Context

- Three years?
- We use models already
- Model characteristics
- What constitutes “adoption”?
- *All* of ‘em?
- Models don’t work

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When will MDD be Commonplace?

1985: “In three years time…”
1987: “In three years time…”
1989: “In three years time…”
1991: “In three years time…”
1993: “In three years time…”
1995: “In three years time…”
1997: “In three years time…”
1999: “In three years time…”
2001: “In three years time…”
2003: “In three years time…”
2005: “In three years time…”
2007: “In three years time…”

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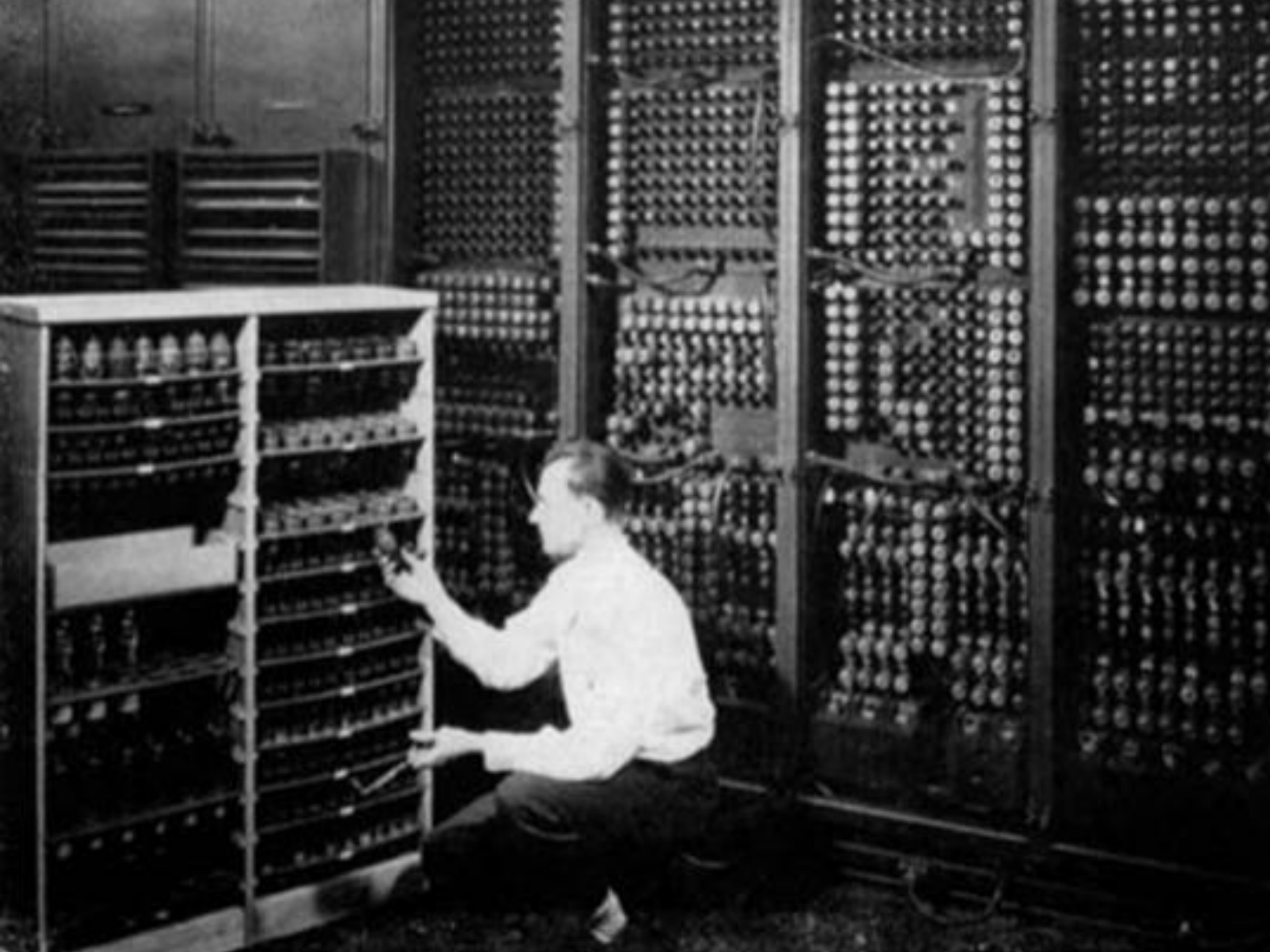
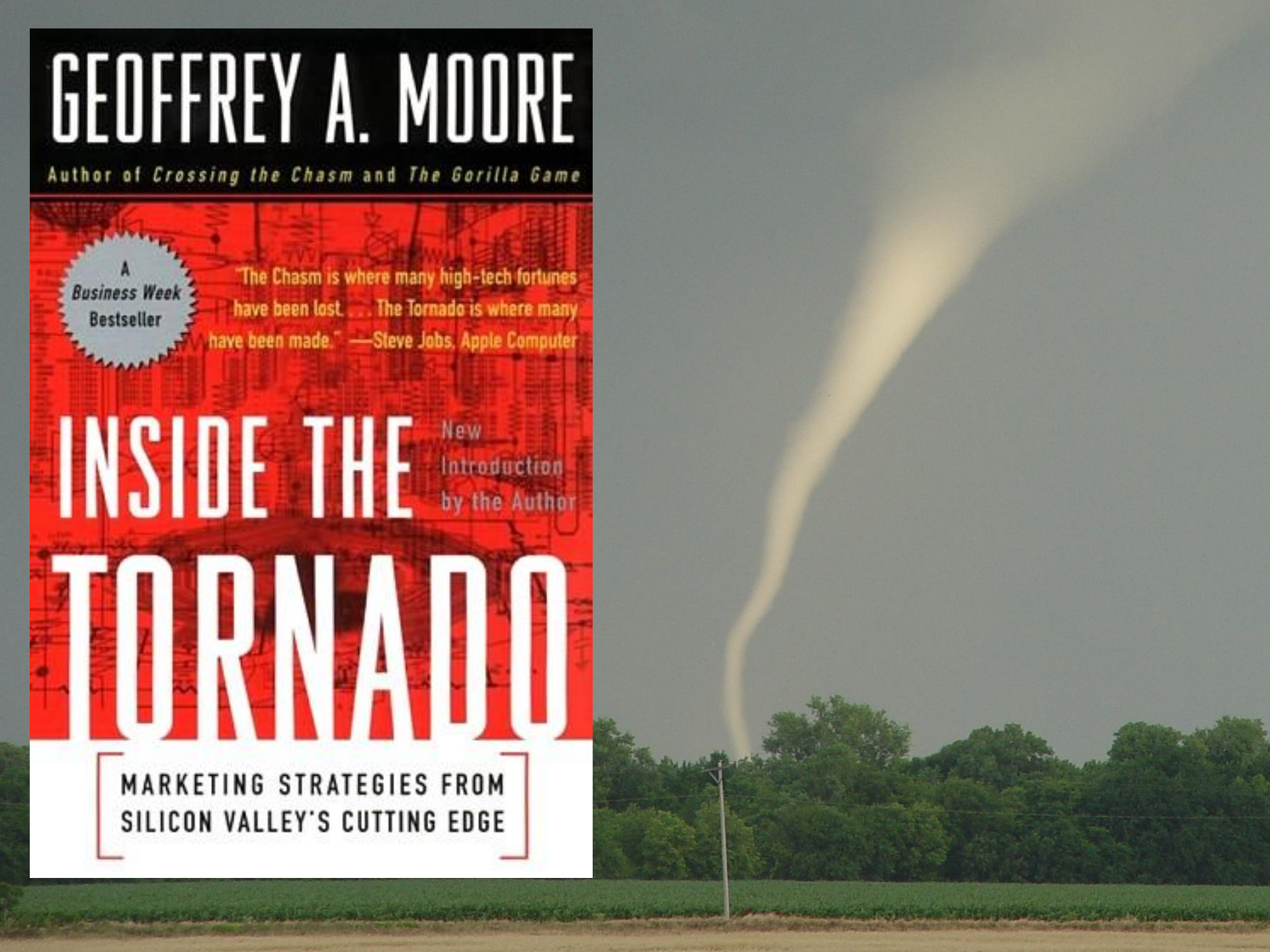
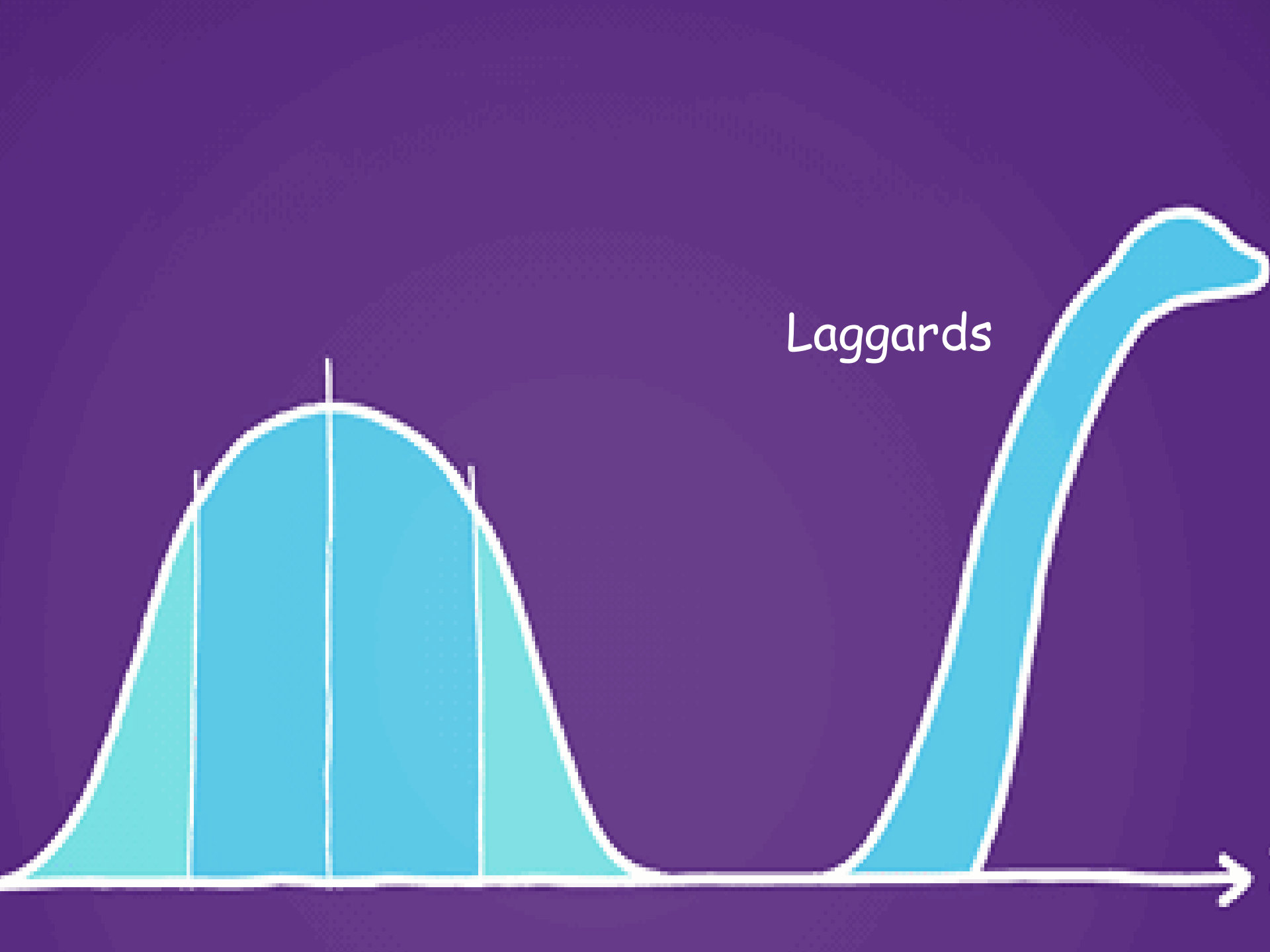


八重洲南口
Yaesu South Exit
新幹線
Shinkansen
京葉線
Keiyō Line
7~10
東海道線
Tokaido Line
2·1
中央線
Chūō Line
横須賀・総武線
Yokosuka / Sōbu Line
成田空港
Narita Airport
丸の内南口
Marunouchi South Exit


GEOFFREY A. MOORE
Author of Crossing the Chasm and The Gorilla Game
A Business Week Bestseller
"The Chasm is where many high-tech fortunes have been lost. . . . The Tornado is where many have been made." —Steve Jobs, Apple Computer
INSIDE THE TORNADO
New Introduction by the Author
MARKETING STRATEGIES FROM SILICON VALLEY'S CUTTING EDGE


Laggards

Hurdles

- Software *engineering*?
- I have Java
- I don’t have a problem
- Won’t work anyway
- That’s just an example
- You haven’t solved *my* problem
- “They” won’t accept it

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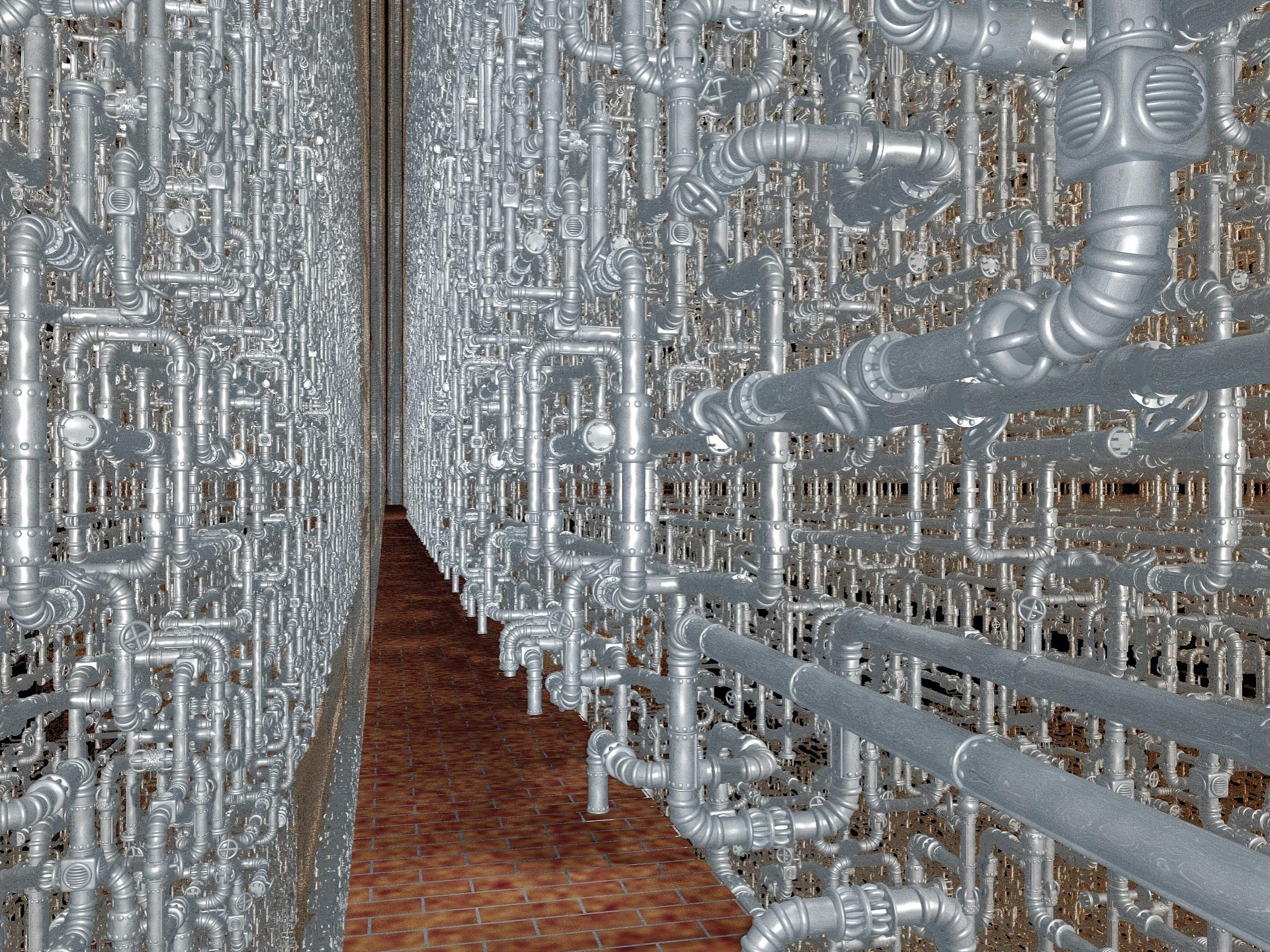
I have Java.
I don't have
a problem.



157 PASO DE LA ARENA
993
407 PLAZA ESPAÑA
C.O.T.C. C.O.T.C.
53

QANTAS
Spirit of Australia

Technology

- No tools
- Wrong tools
- No standards
- No interchange

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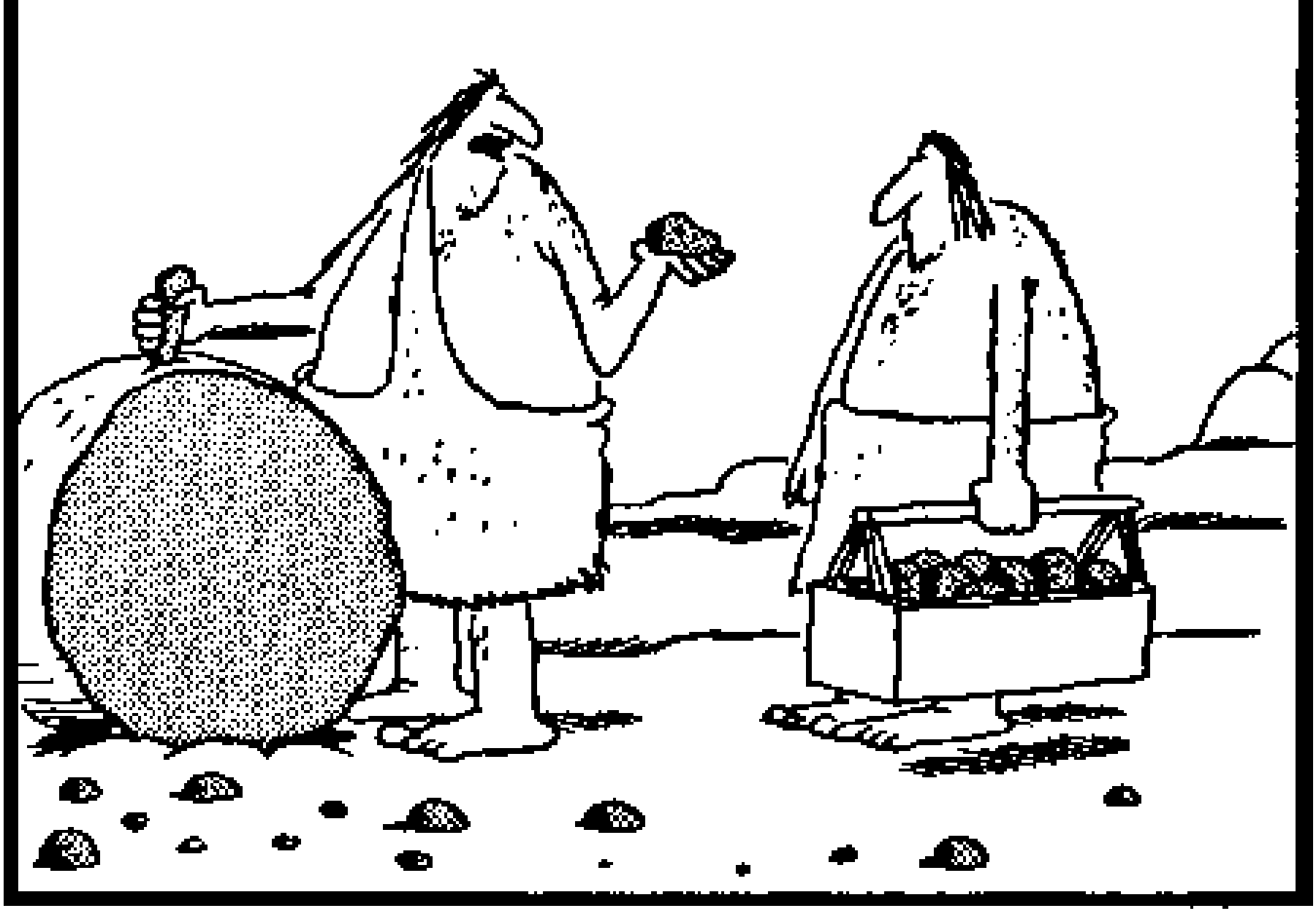
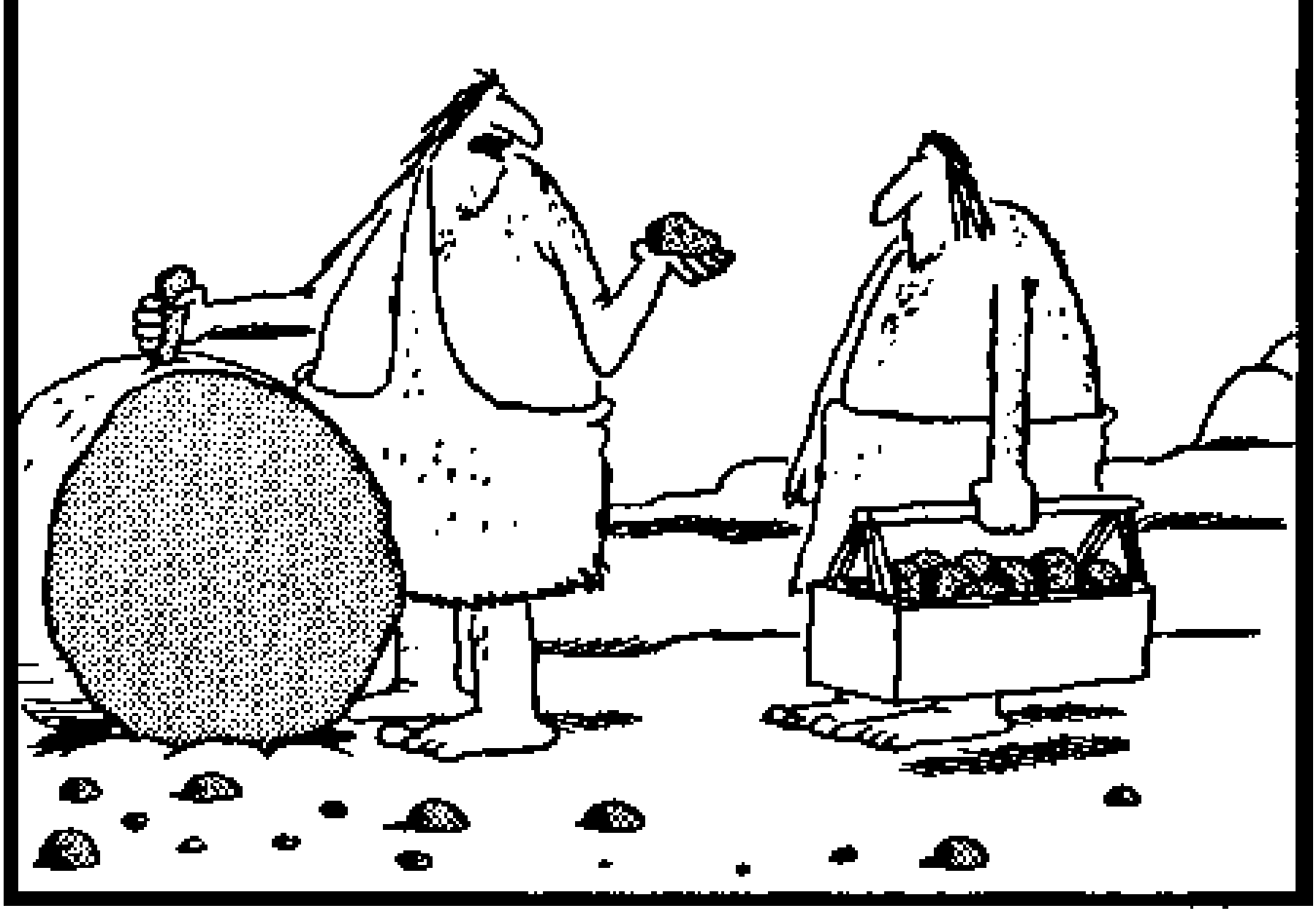
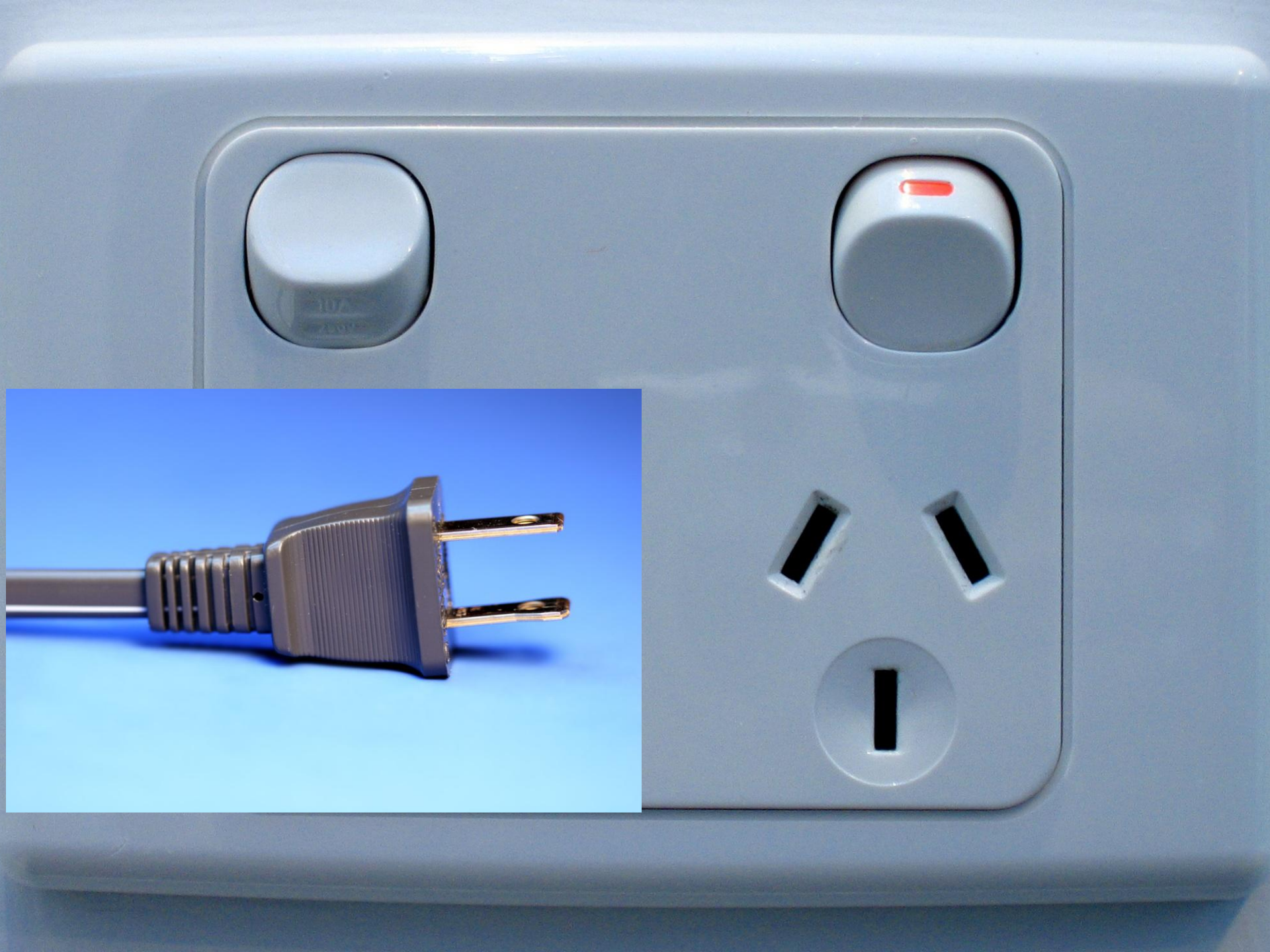


What's this? I asked for a *hammer*!



I asked for a wrench!



Business

- Pricey
- Risky
- Investment
- Inertia

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Pricey!

- AU$2.01/liter
- AU$7.62/US gallon
- US$6.47/US gallon

Even more pricey!

- £1.26/liter
- £6.14/US gallon
- US$9.90/US gallon

Social

- Low skills
- It's *hard…*
- … especially abstraction
- Fear and fashion

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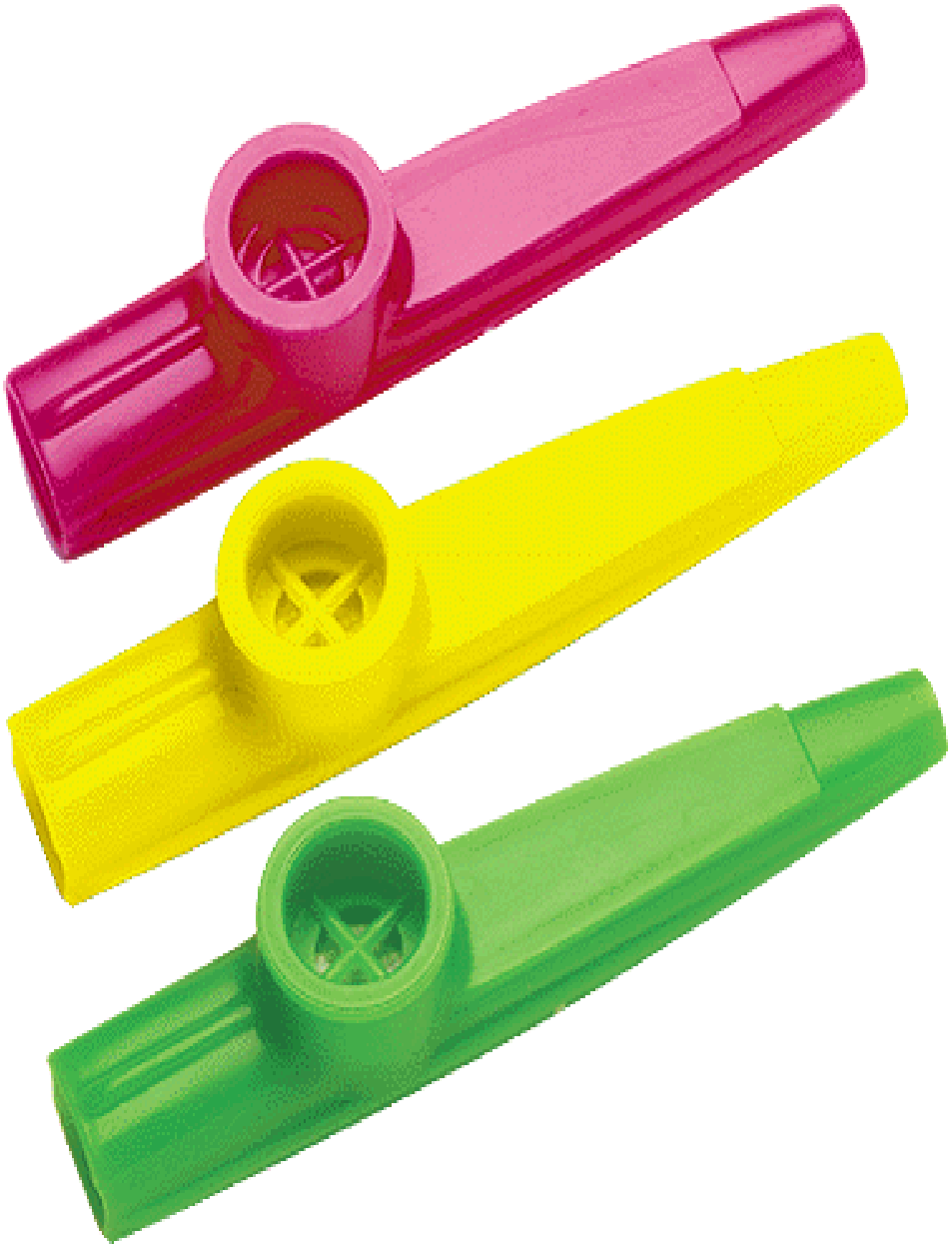

Fear
Fashion

Is There Hope?

- The Hype Curve
- Standards
- Execution
- Translation
- Today!
- Software as engineering?
- In three years, anyway…..

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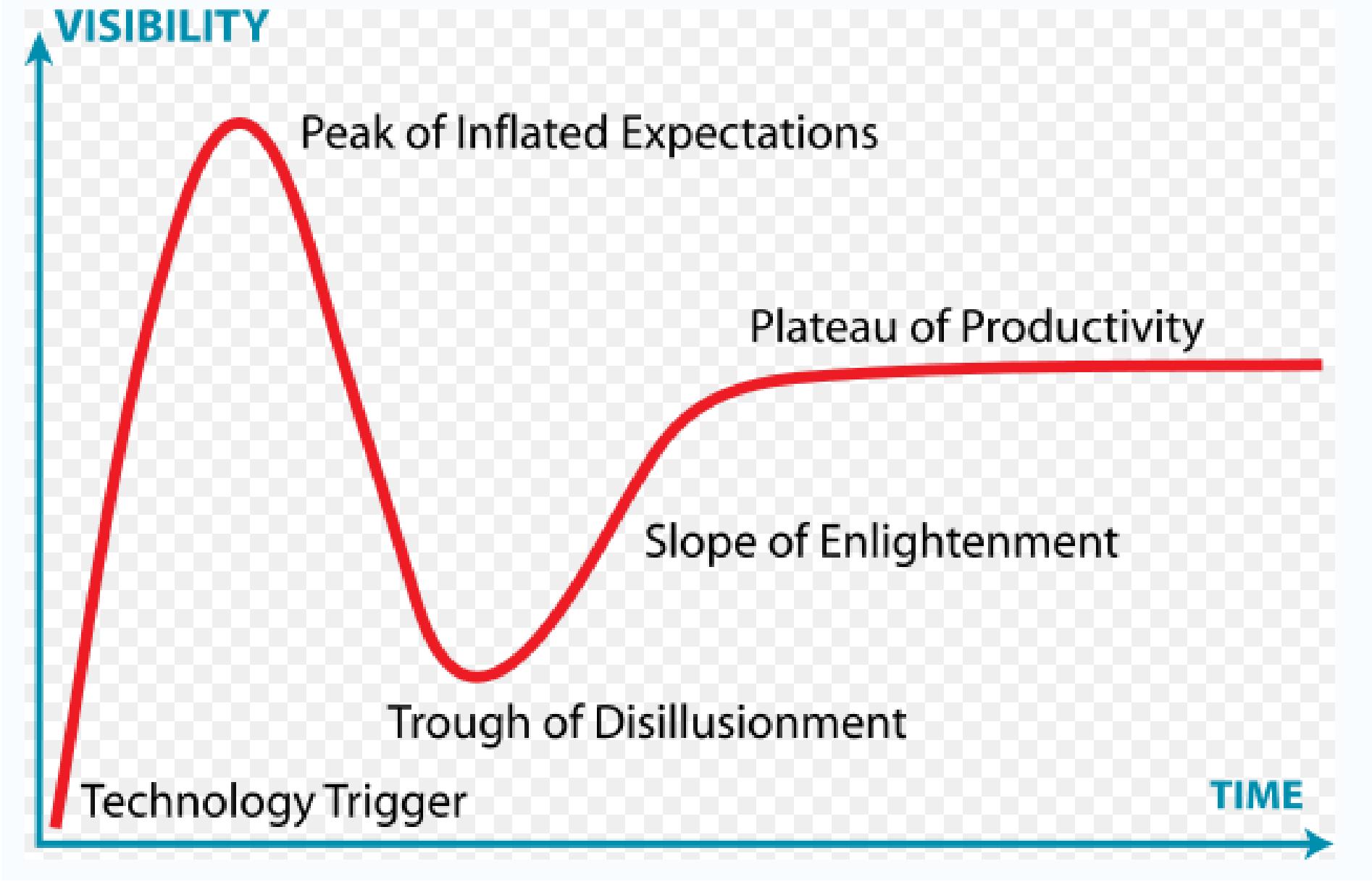
The Hype Cycle



Why now?

Knowledge
Individuals
Projects
Companies

Market Usage
Sketchers
Blueprinters
Executable Modelers

System Complexity
Programs
Systems
Systems of Systems

Standards
Methods
UML
Interchange

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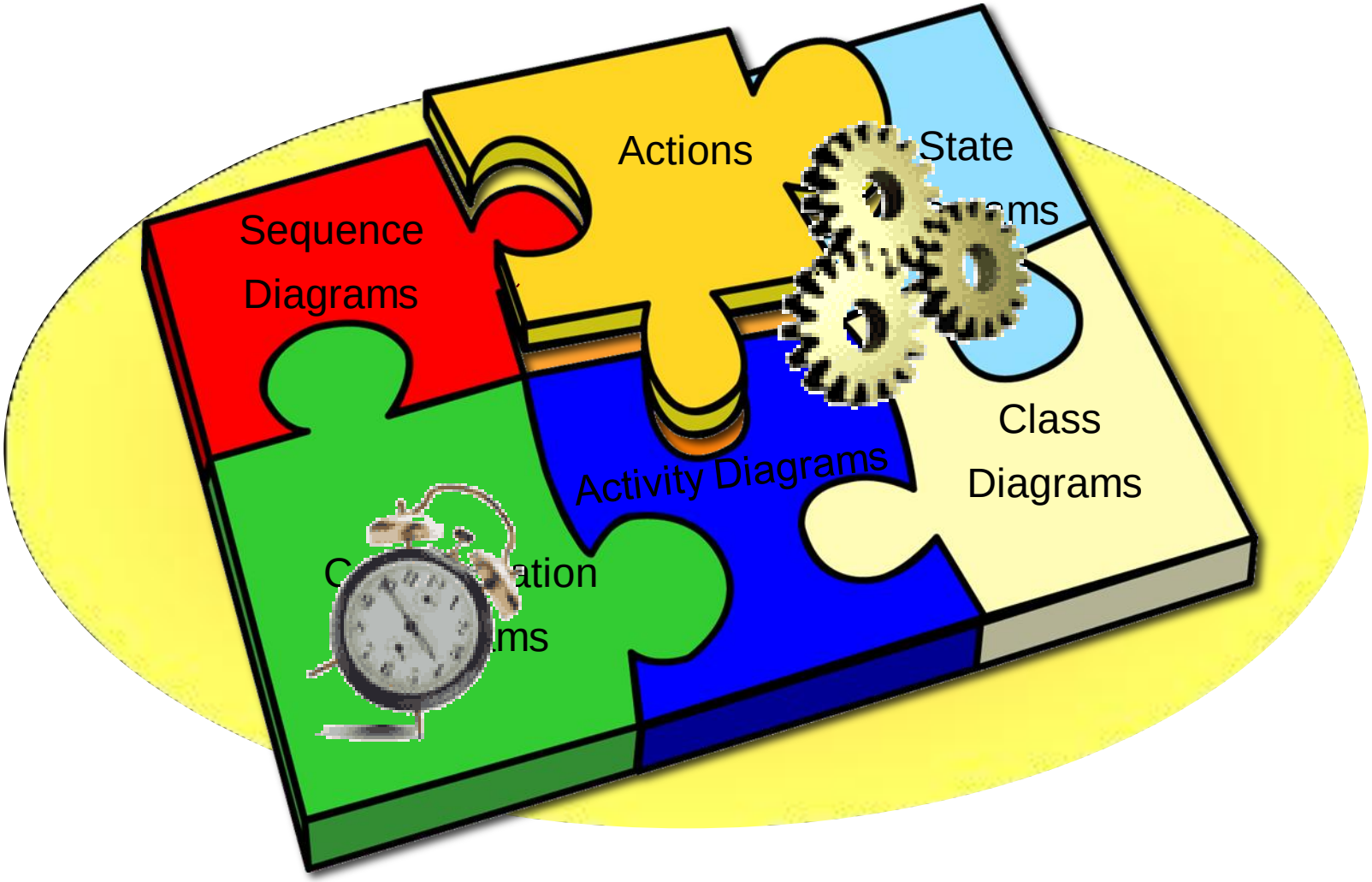
Execution and Translation



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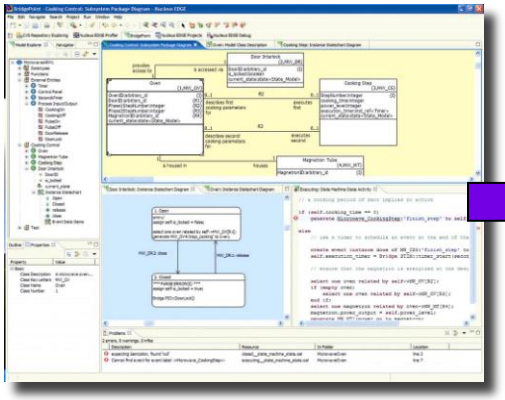
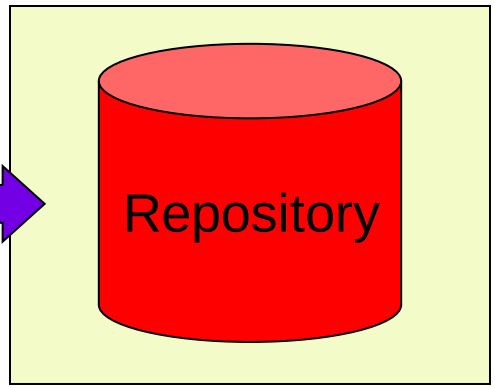
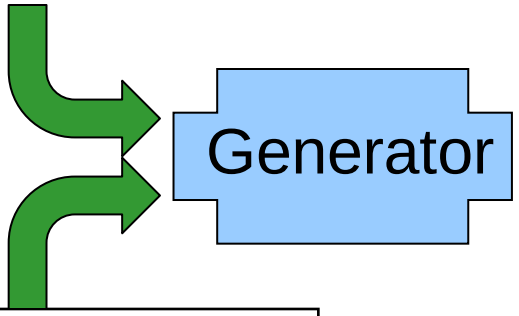
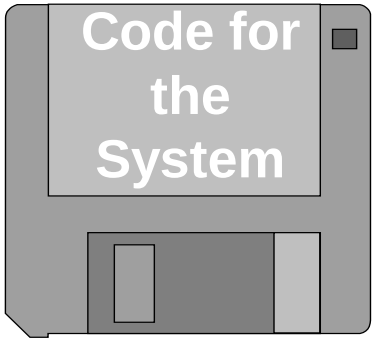


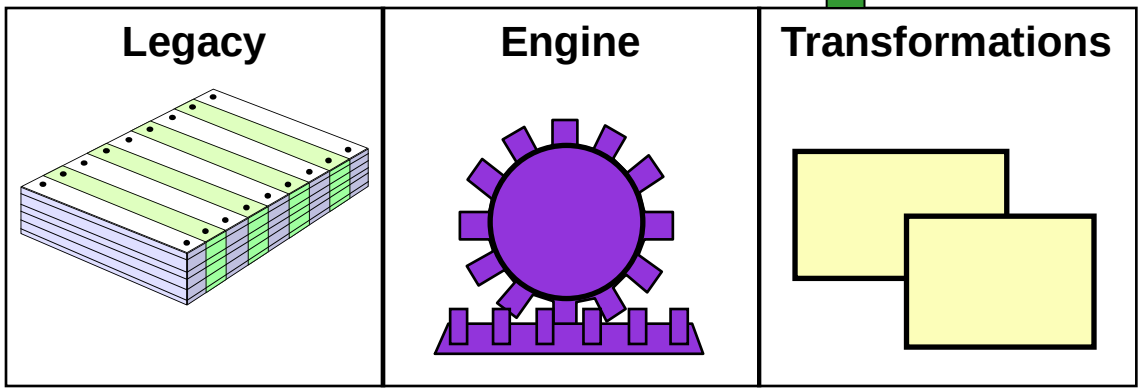
Models



Metamodel







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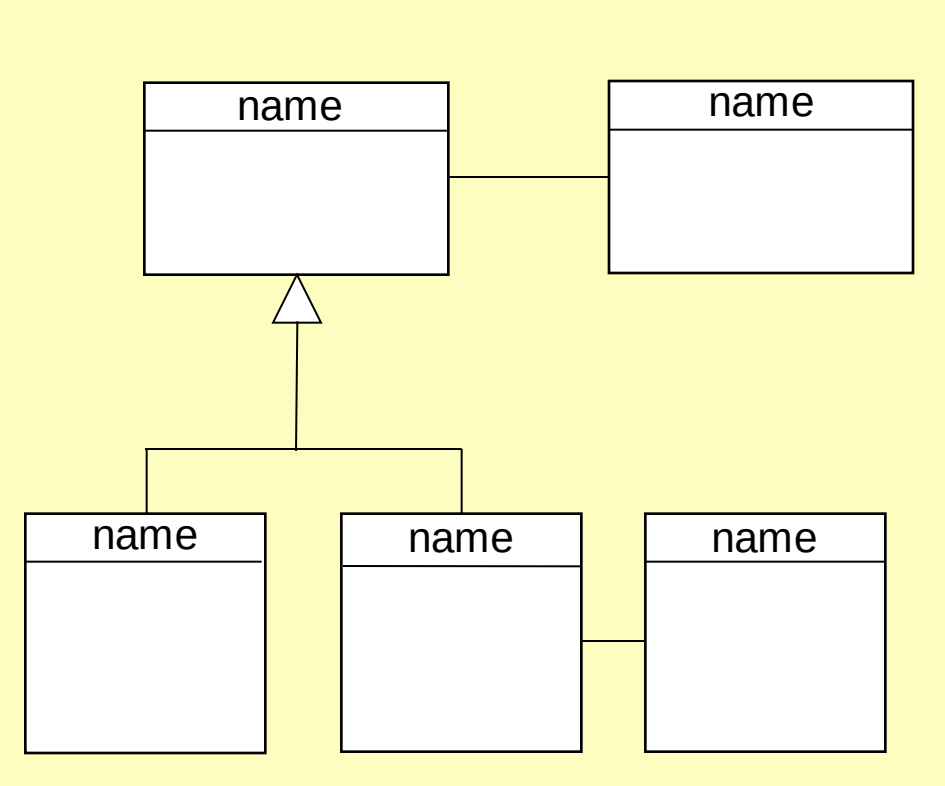
Model it!



Model the Application

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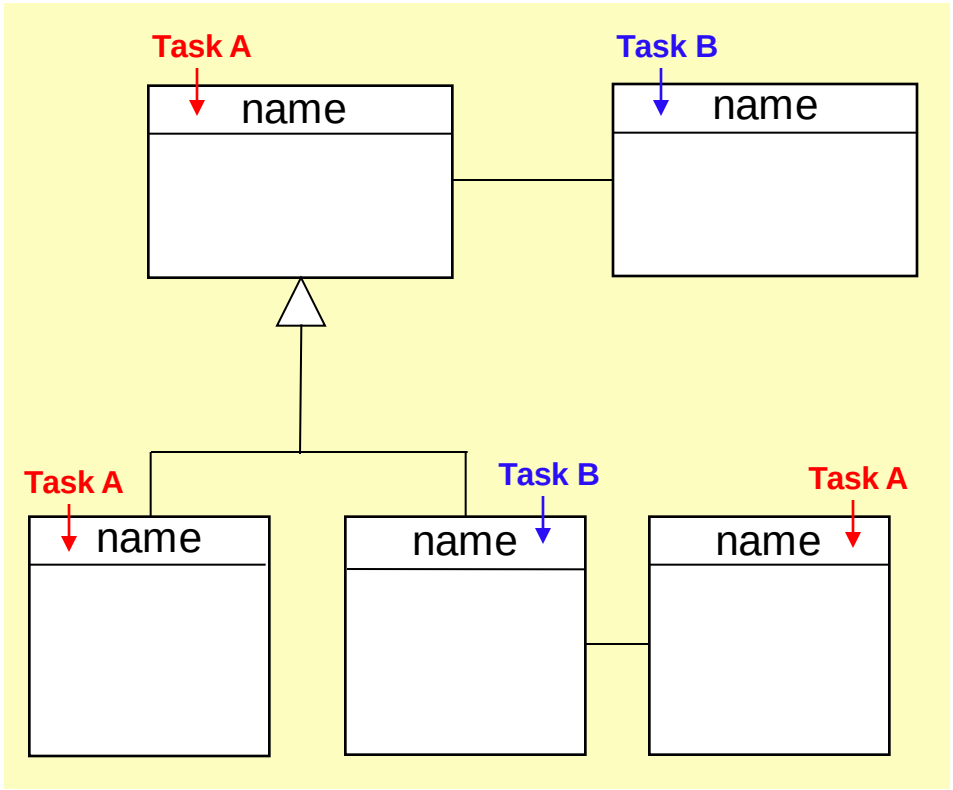
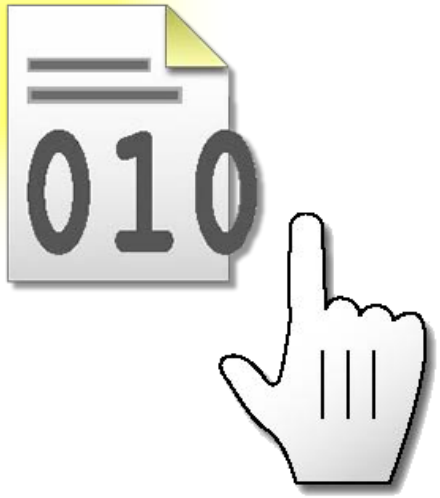
Make it!





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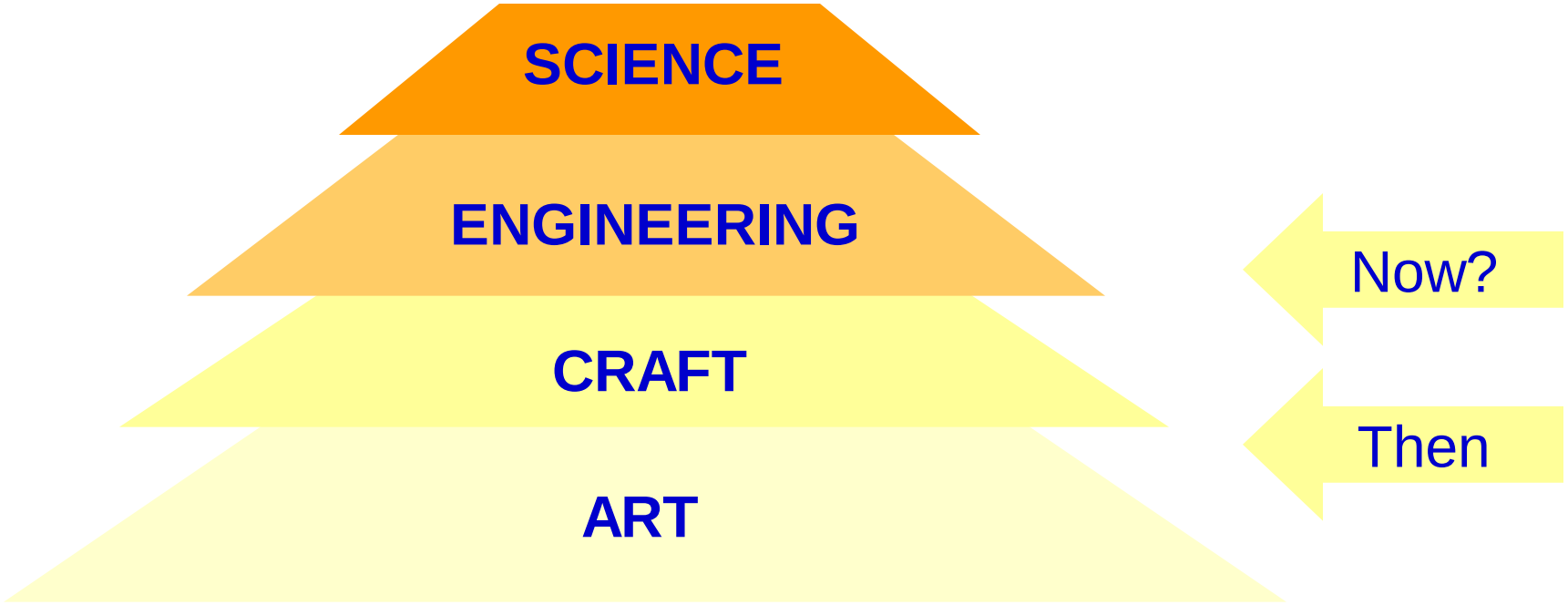
Software as Engineering?



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In Three Years?

2009: “In three years time…”

Please!

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Thank you

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