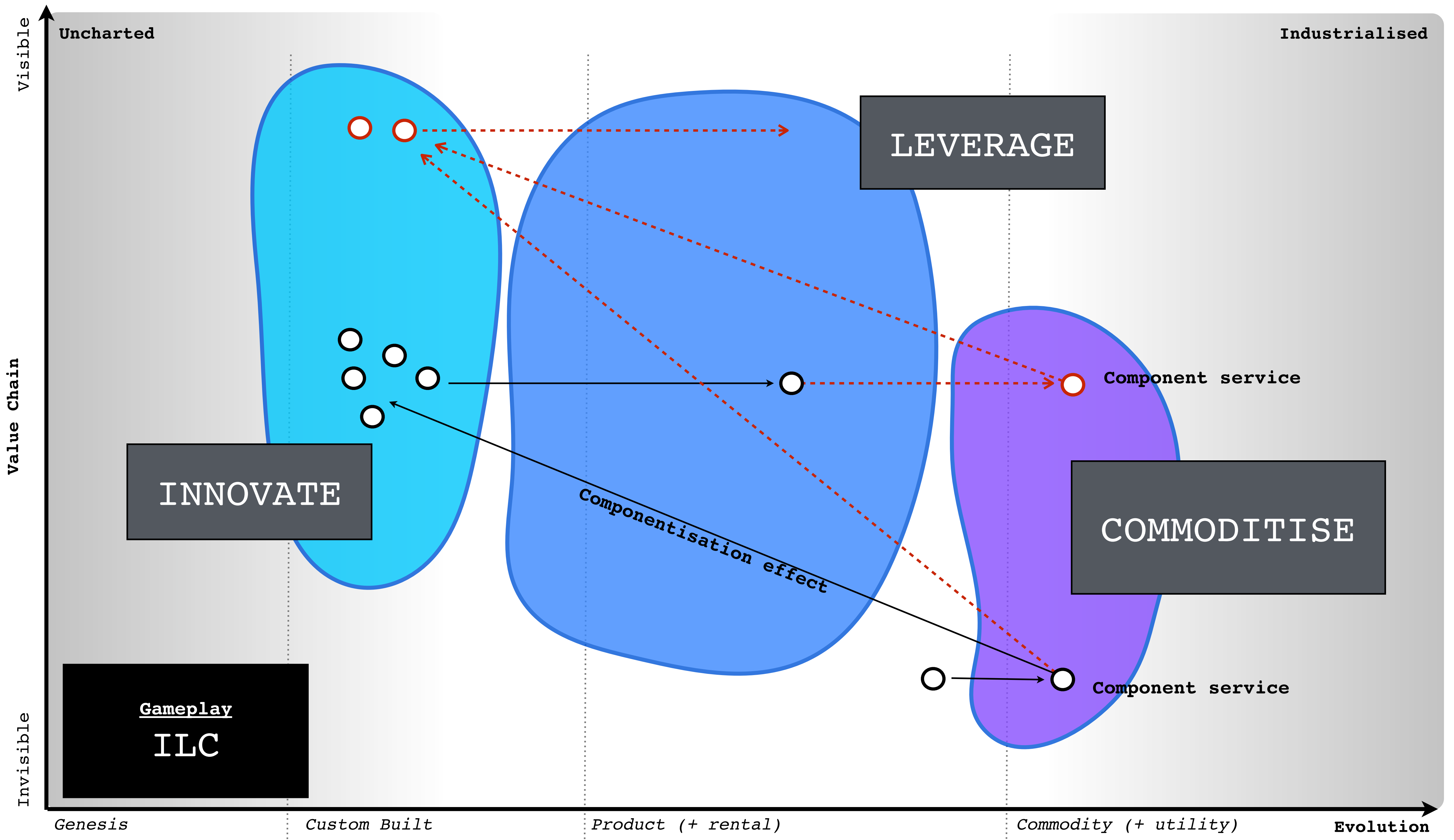


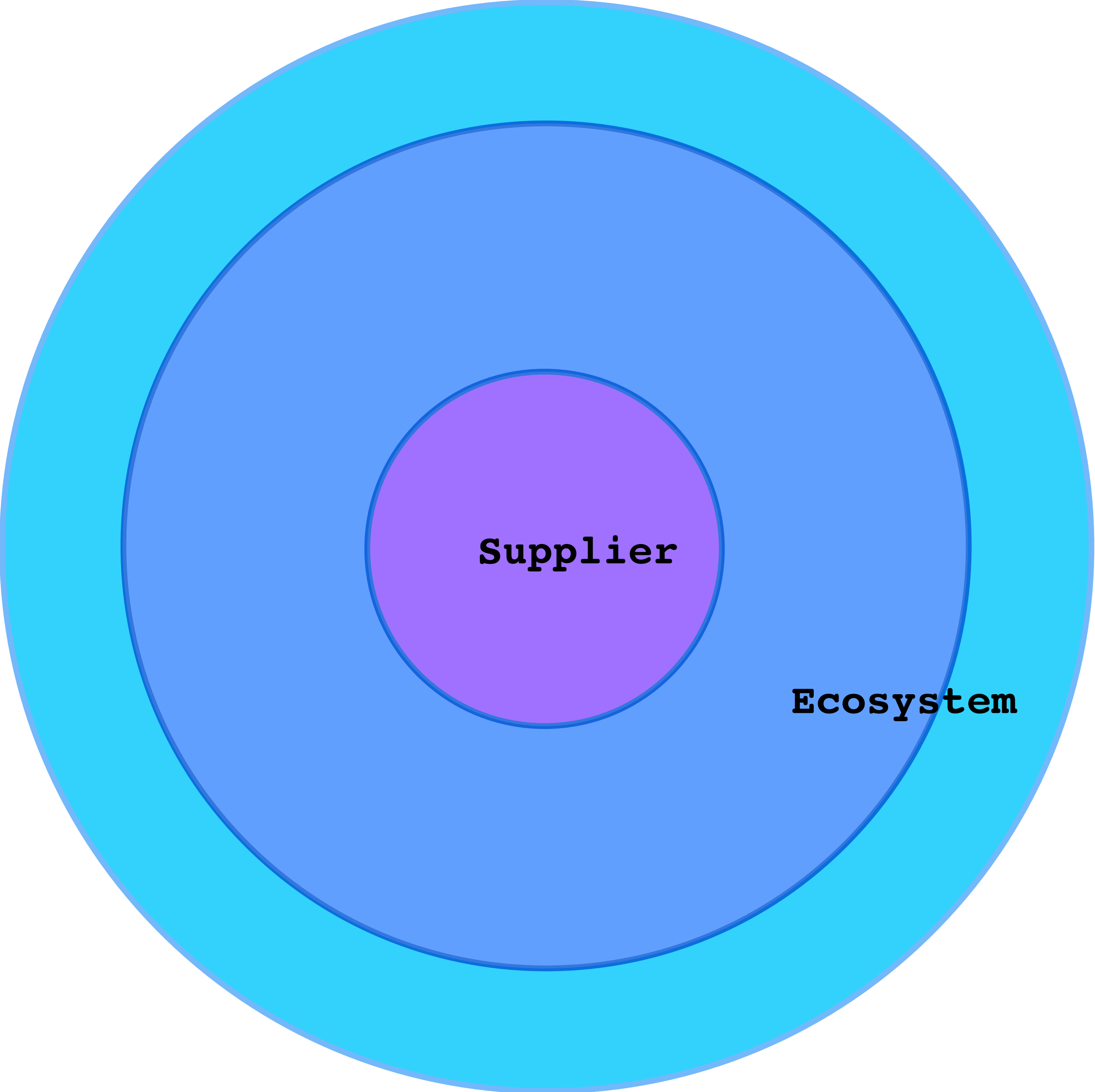






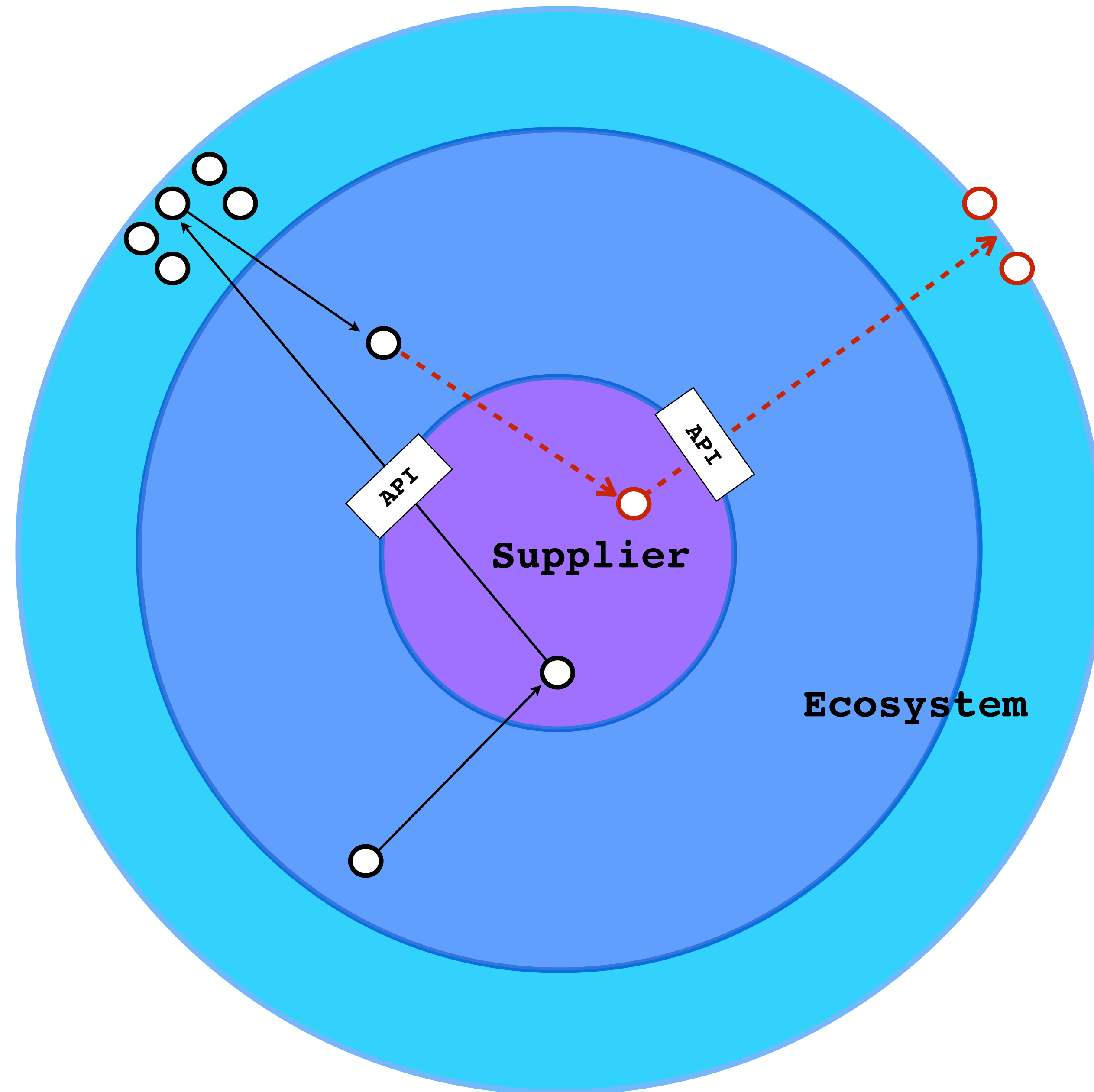


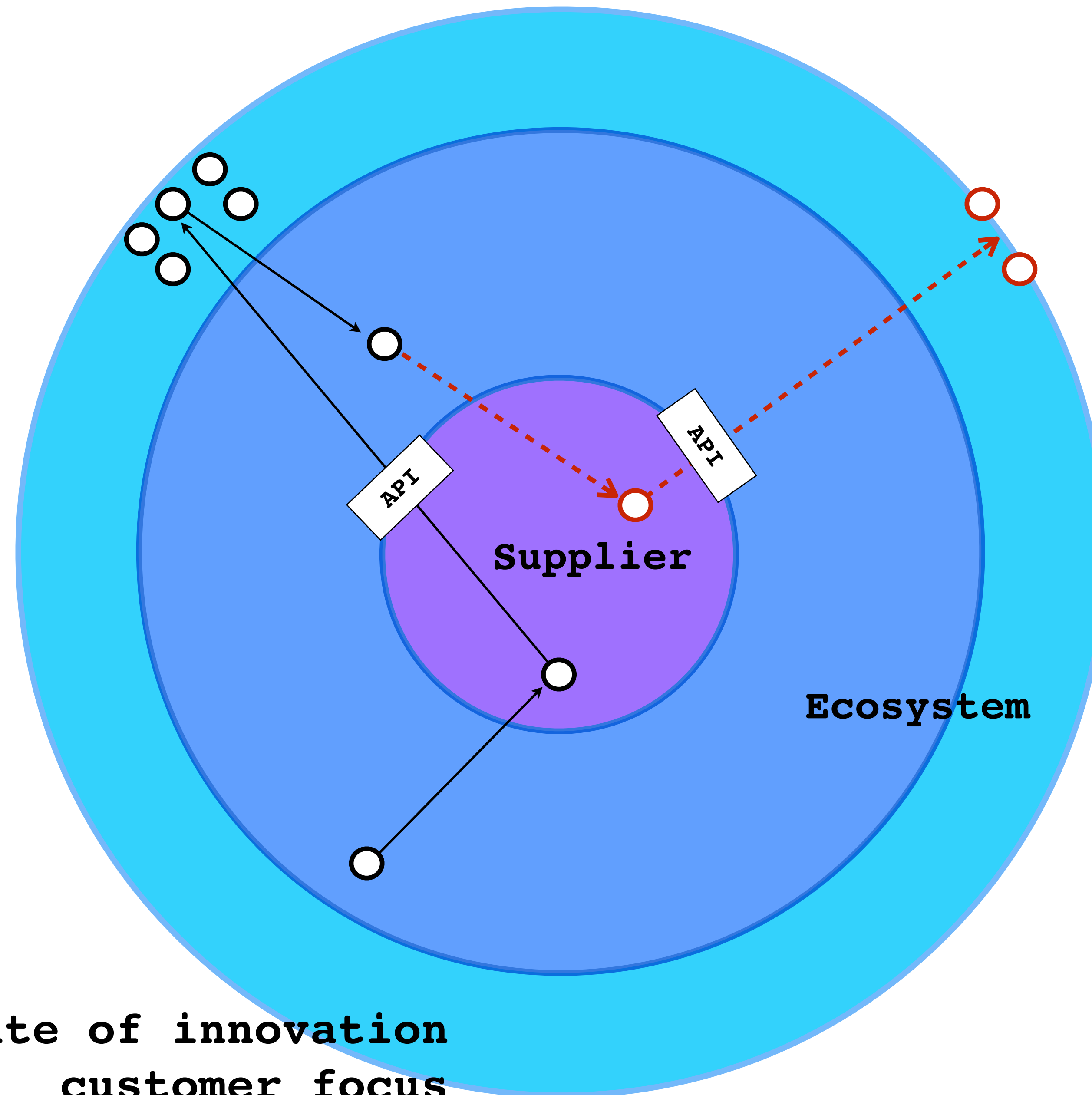




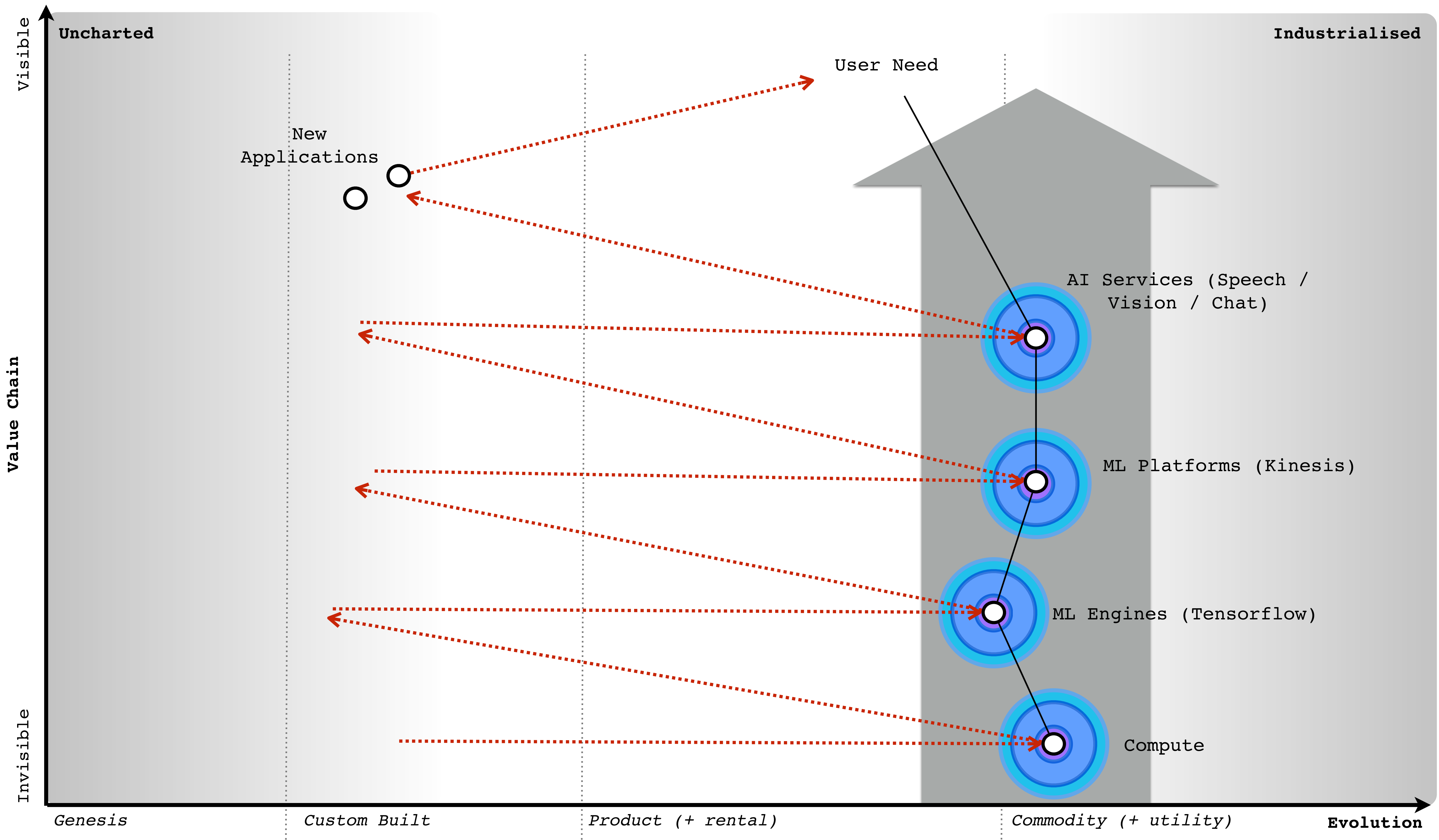
Supplier

Ecosystem

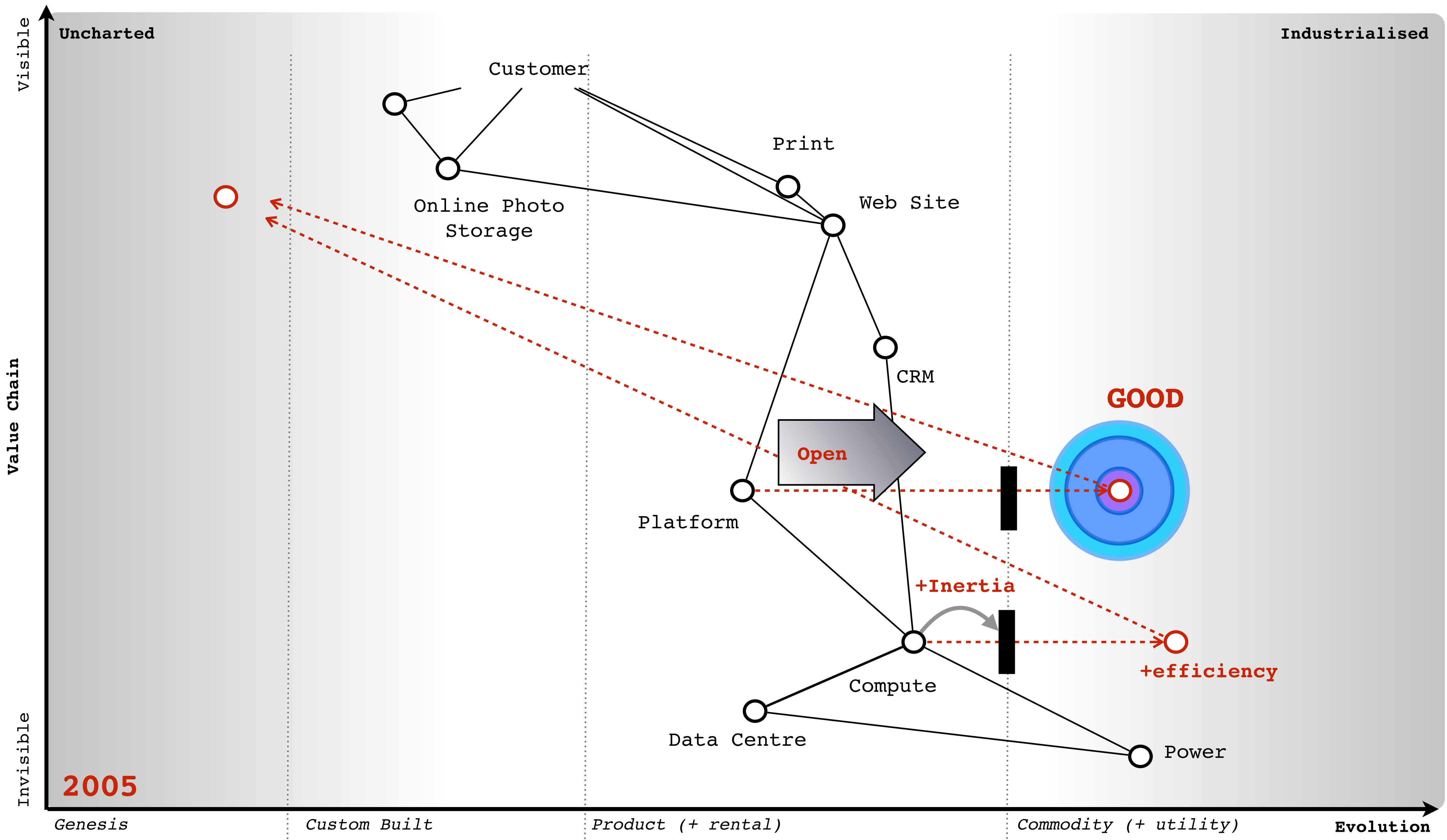


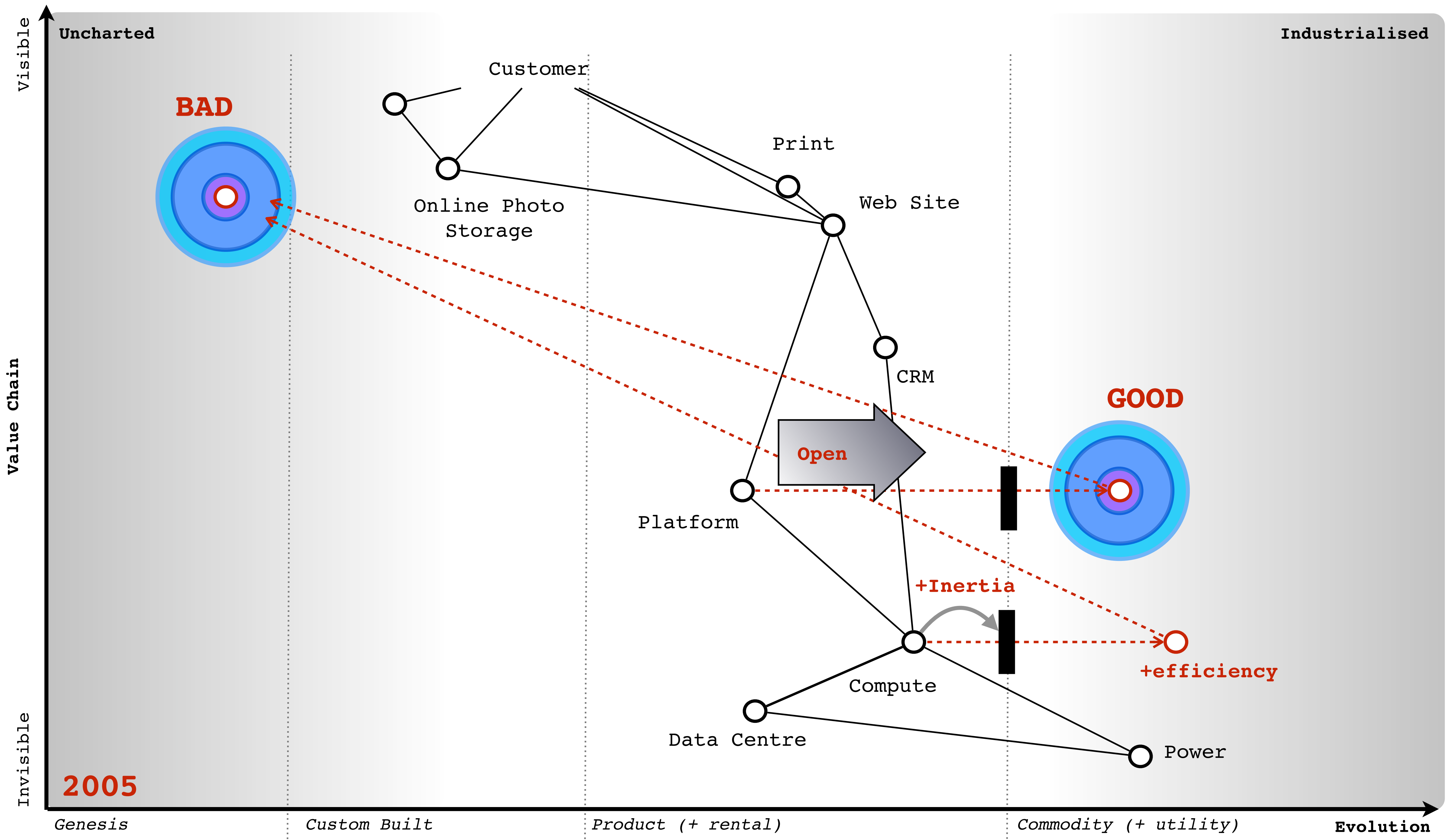


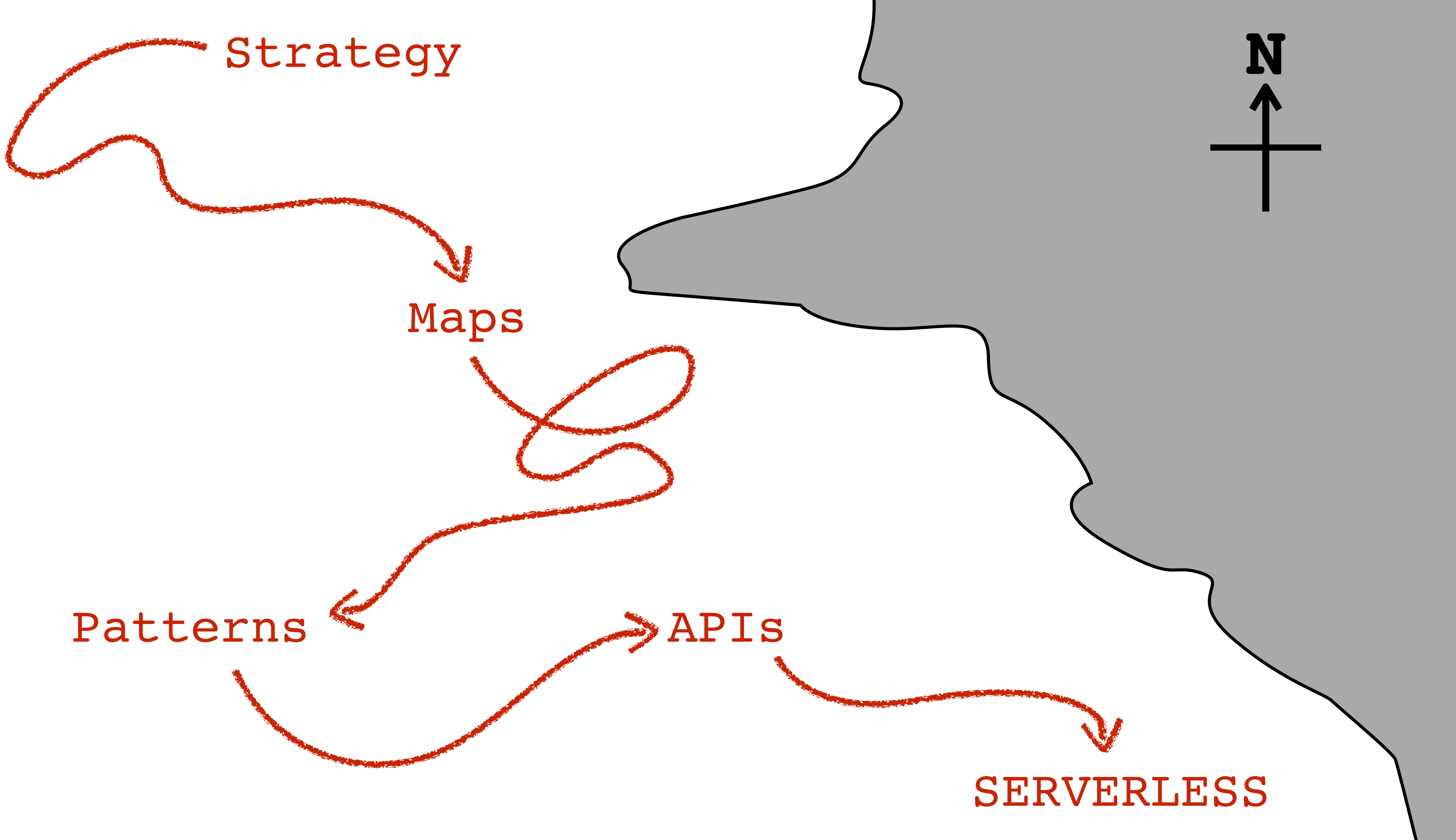
(Apparent) rate of innovation
customer focus
efficiency \propto **Size of Ecosystem**

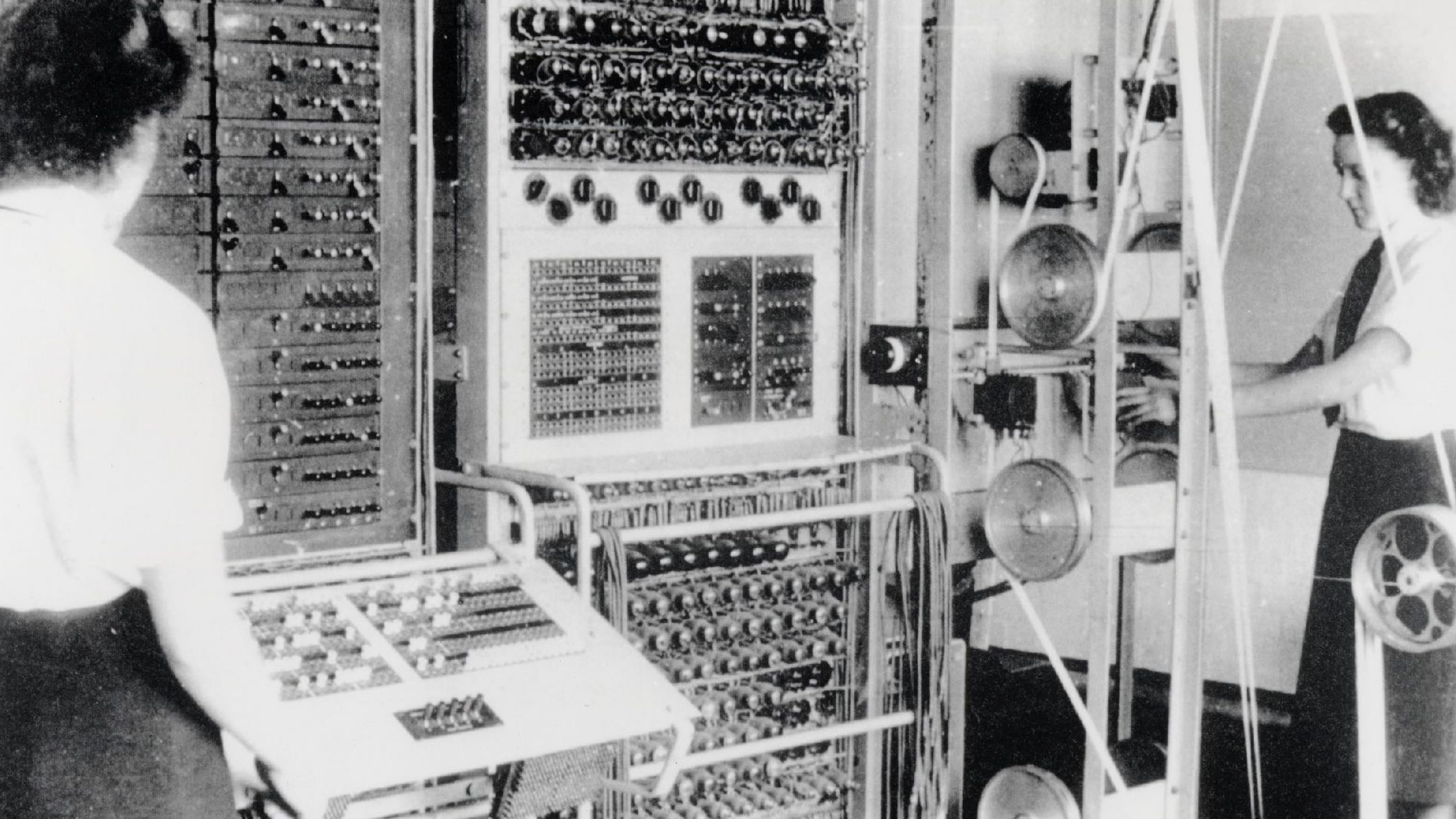


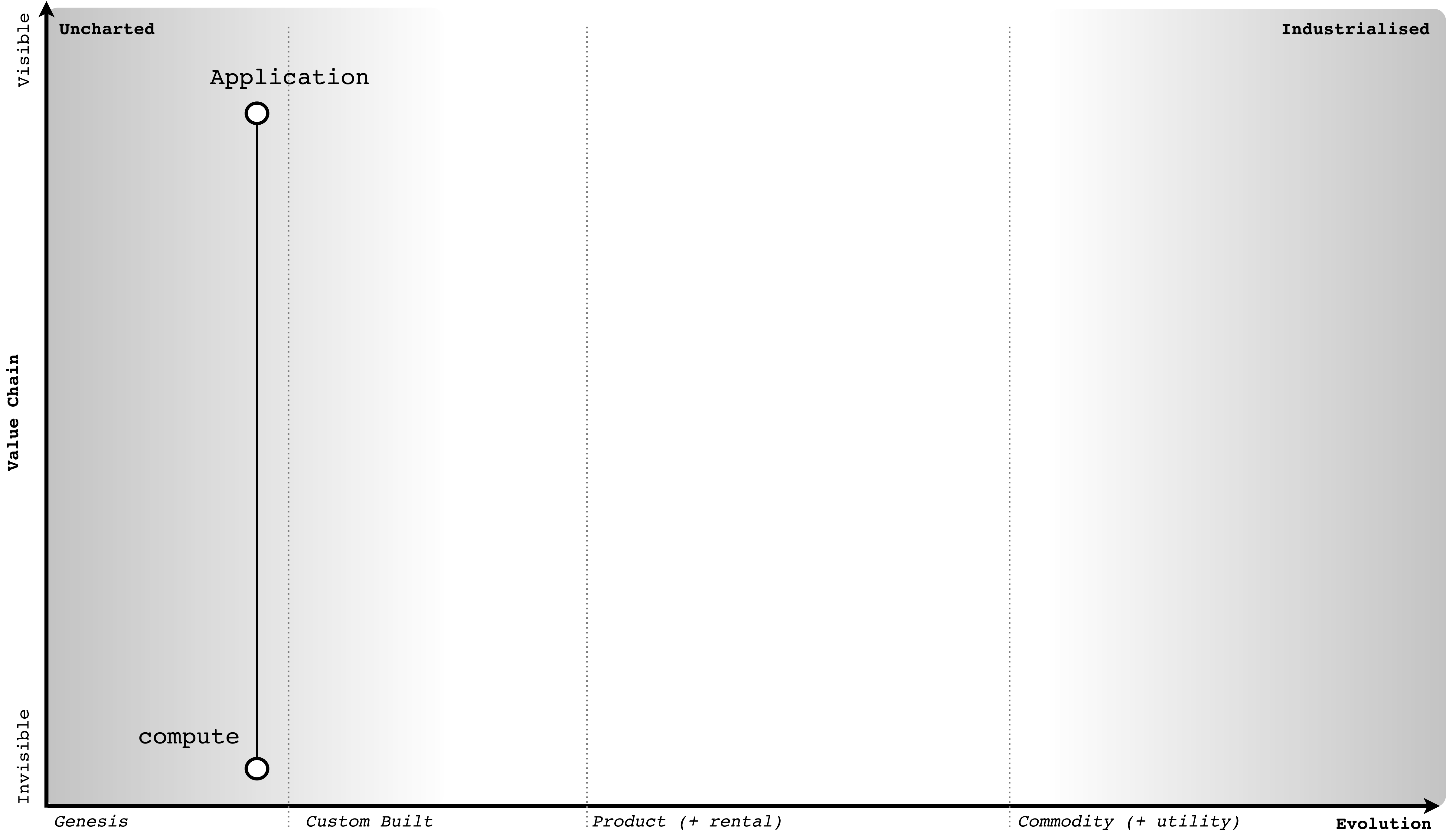
WARNING

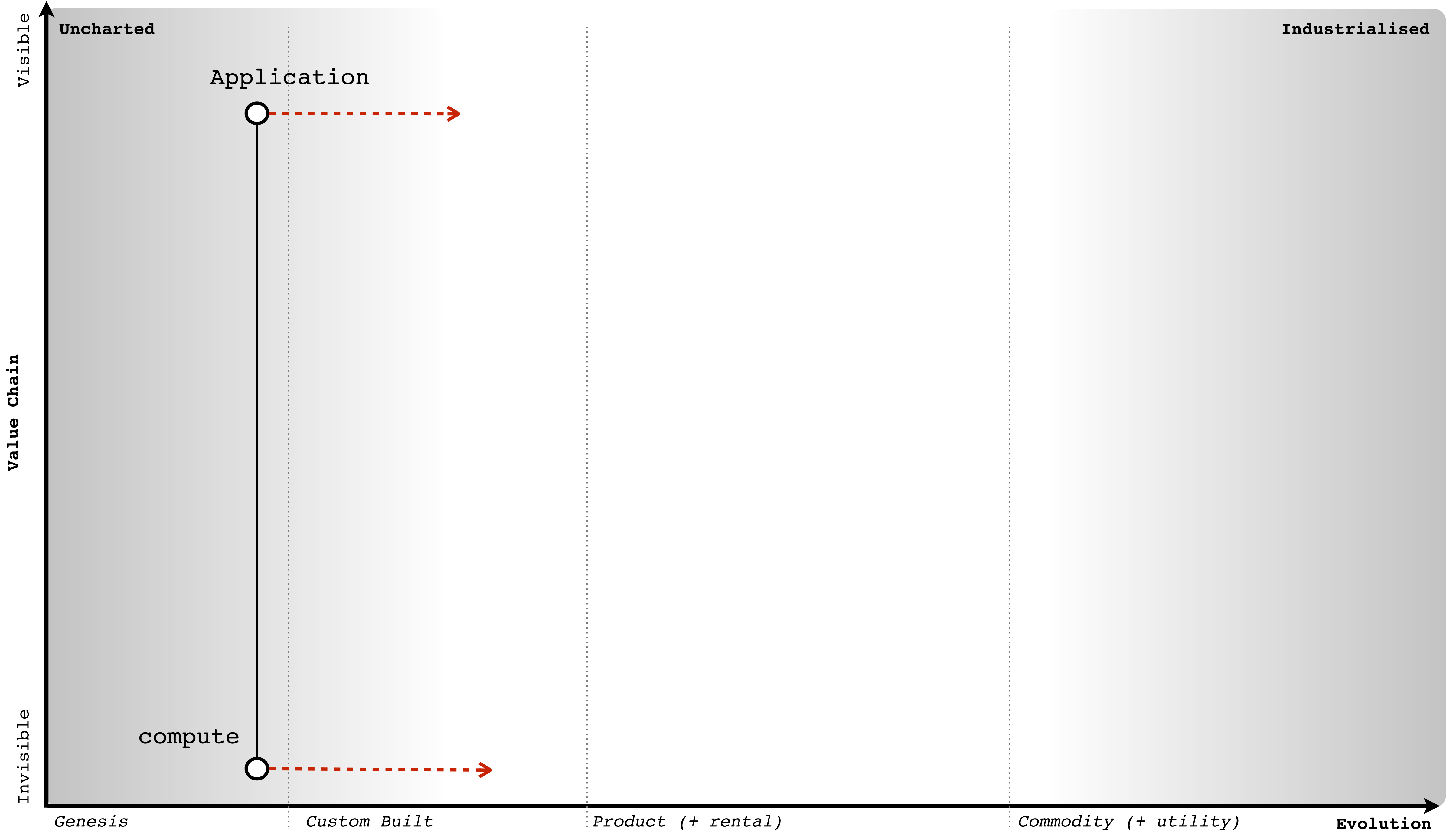






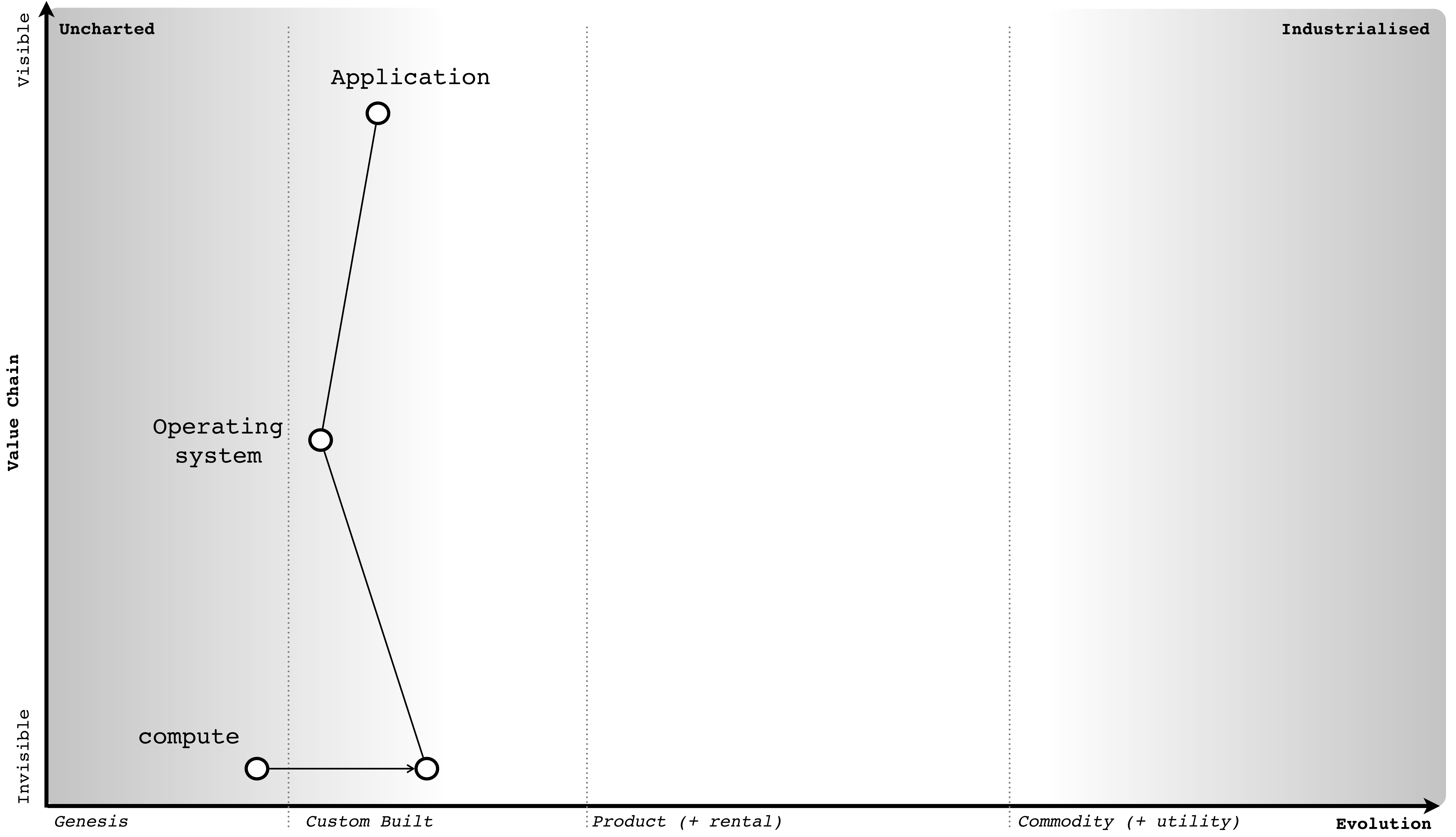


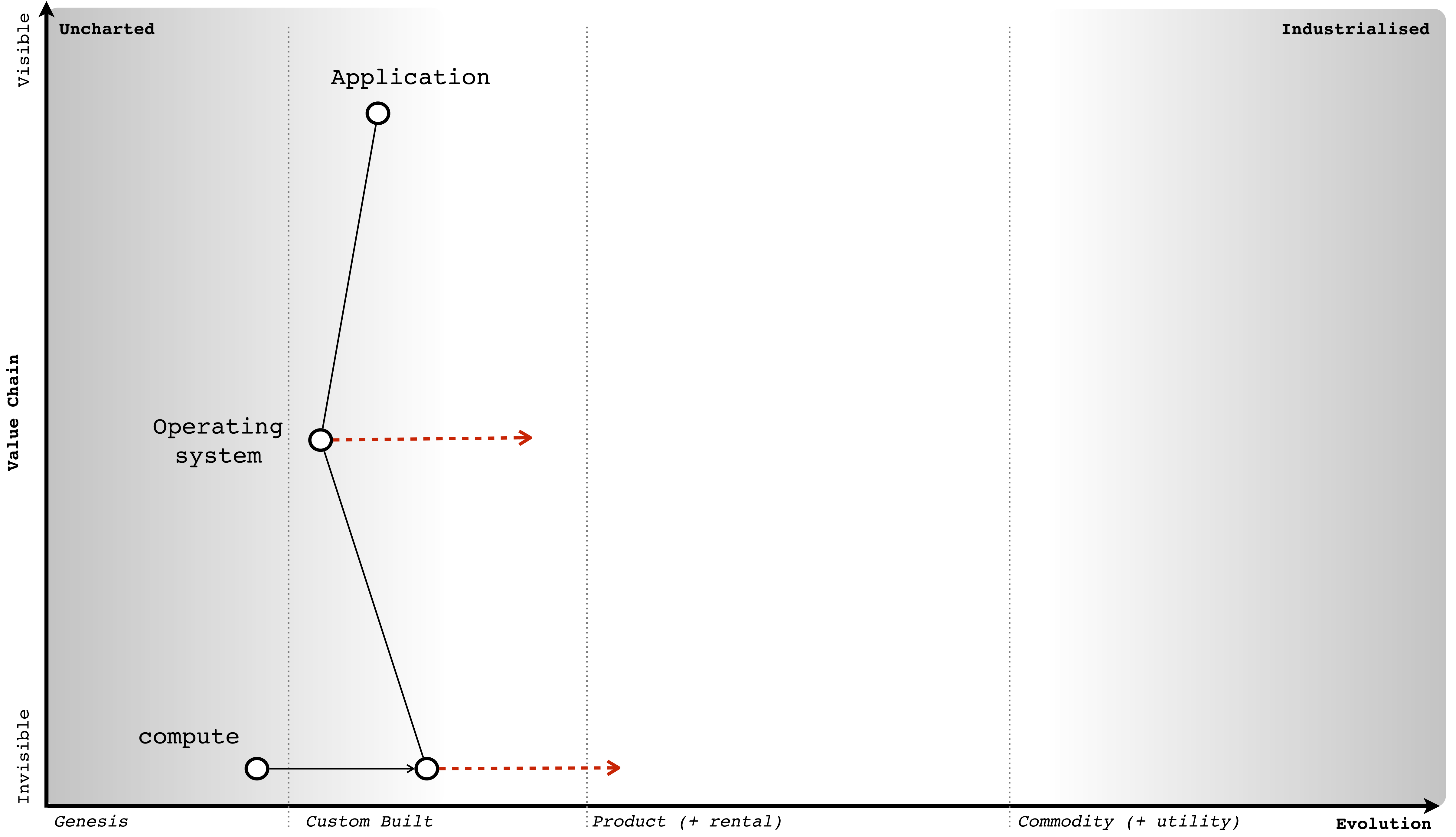




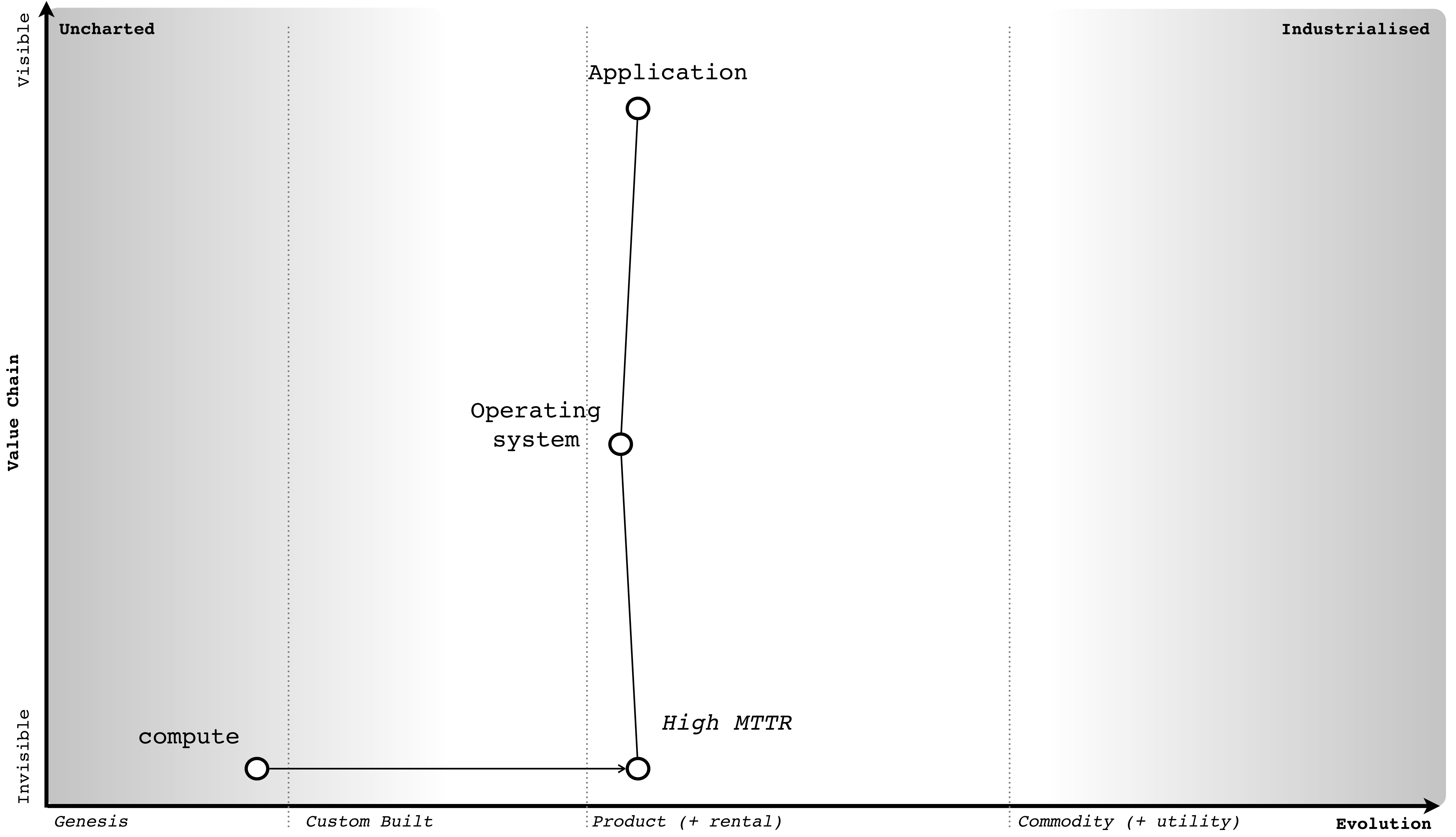
LEO

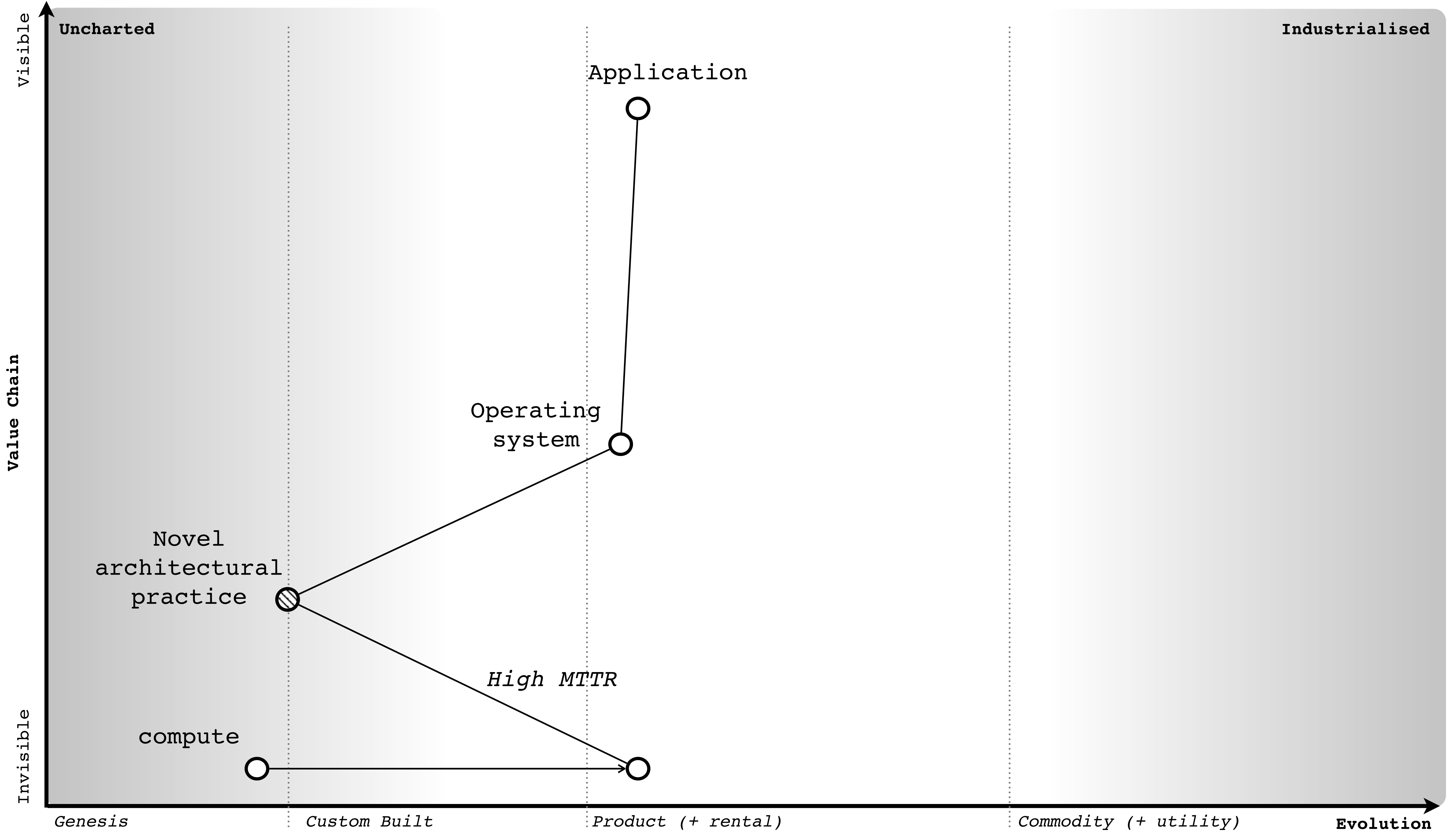


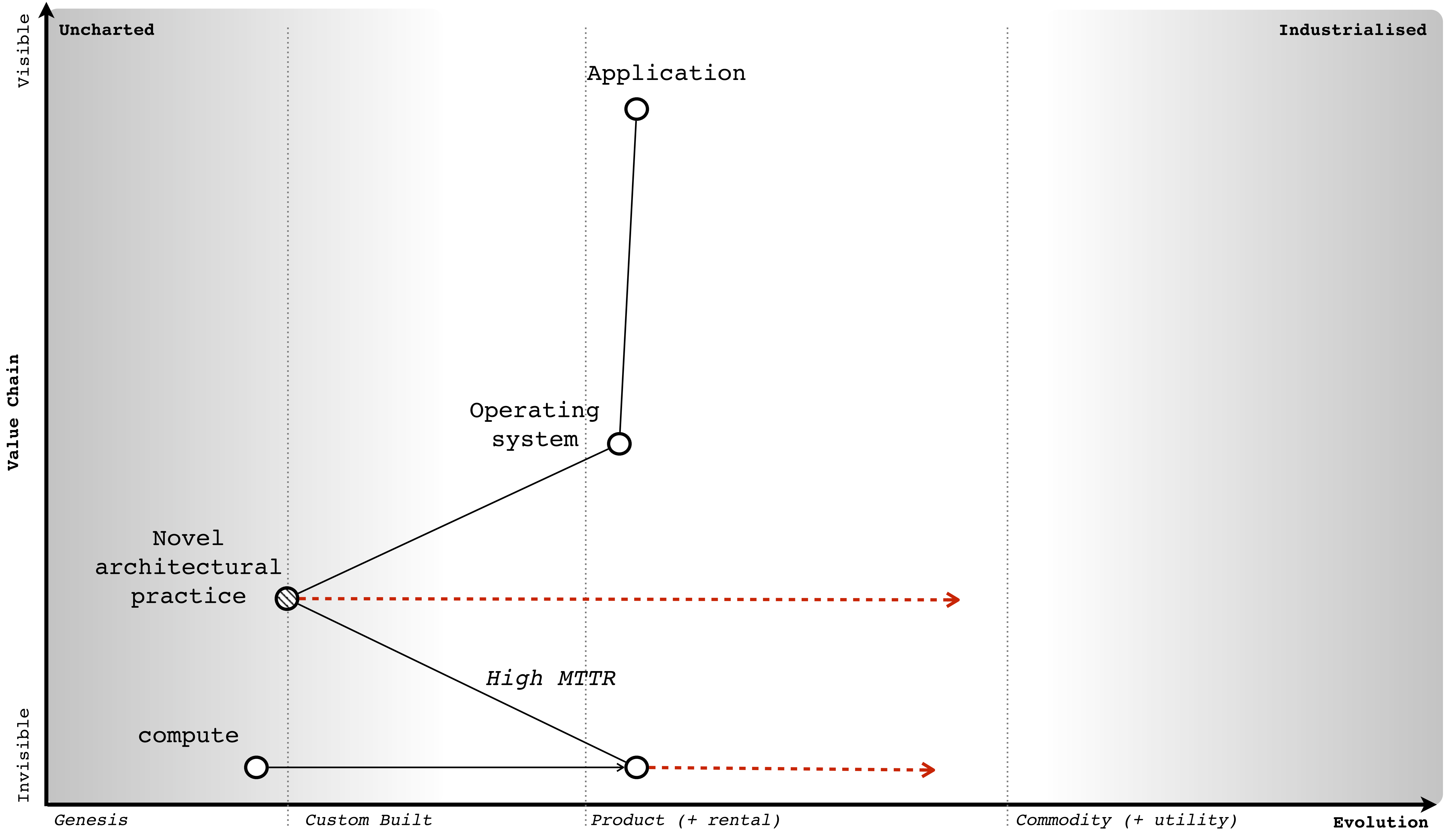




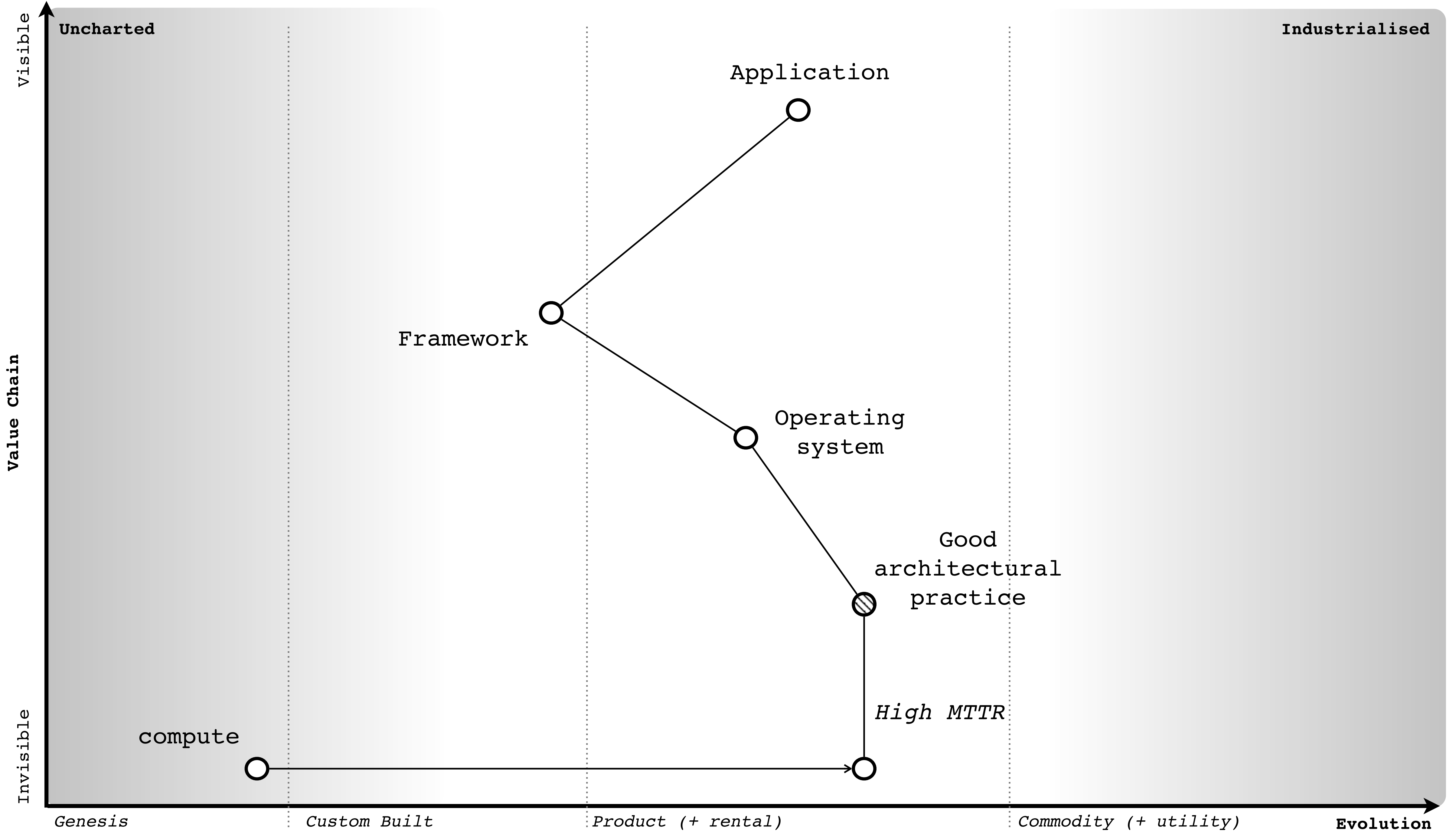


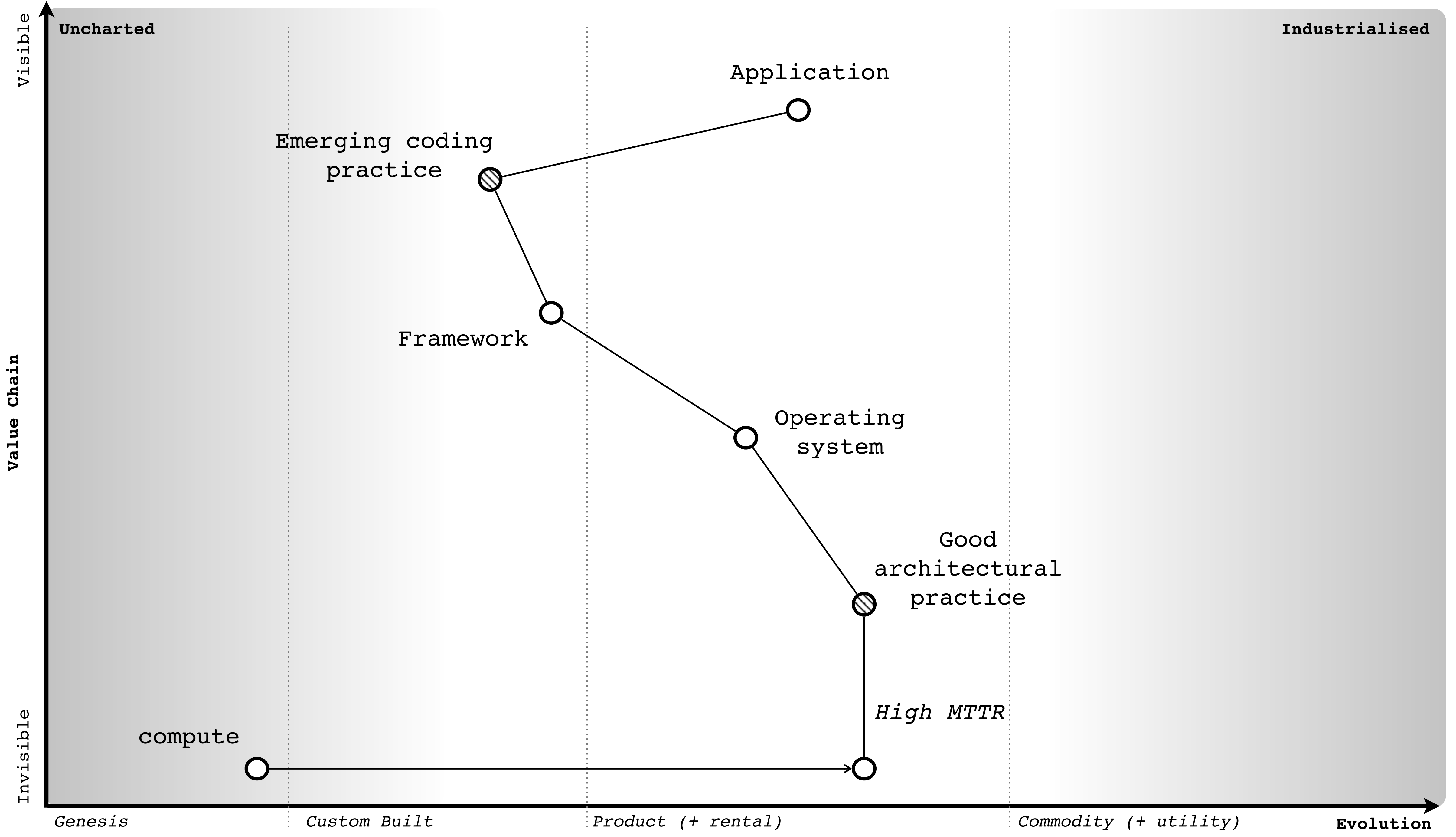


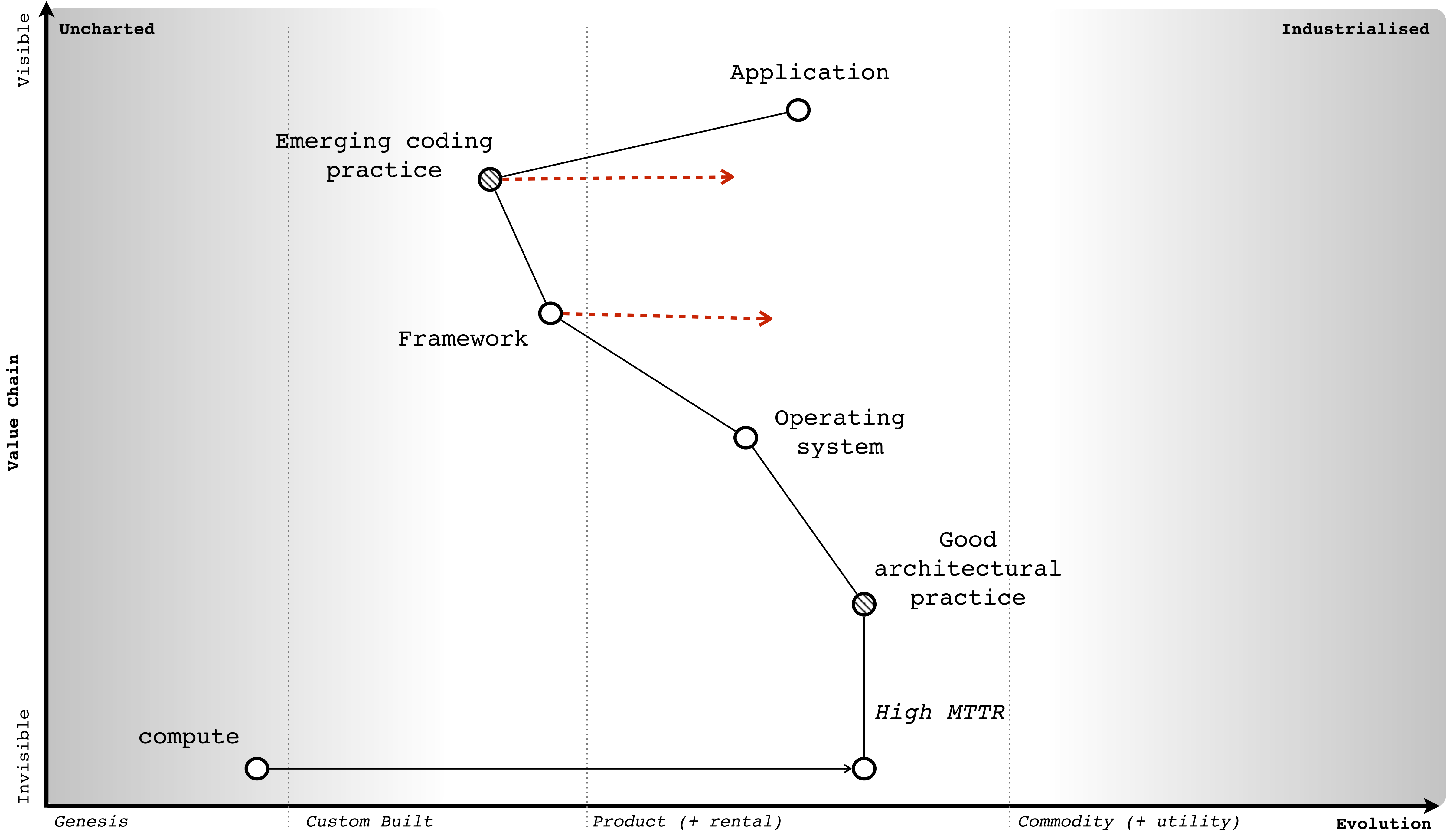


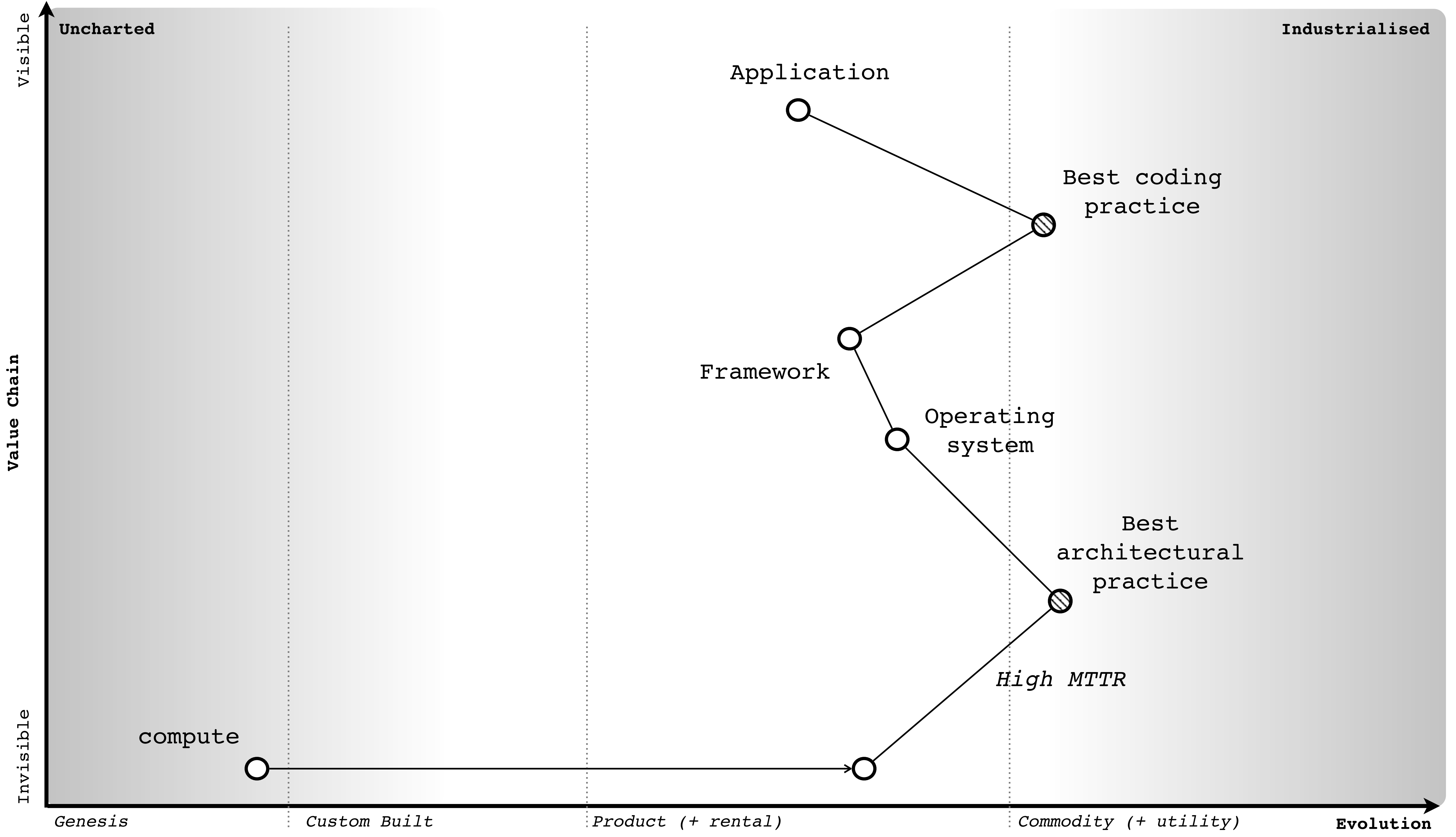




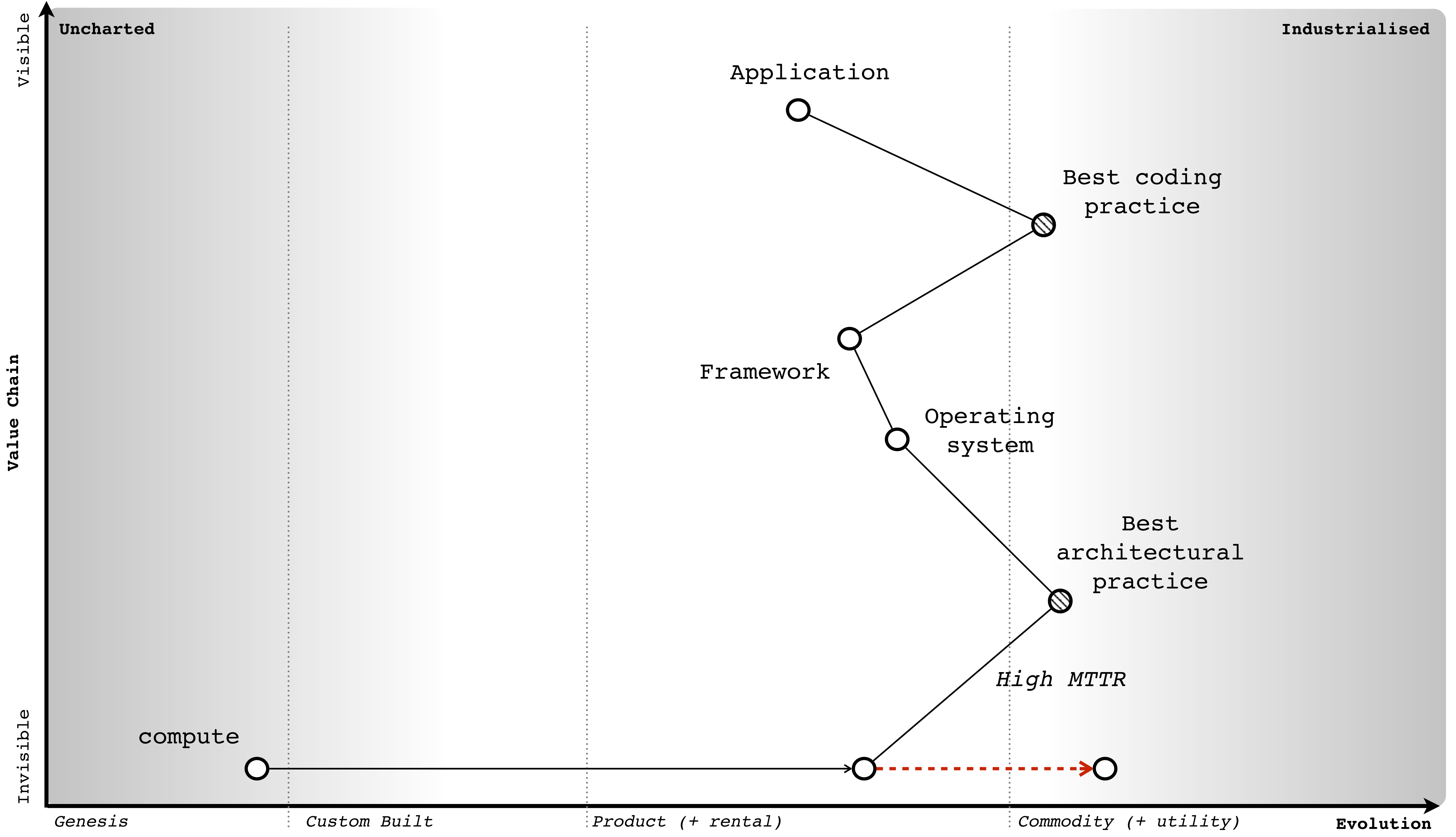


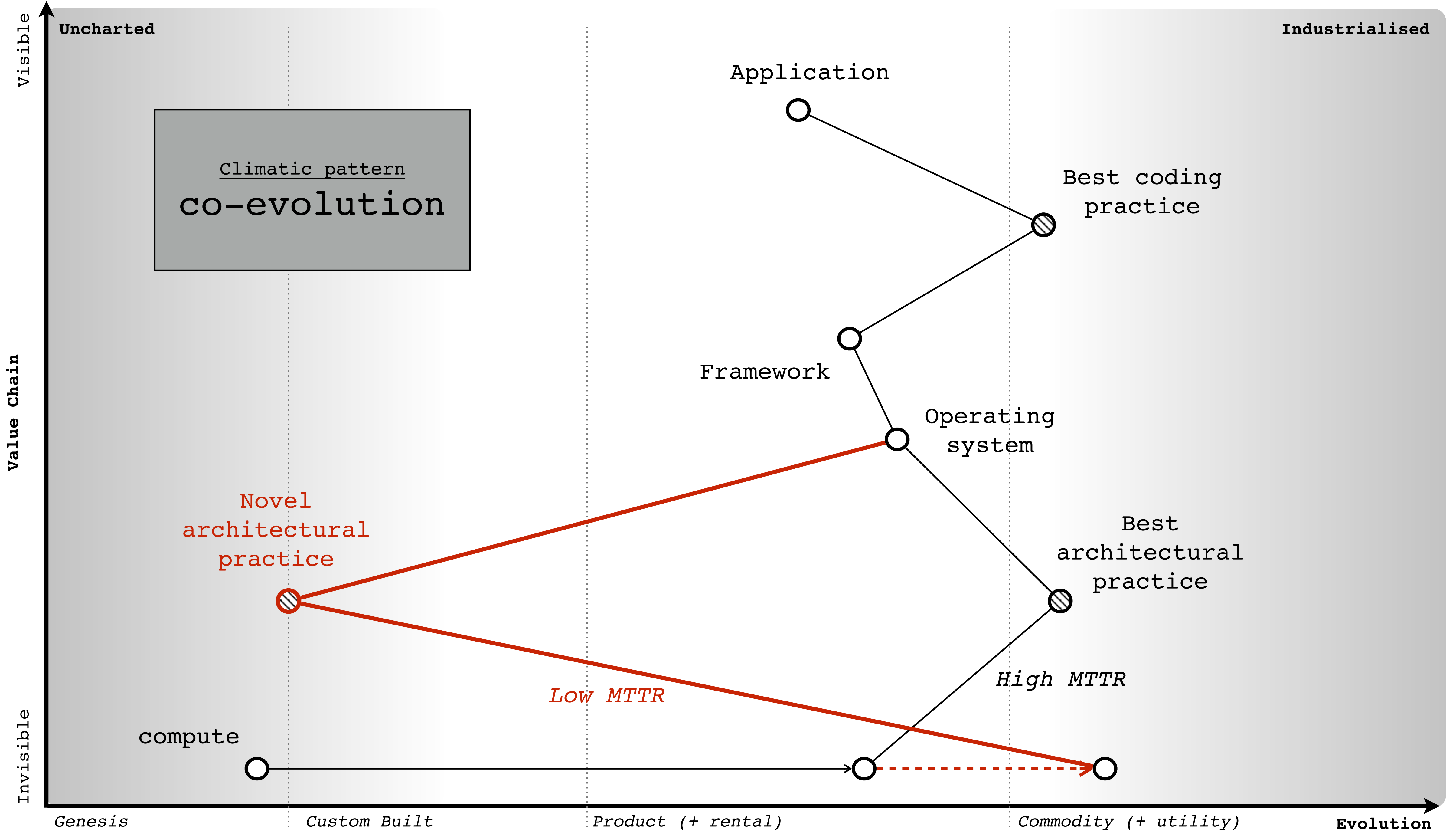












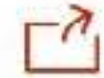
How **Cloud** Faces Can Signify Leadership Potential

by **Carl Senior**, **Robin Martin**, **Michael West**, and **Rowena M. Yeats**

FROM THE NOVEMBER 2011 ISSUE



SAVE



SHARE



COMMENT



TEXT SIZE




PRINT



BUY COPIES

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Make my
stuff
"cloudy"

Amazon Cloud Outage Aftermath: Questions, Concerns Linger

By [Andrew R Hickey](#), CRN

May 11, 2011 1:33 PM ET

[Amazon's cloud outage](#) shook the cloud computing industry to its core last month, and at Interop Las Vegas 2011 a panel of cloud experts examined the fallout and the lasting impact of Amazon (NSDQ:[AMZN](#))'s cloud outage.

Amazon's cloud services went down for several hours, and in some cases days, on April 21 after an issue with its Elastic Block Store (EBS) service got stuck in a "re-mirroring storm" in its North Virginia data center. The hiccup knocked several Amazon cloud users offline,

RECENT ARTICLES




Amazon's Not A Outages In The

Amazon's cloud outage last. Here we look at within the last year.



Amazon Cloud Learned

A photograph of three ginger cats dressed as nuns. They are wearing red habits and veils. The cat on the left is wearing a black veil. The cat in the middle is wearing a red veil and a red habit. The cat on the right is wearing a red veil and a red habit. A speech bubble is on the left side of the image.

The end of
cloud is
nigh ...

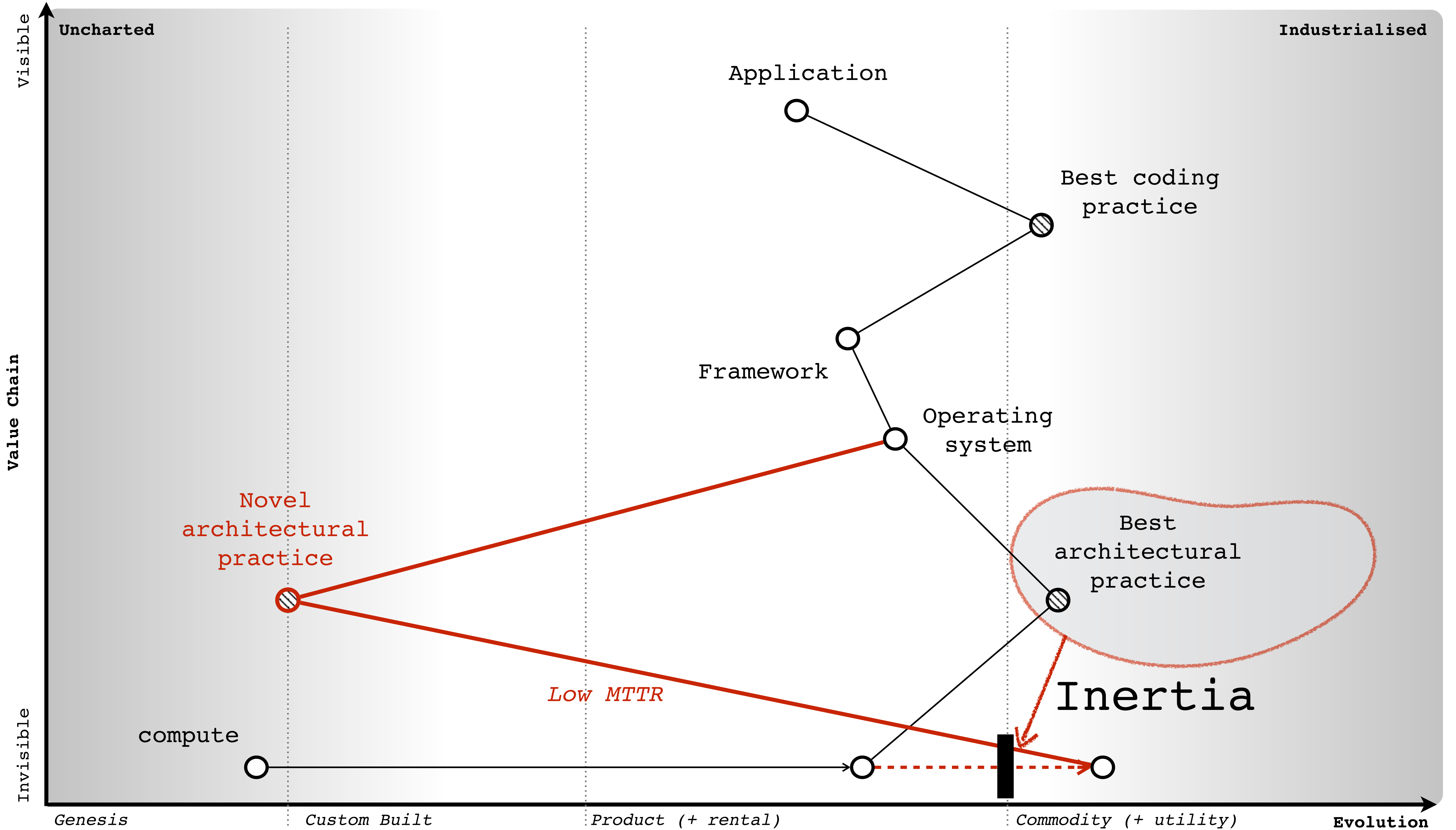


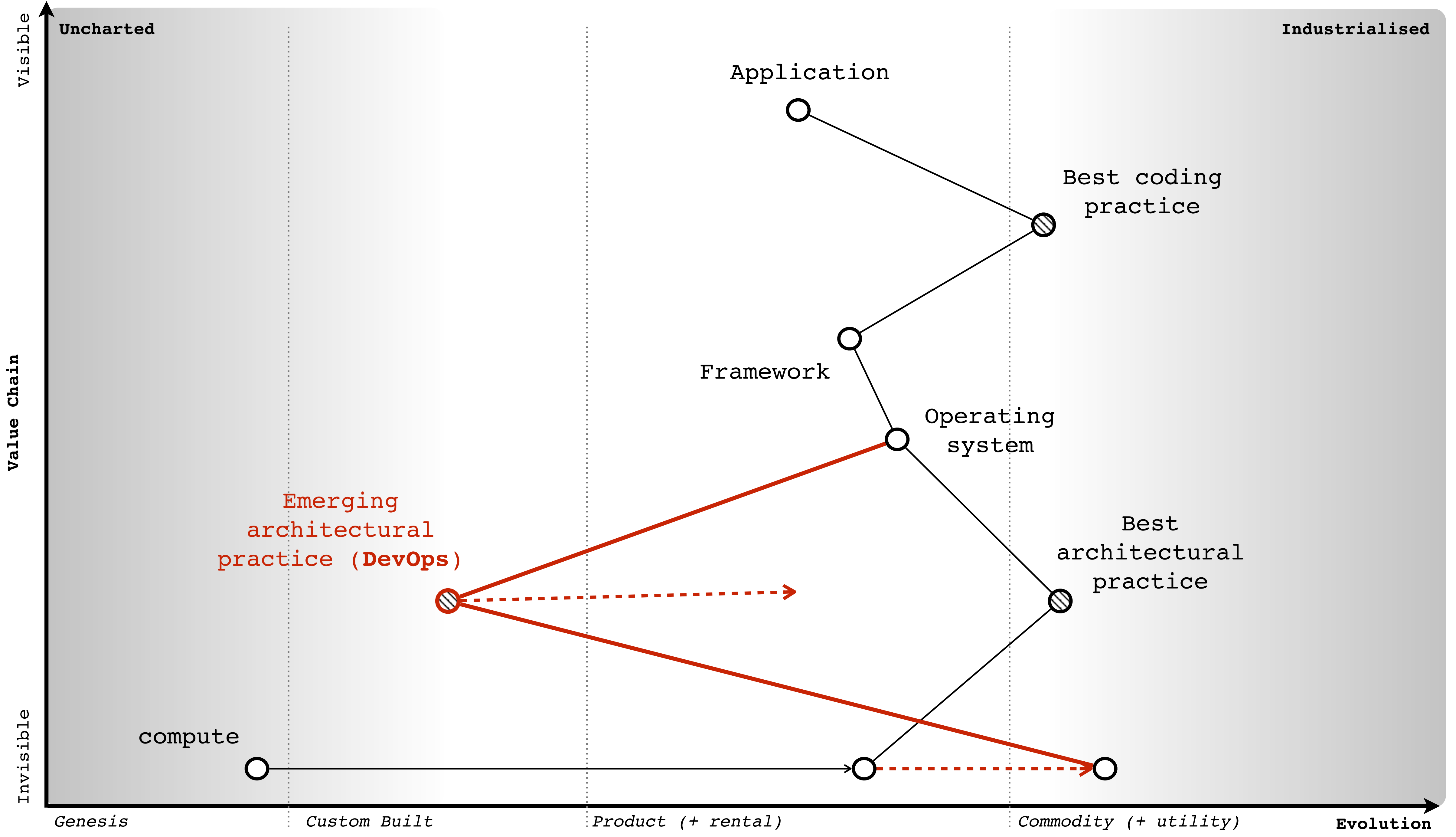
Shouldn't
our
architecture
evolve as
well?

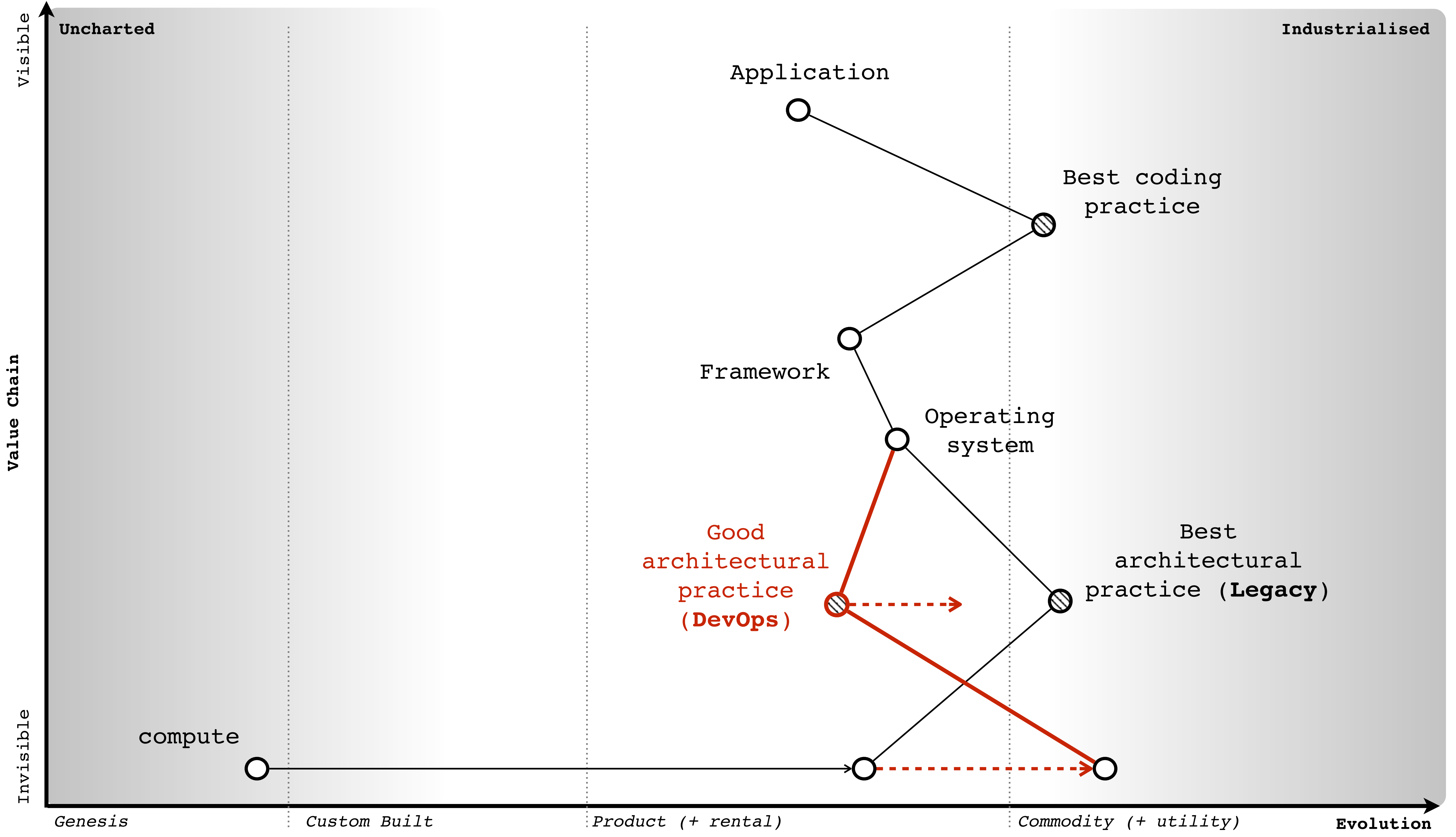


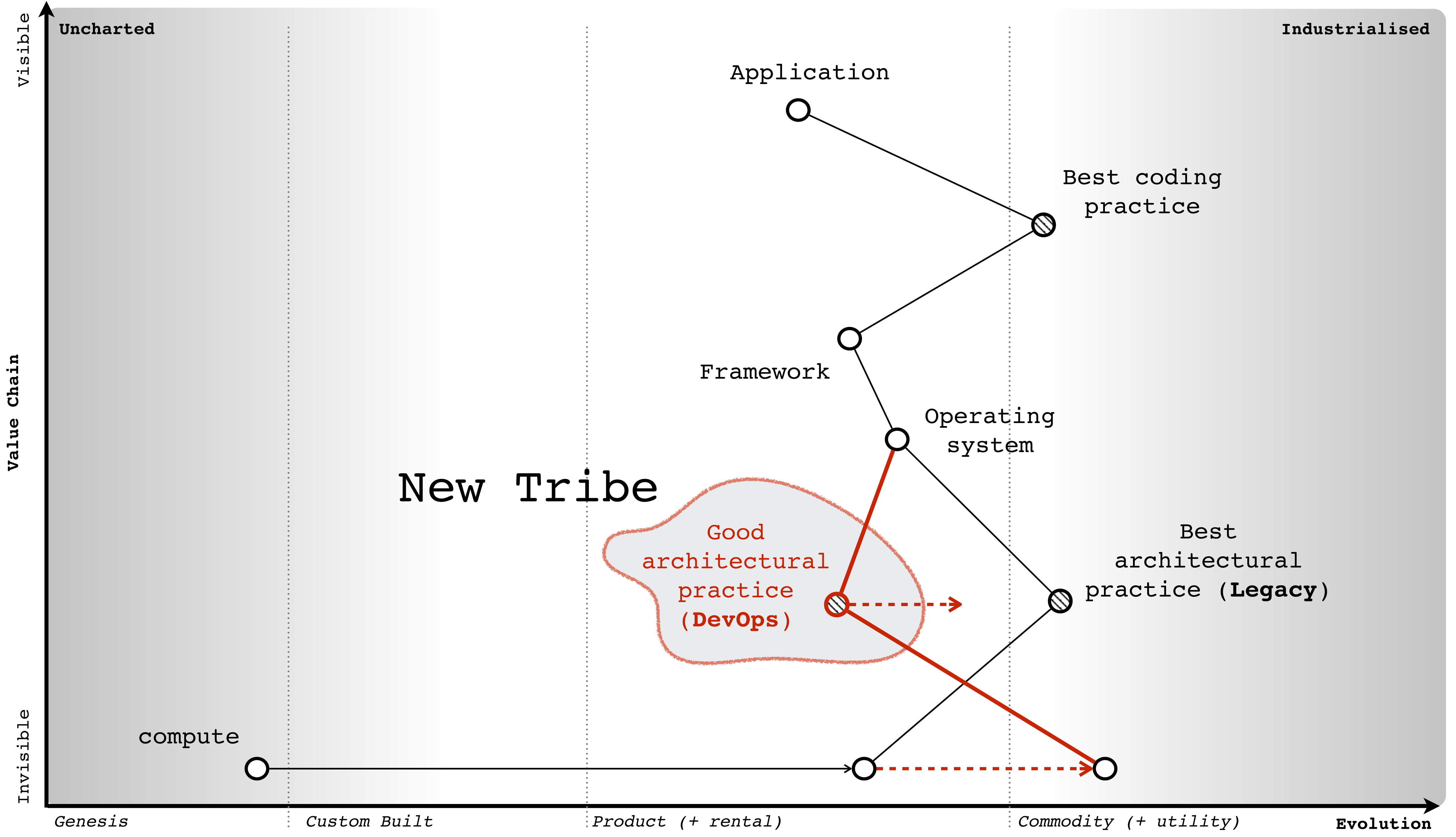
Burn
him!

Heretic









It's all about user
needs, iterative
cycles, automation,
feedback loops, ...



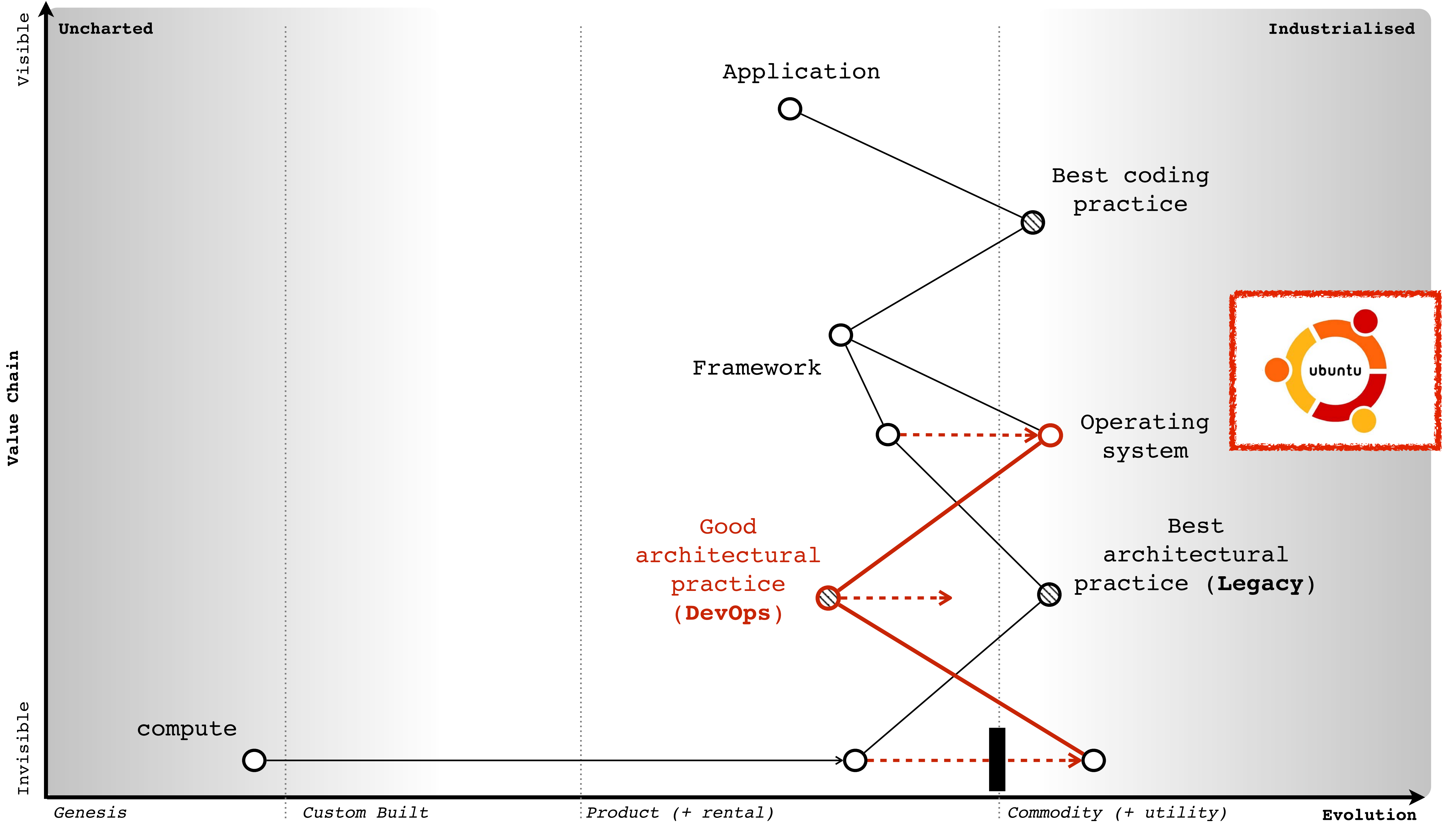


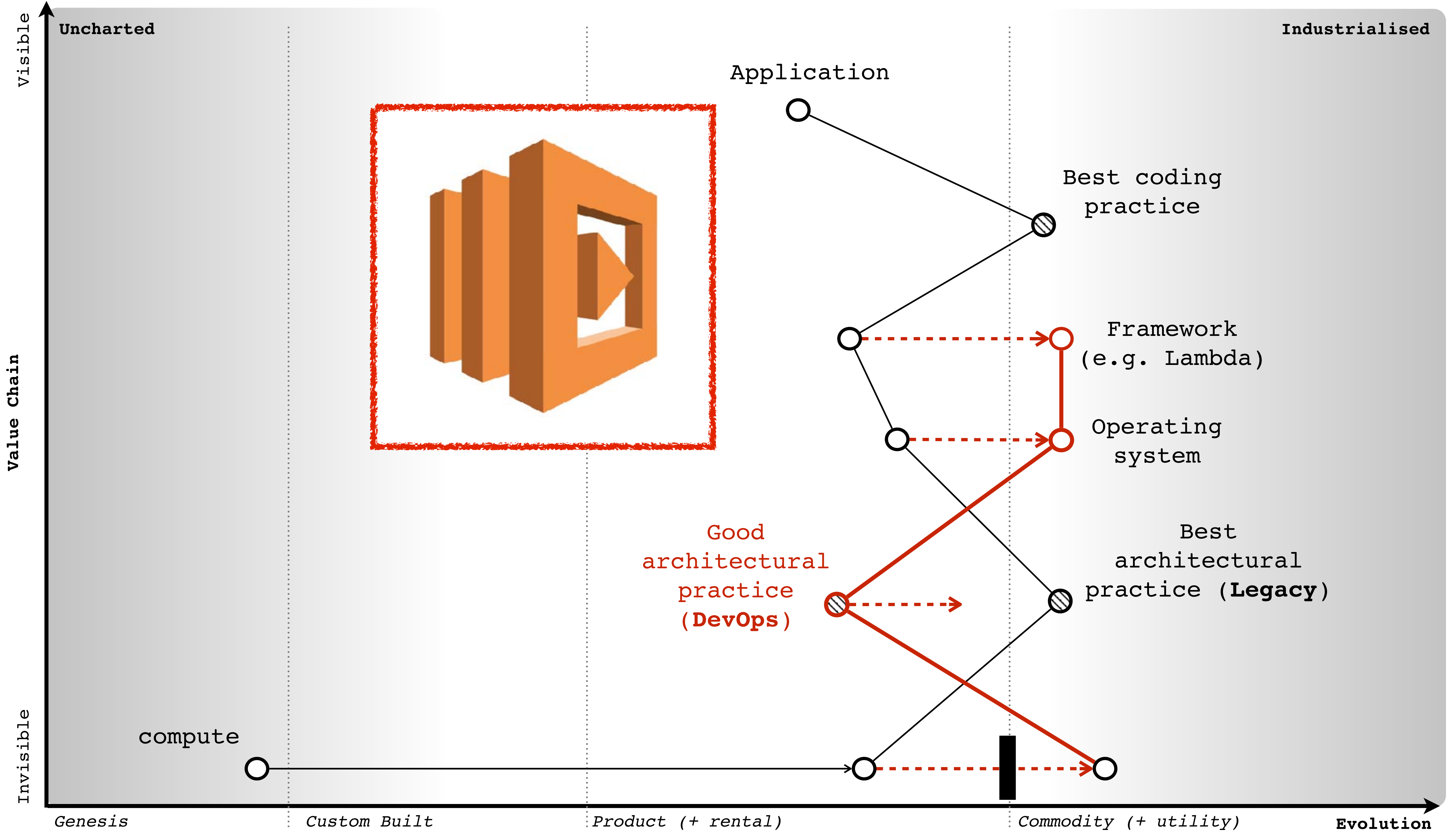
So was ITIL

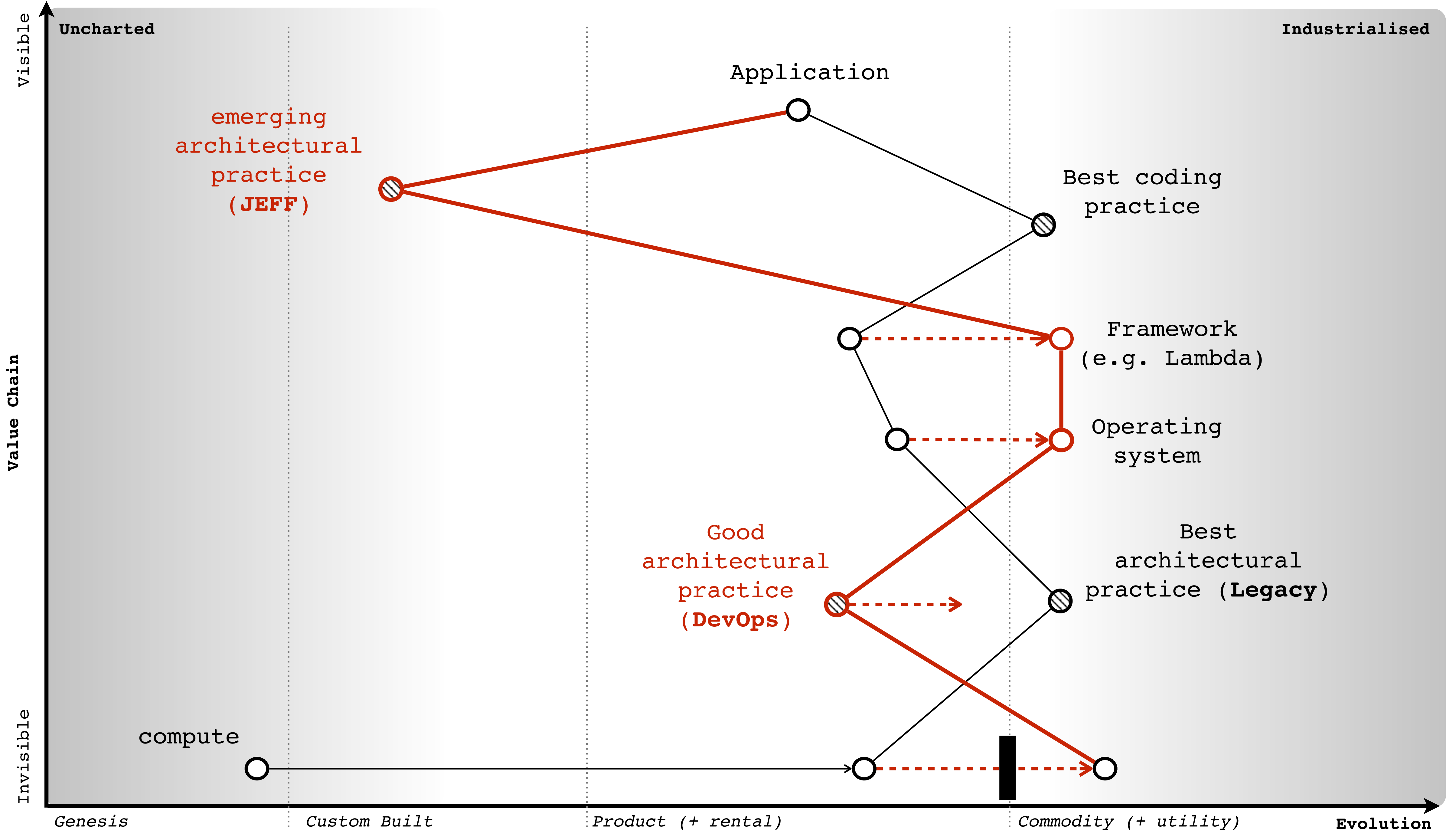


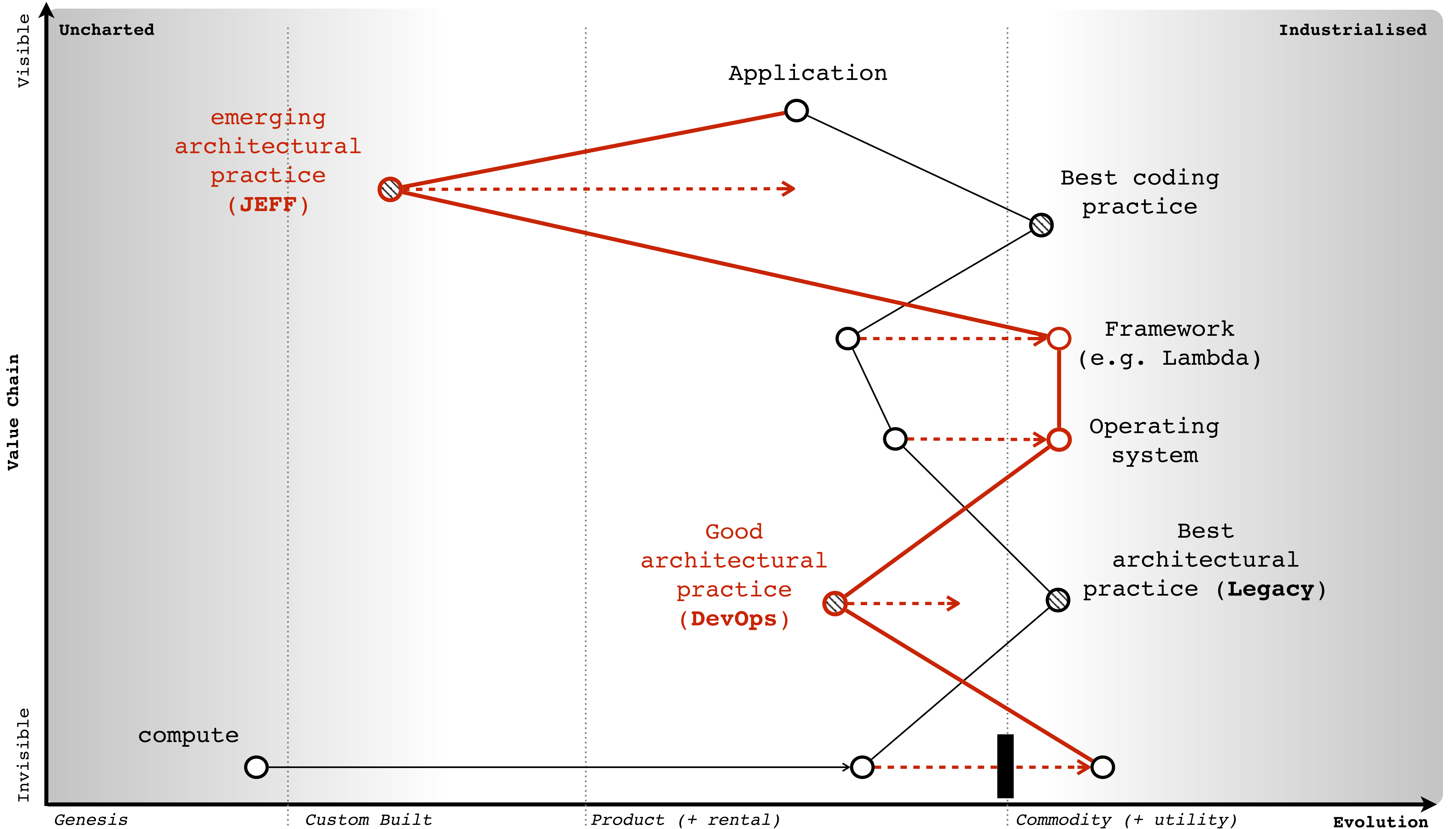
Burn
him!

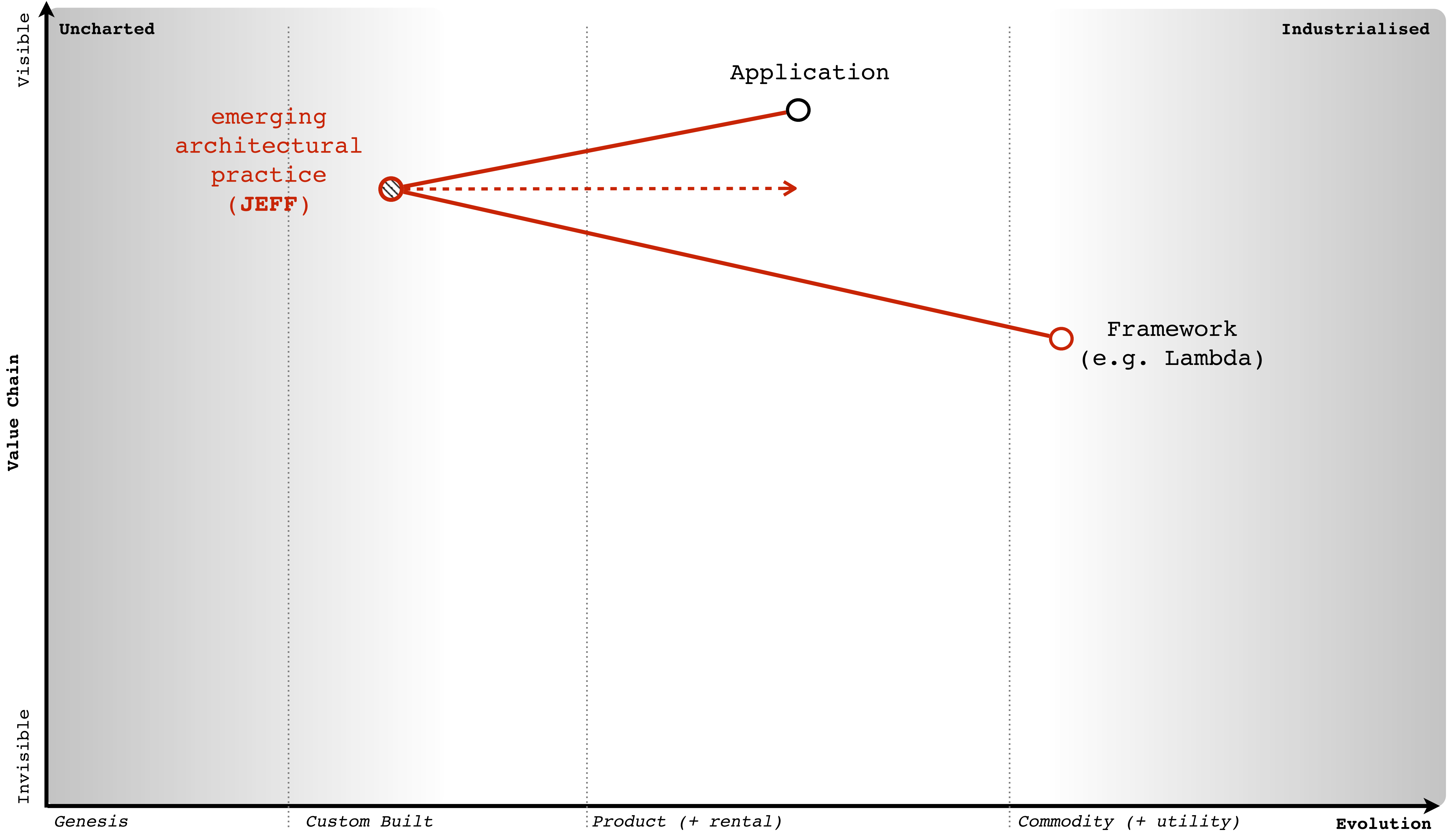
Heretic

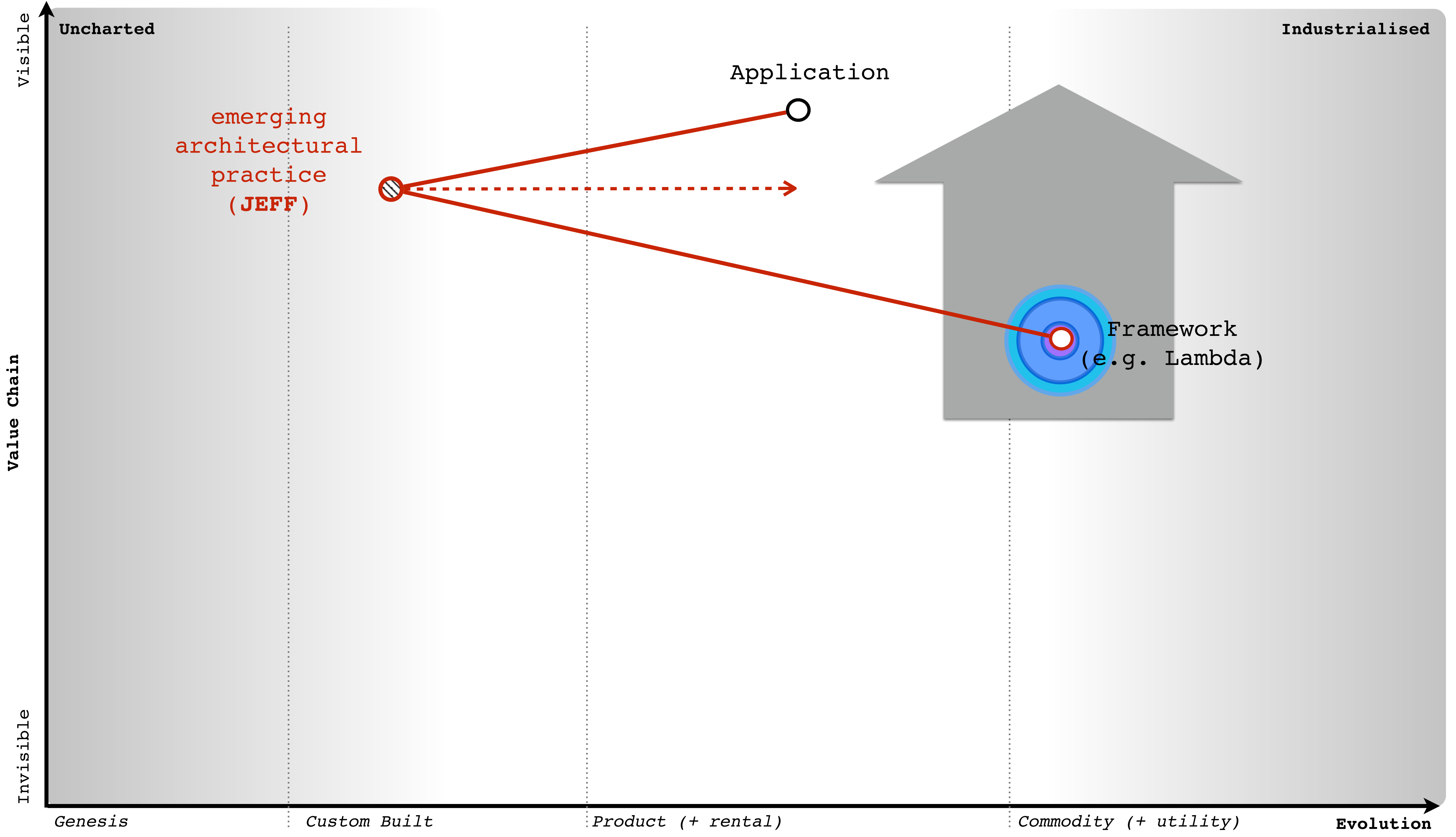


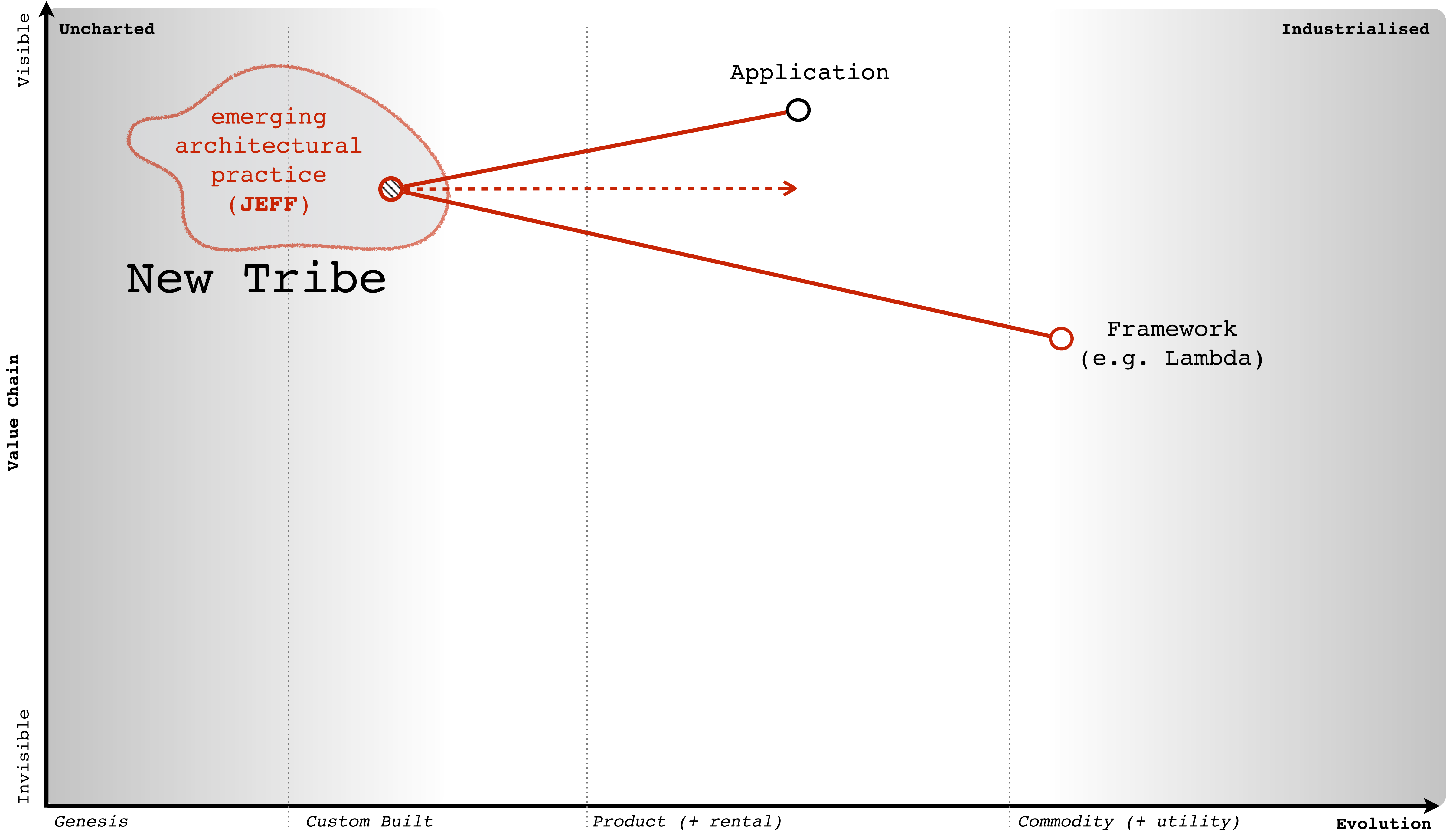


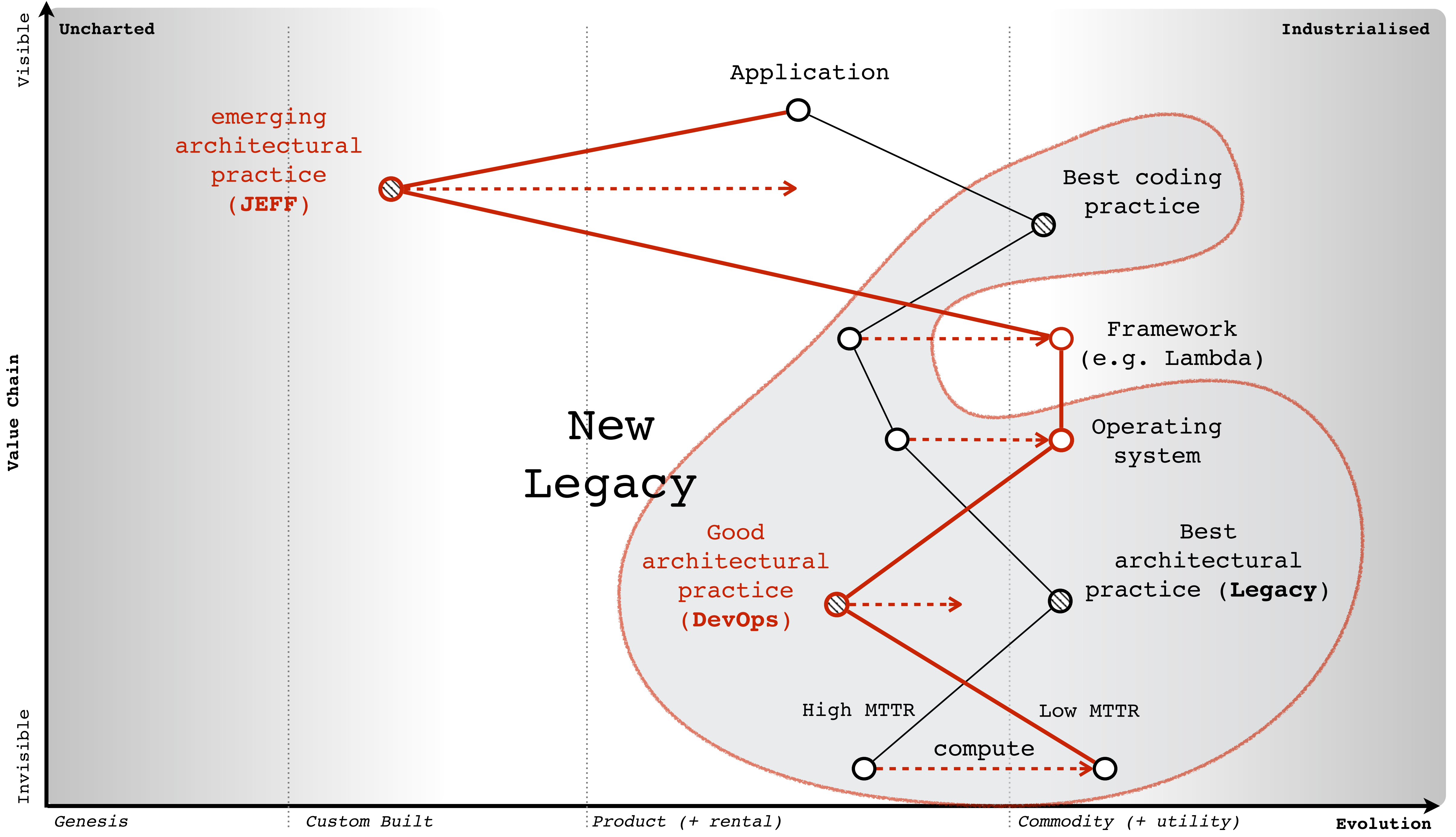














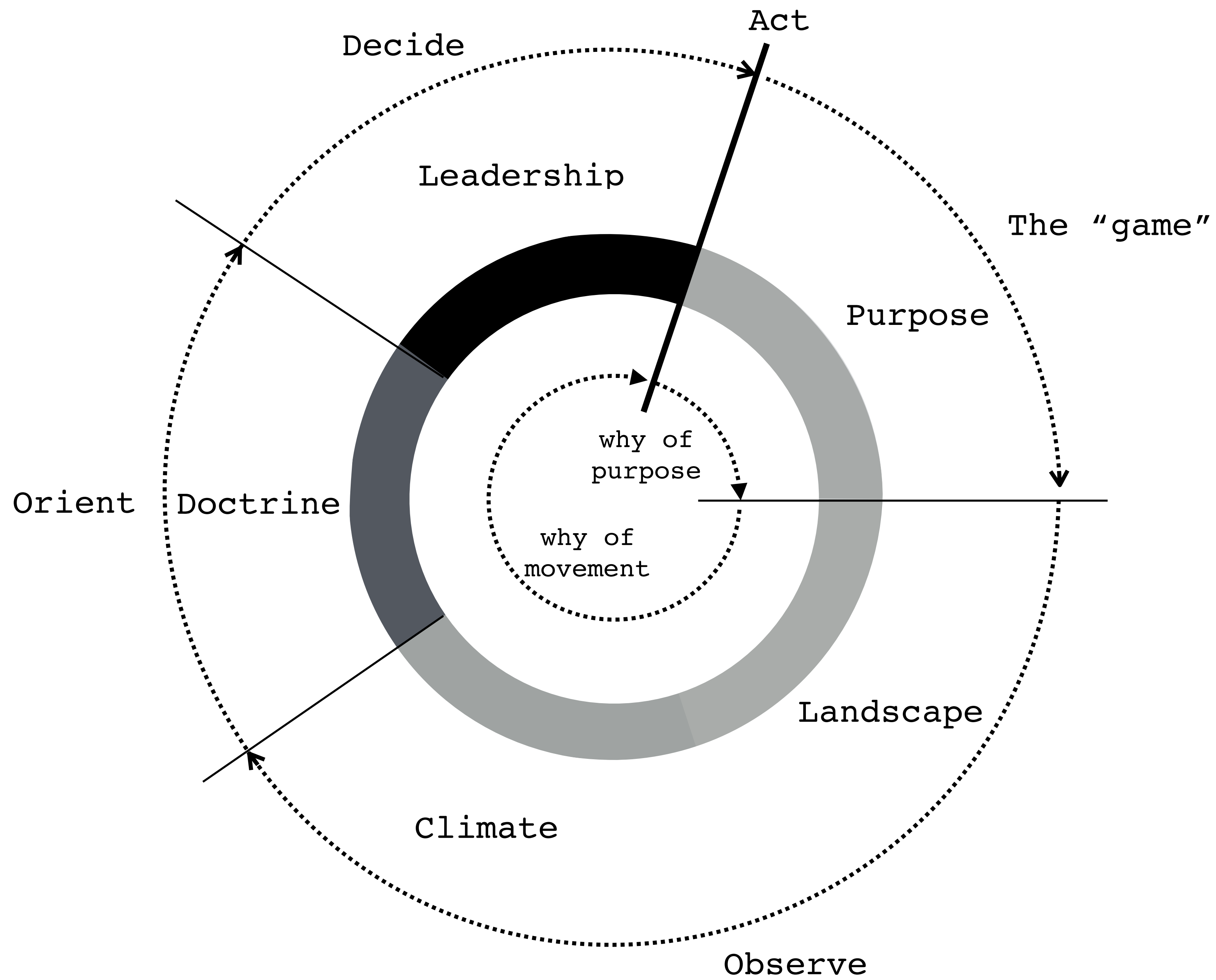
DevOps is
the new
legacy?

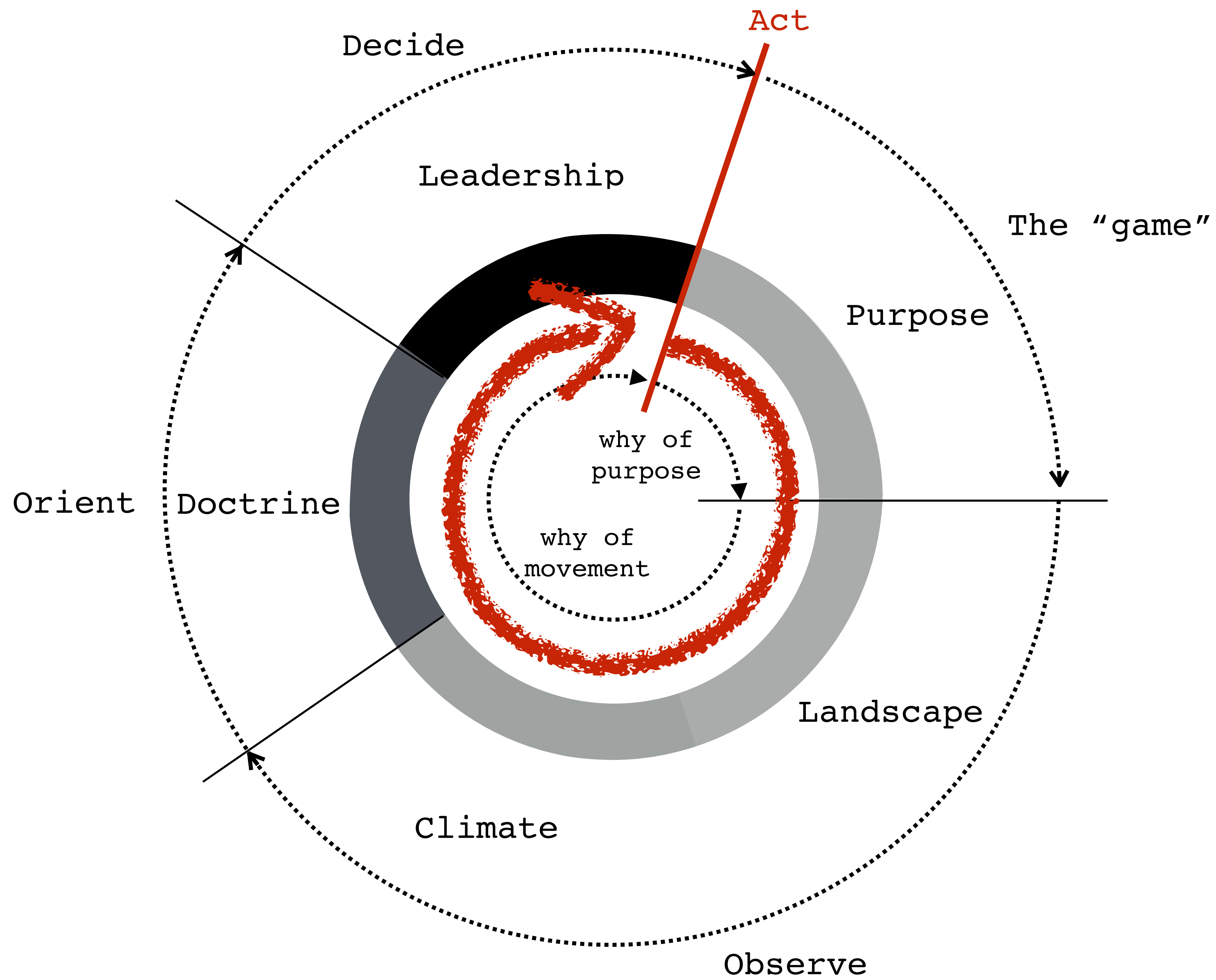


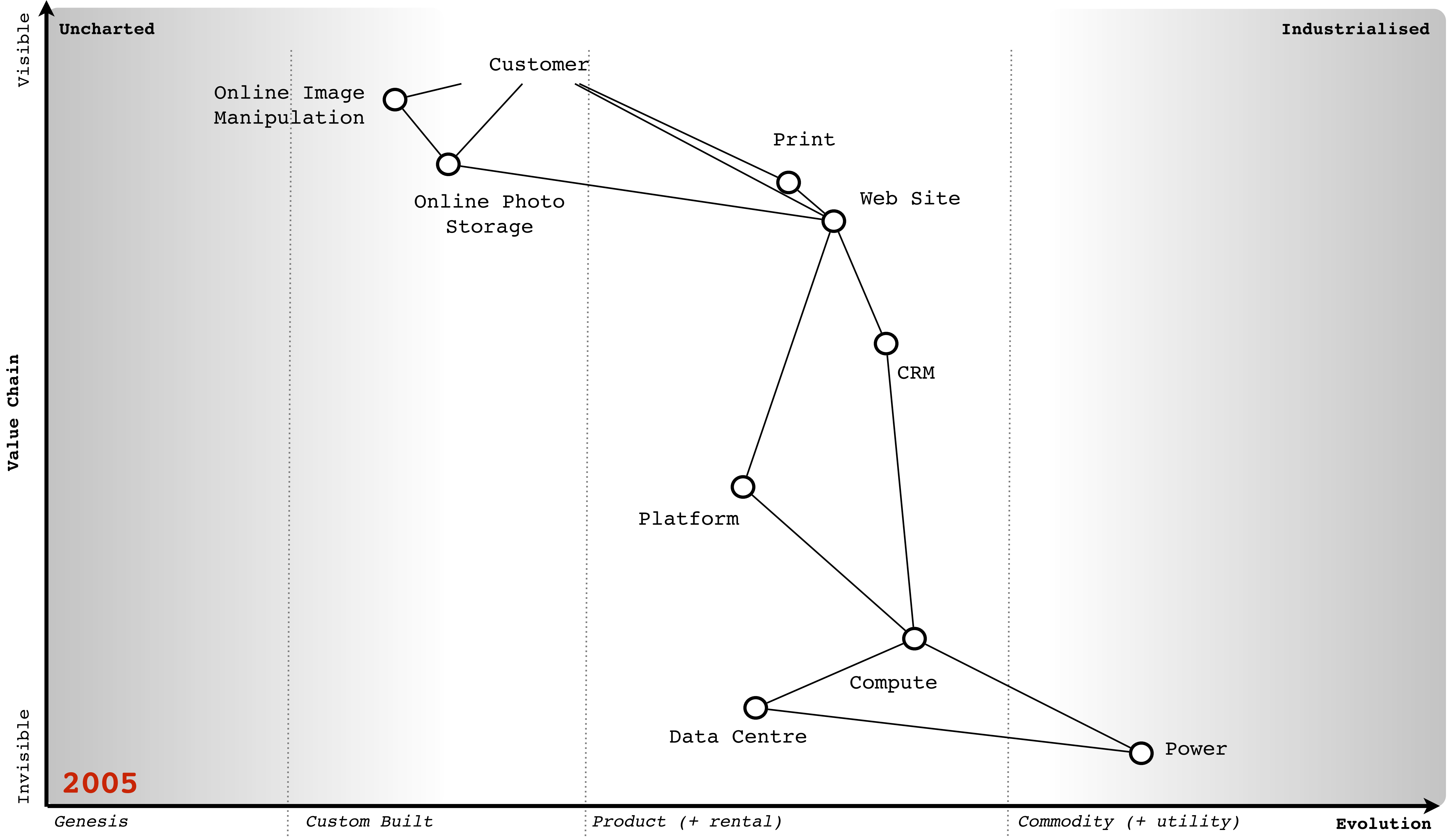
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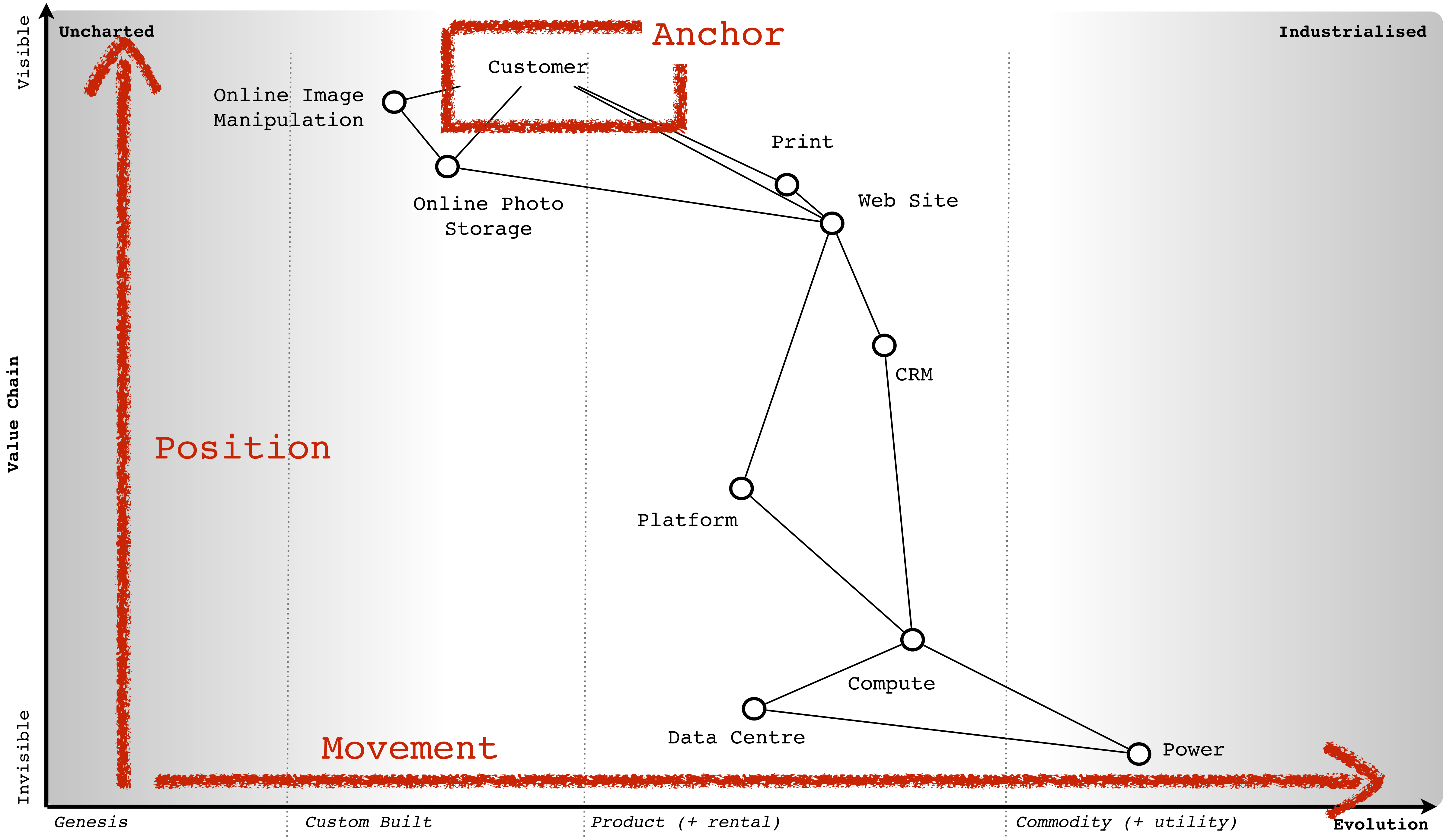
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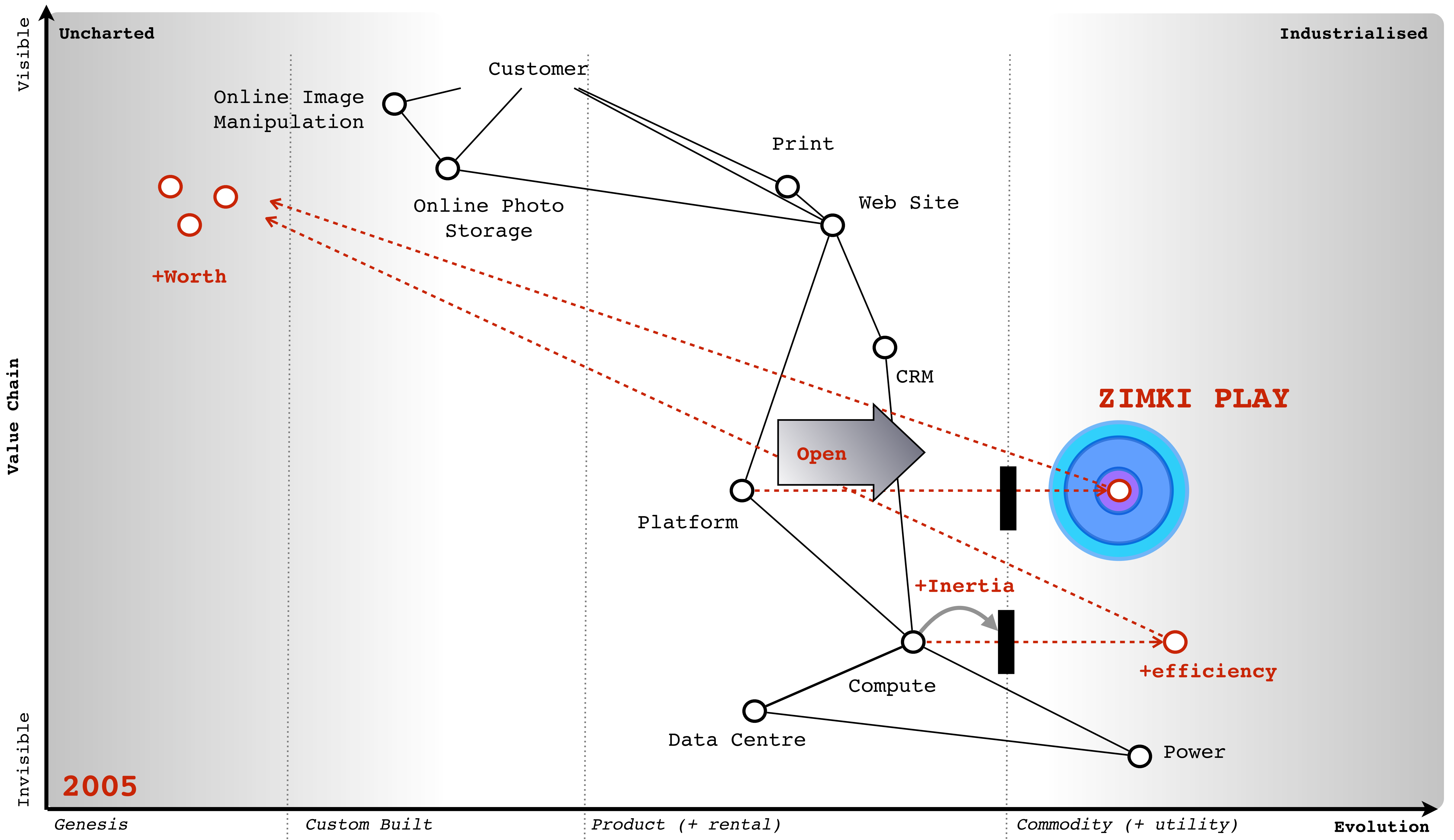
RECAP

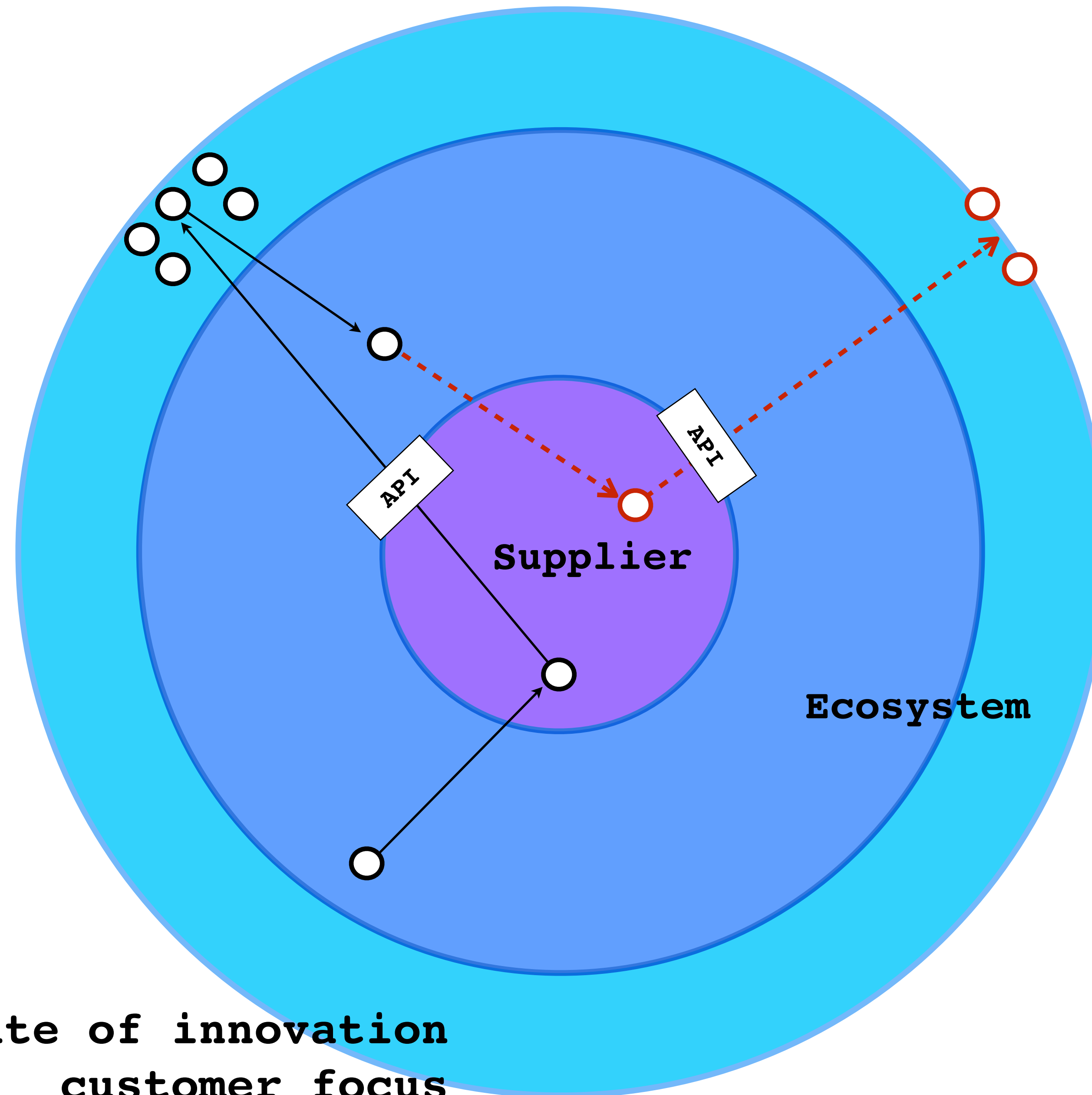




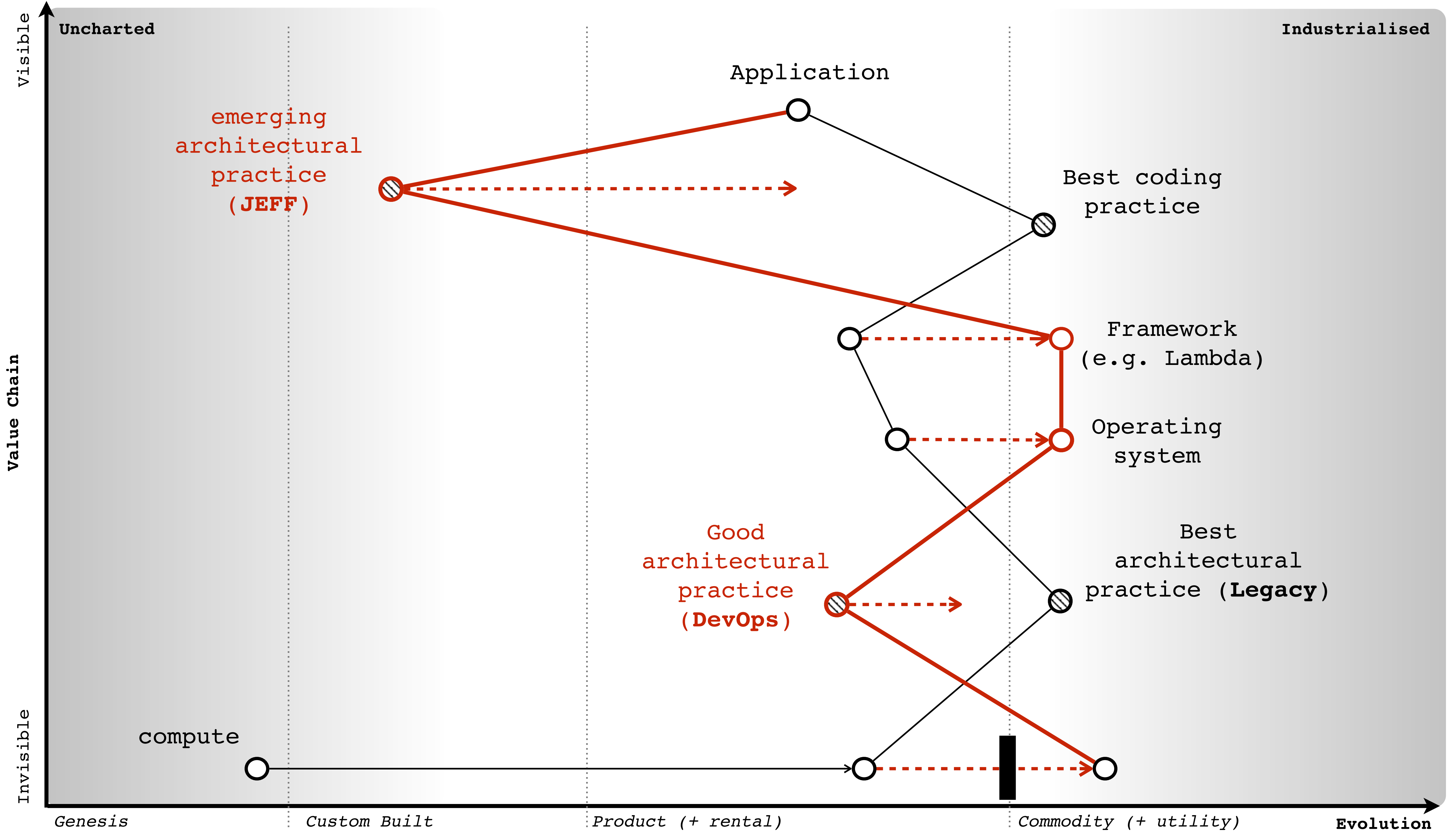


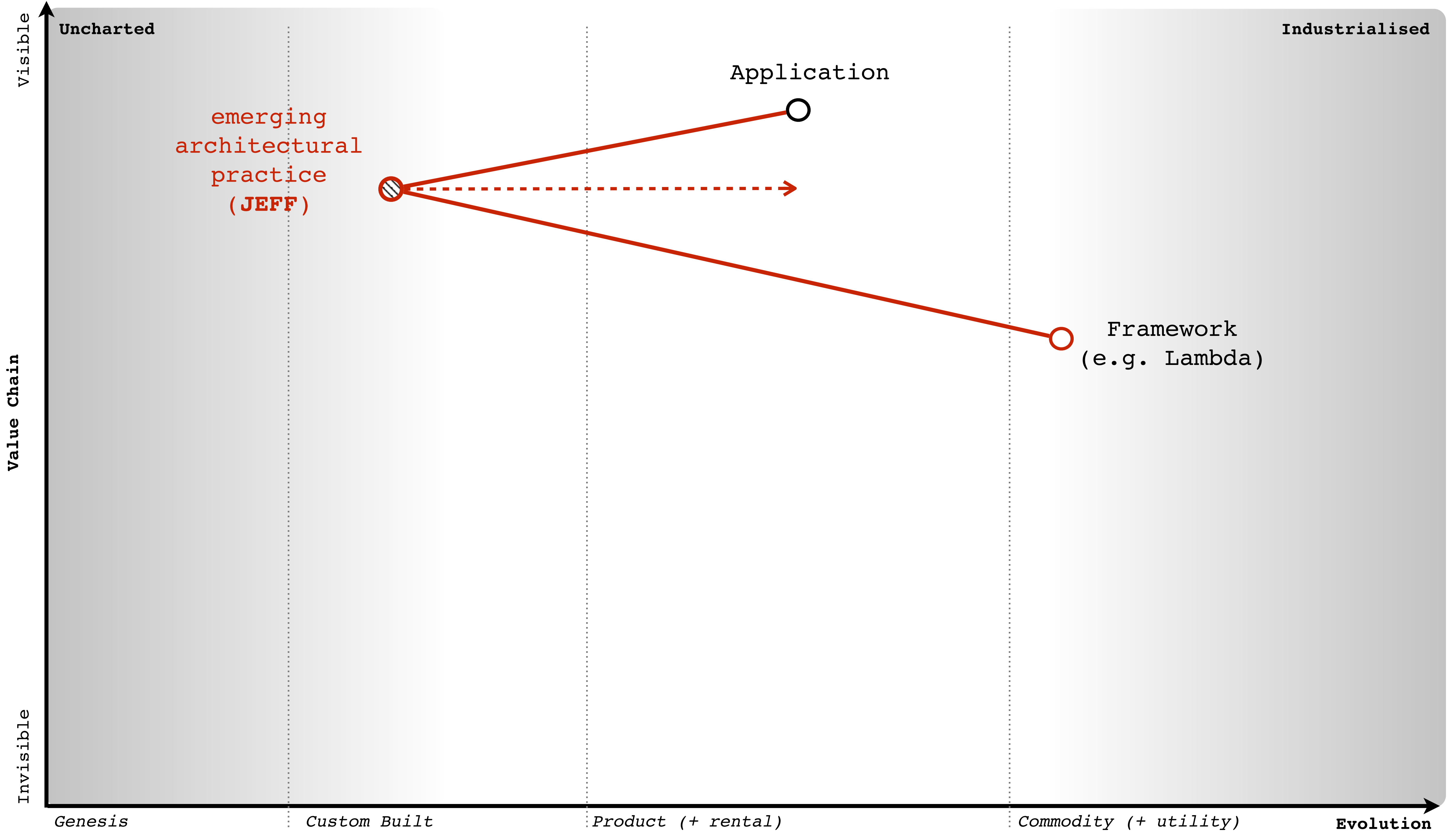


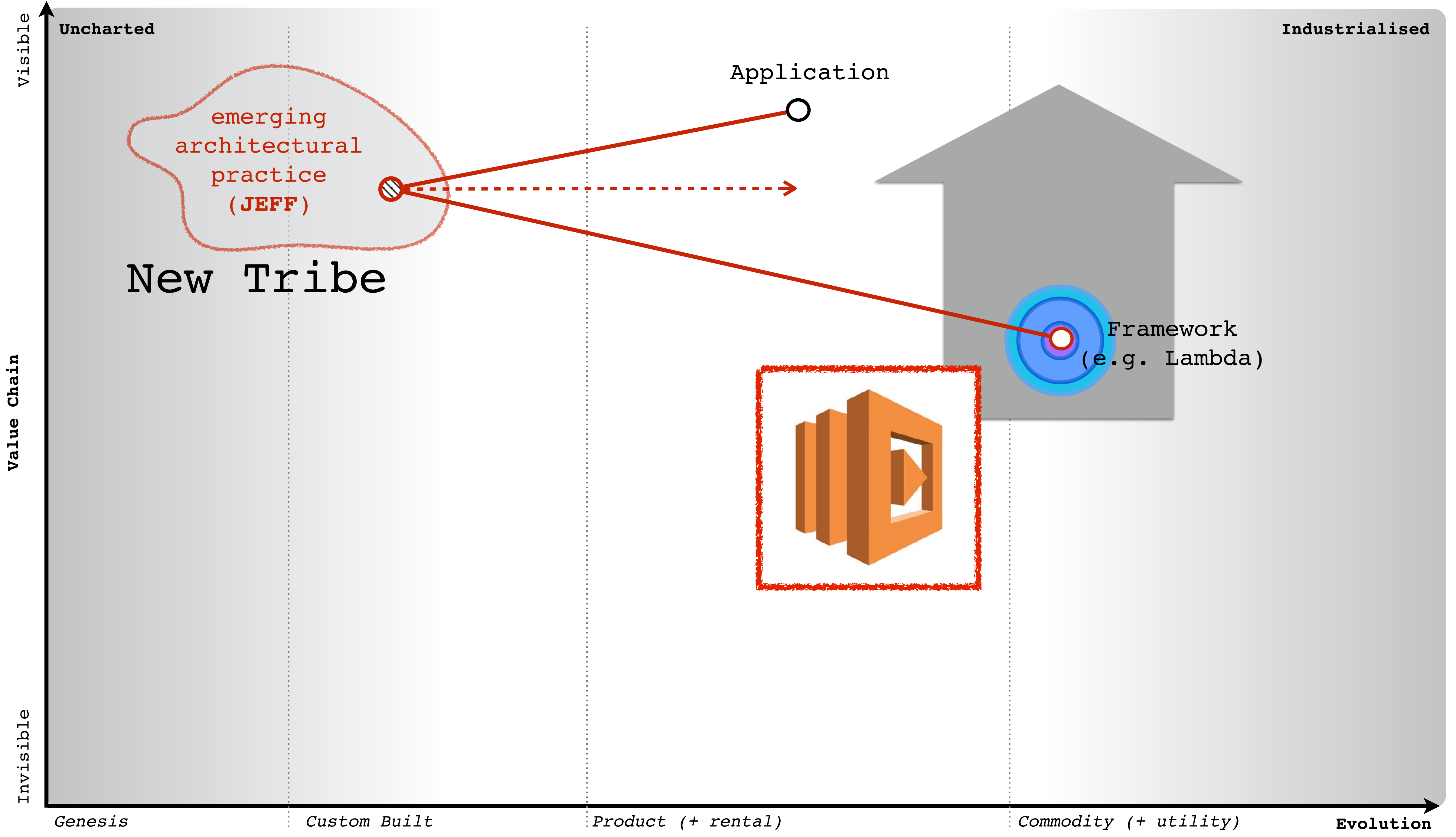


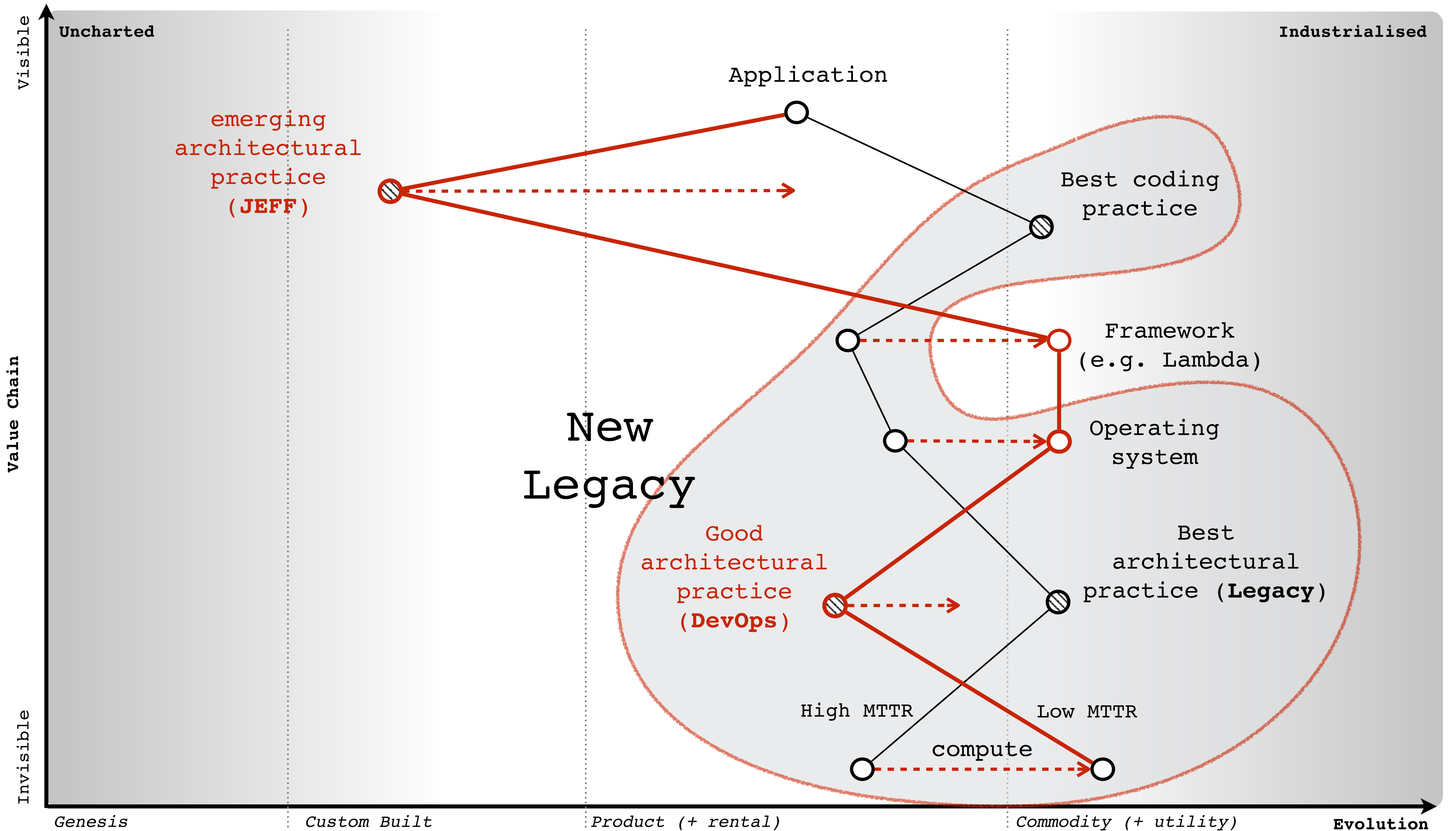


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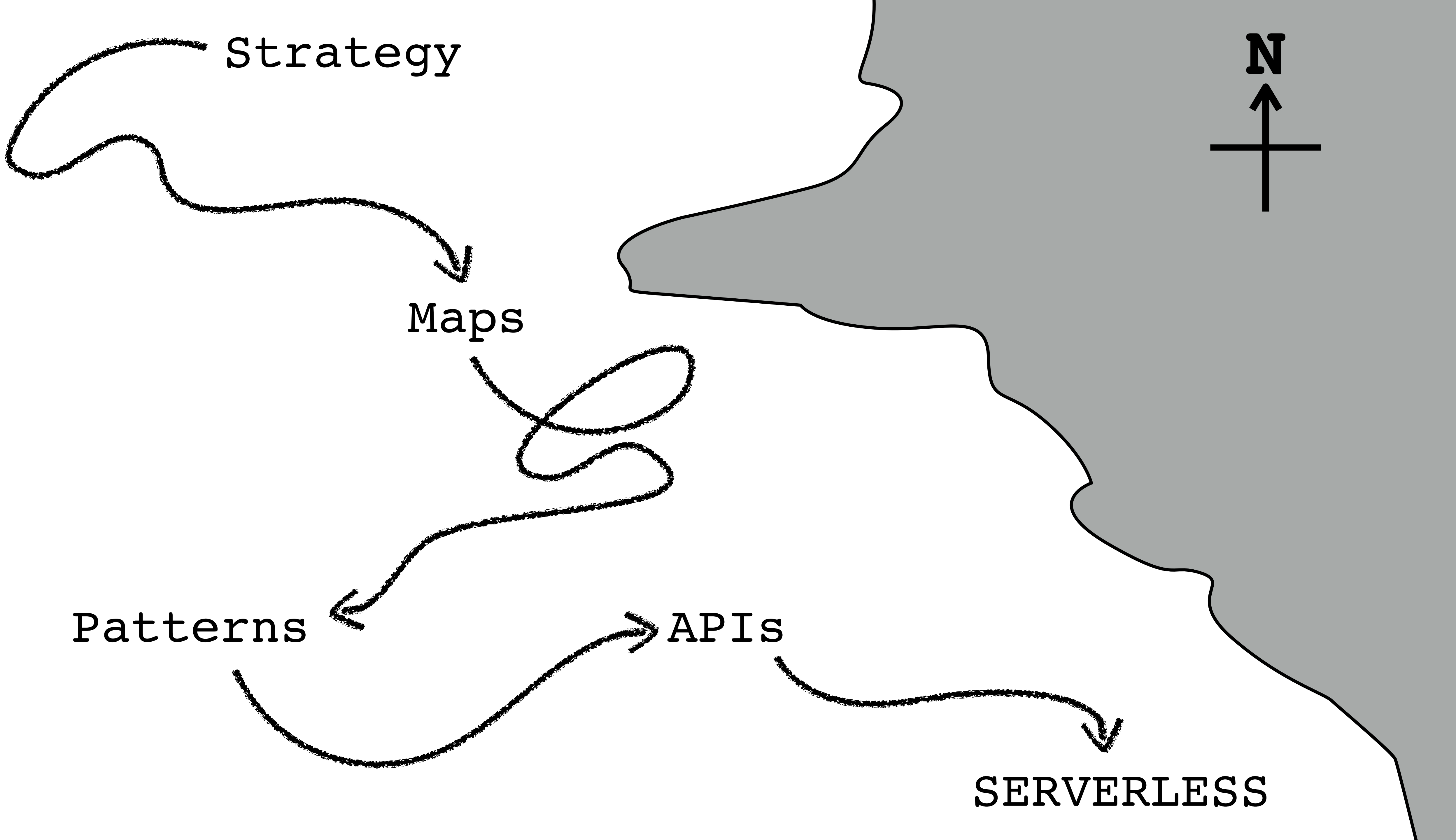






Burn
him!

Heretic



medium.com/wardleymaps

creative commons

map-camp.com

3rd October, Shoreditch Town Hall



Thank you

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simon.wardley@leadingedgeforum.com