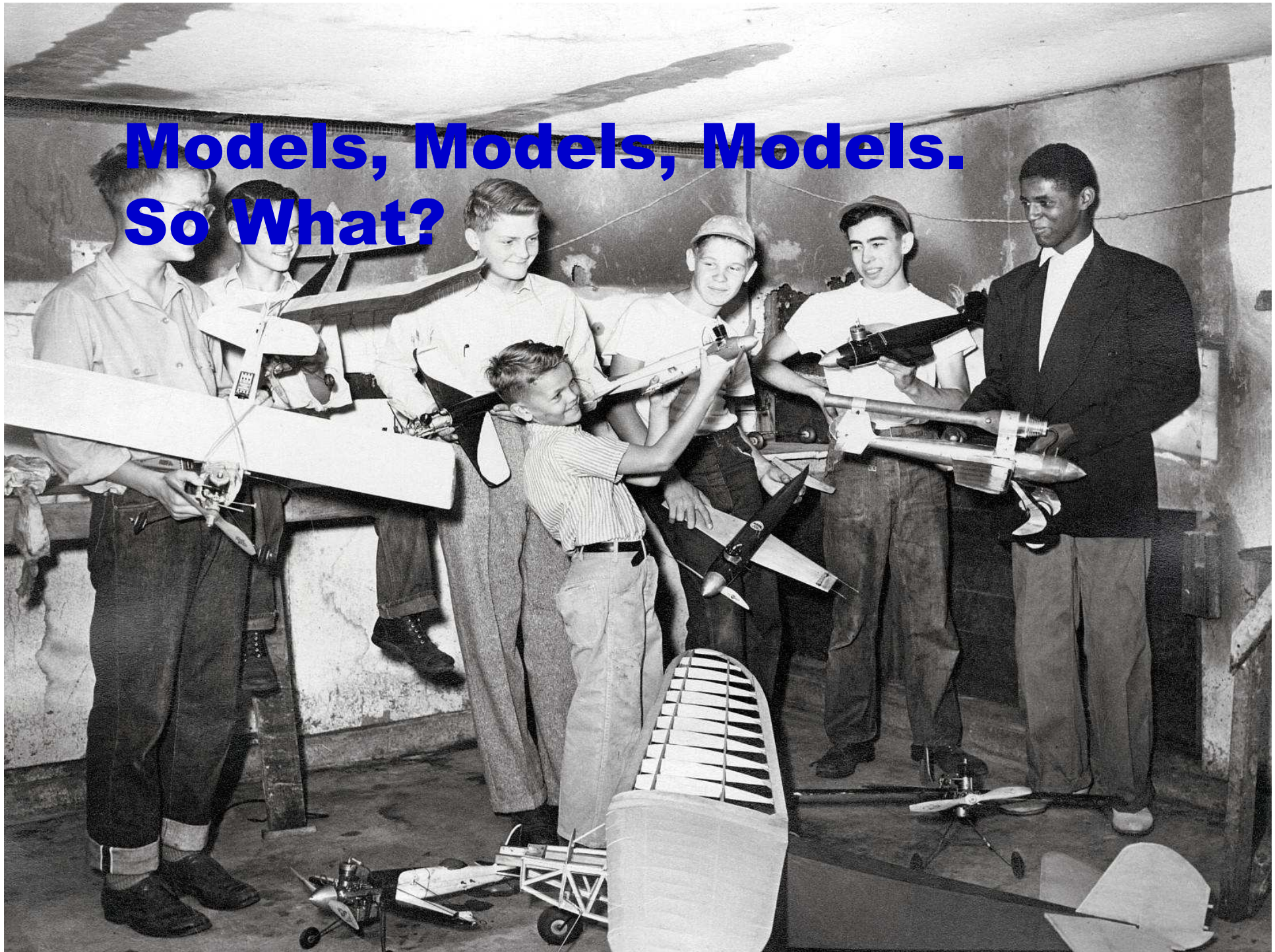


**Models, Models, Models.  
So What?**



# Context

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

# 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...”

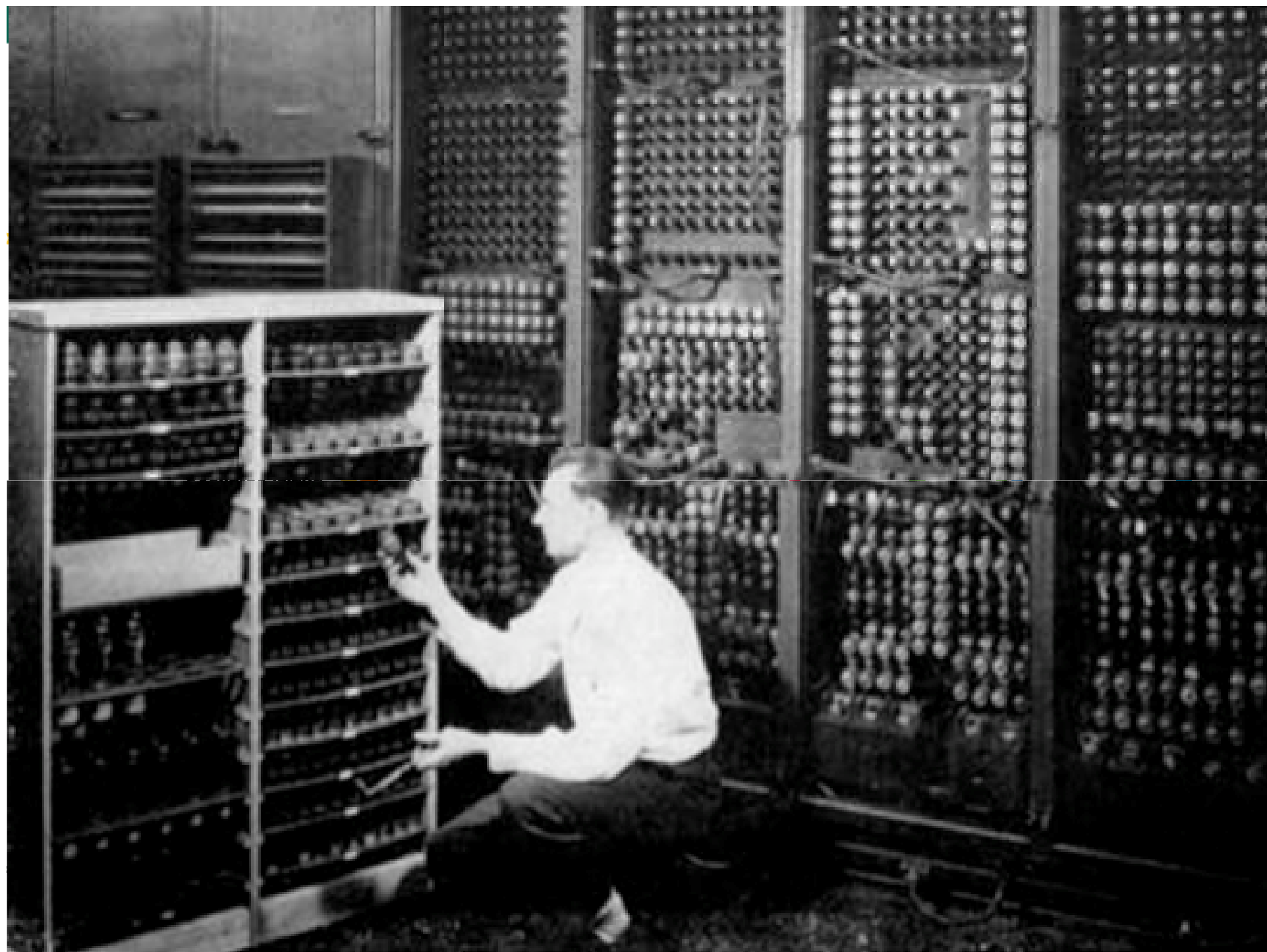
2003: “In three years time...”

2005: “In three years time...”

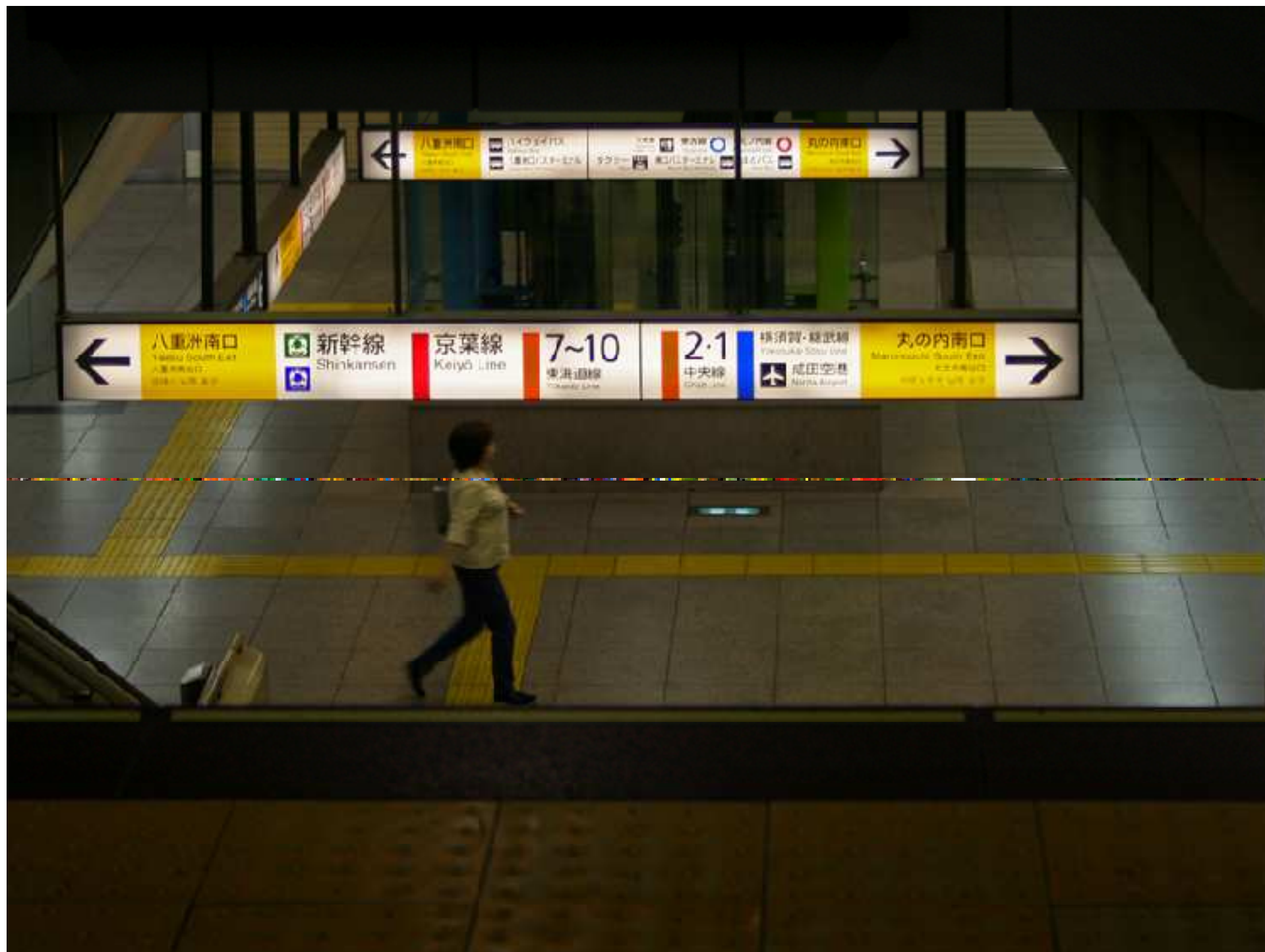
2007: “In three years time...”











# 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

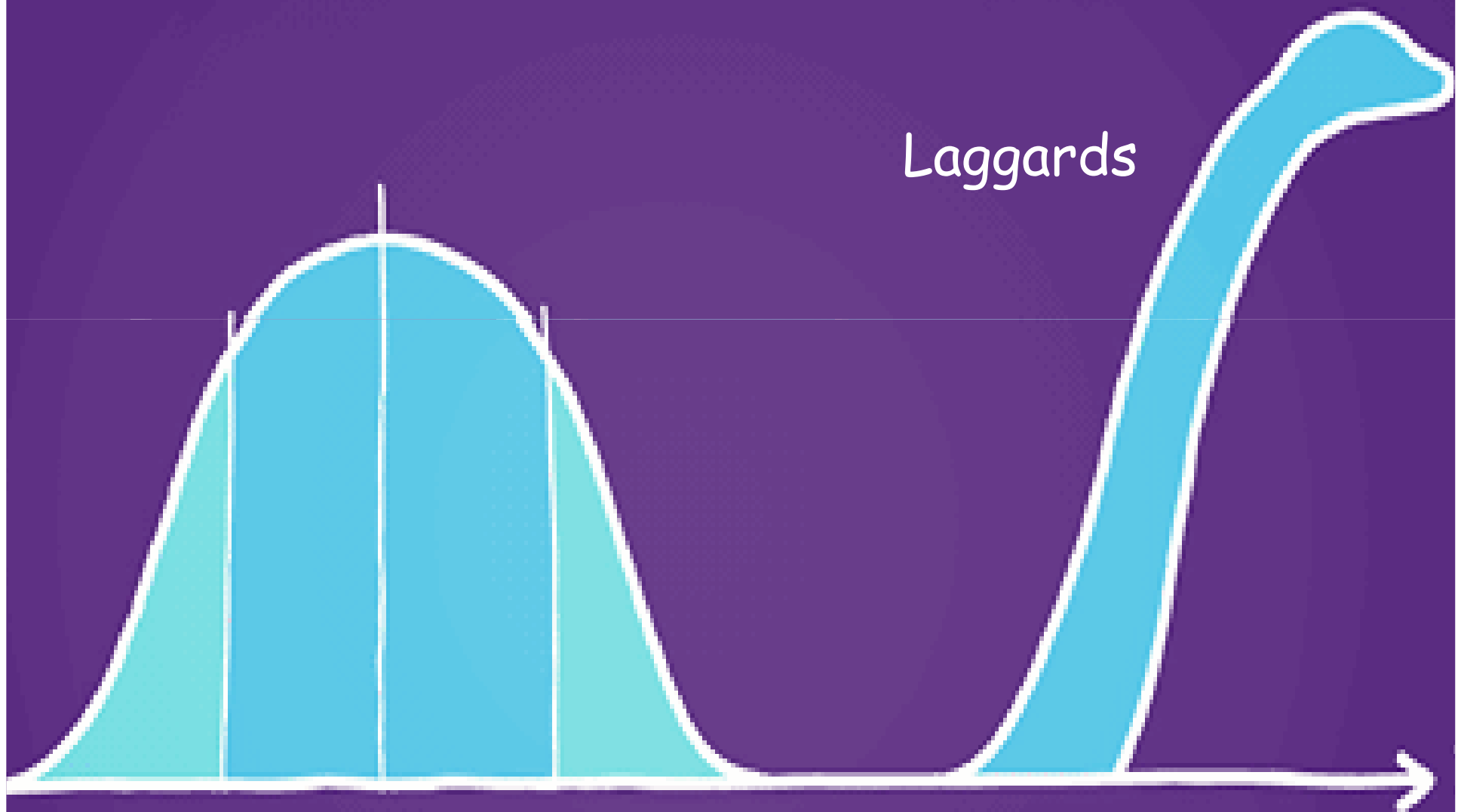
# INSIDE THE TORNADO

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



George Bush  
Center For  
Intelligence  
CIA  
NEXT LEFT

AUTHORIZED  
VEHICLES  
ONLY



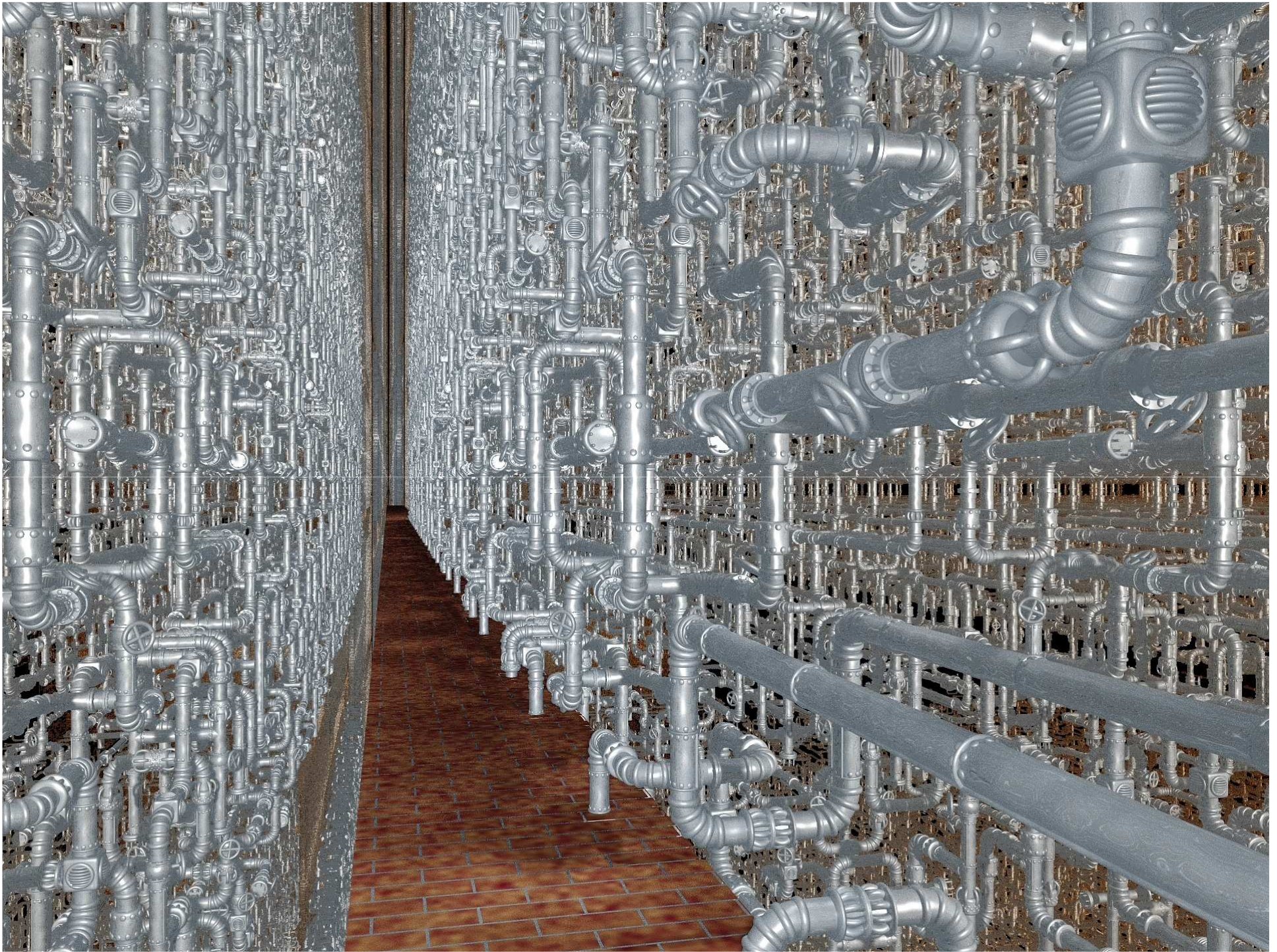


A close-up photograph of a small, fluffy brown animal, possibly a squirrel or a tree shrew, perched on a dark, textured branch. The animal has large, round, dark eyes and a small, dark nose. Its fur is thick and brown with some lighter patches. The background is blurred, showing green foliage and a person's hand on the left. A green thought bubble is positioned above the animal's head.

I have Java.















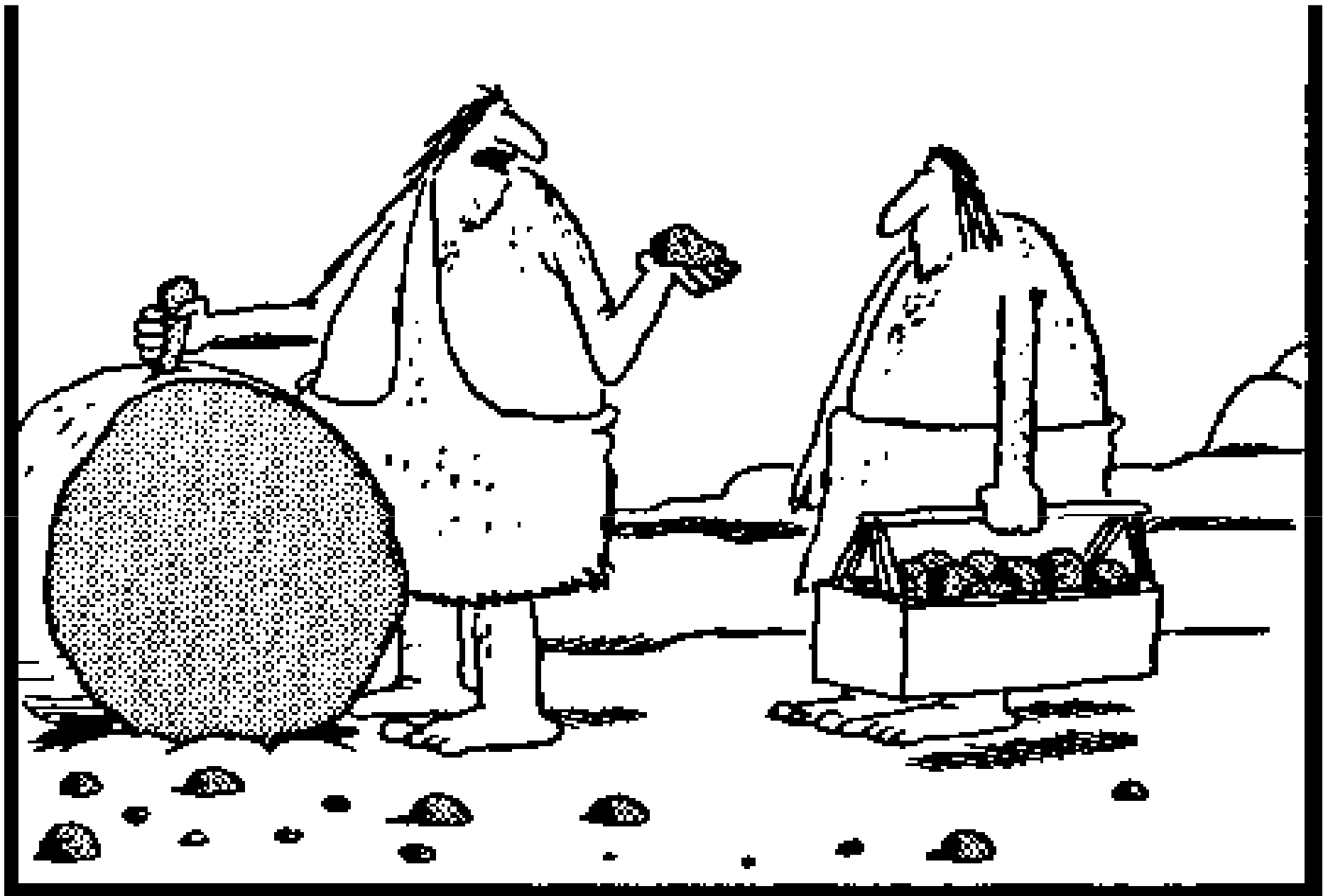




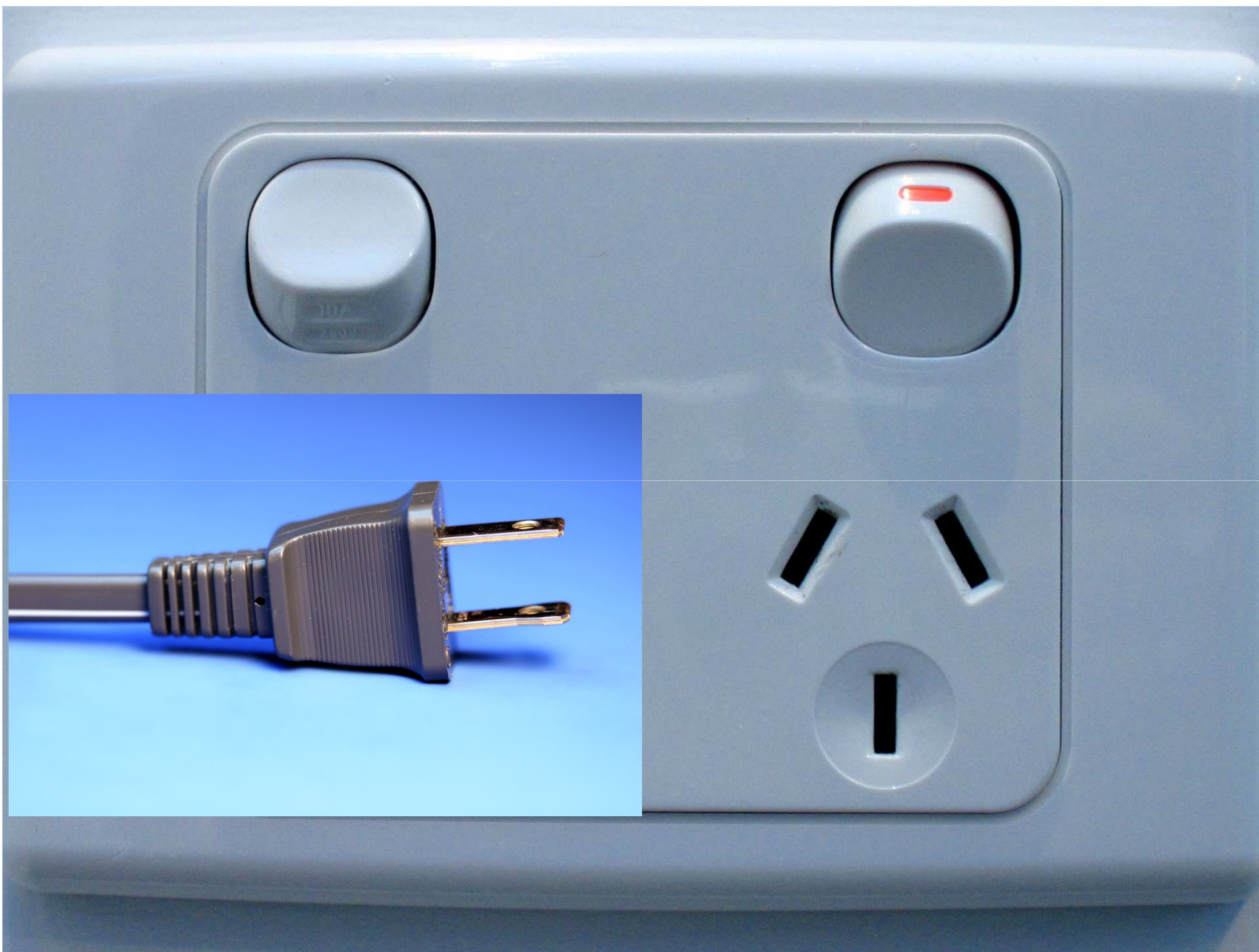
# Technology

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





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





# Business

- Pricey
- Risky
- Inertia
- Broken promises





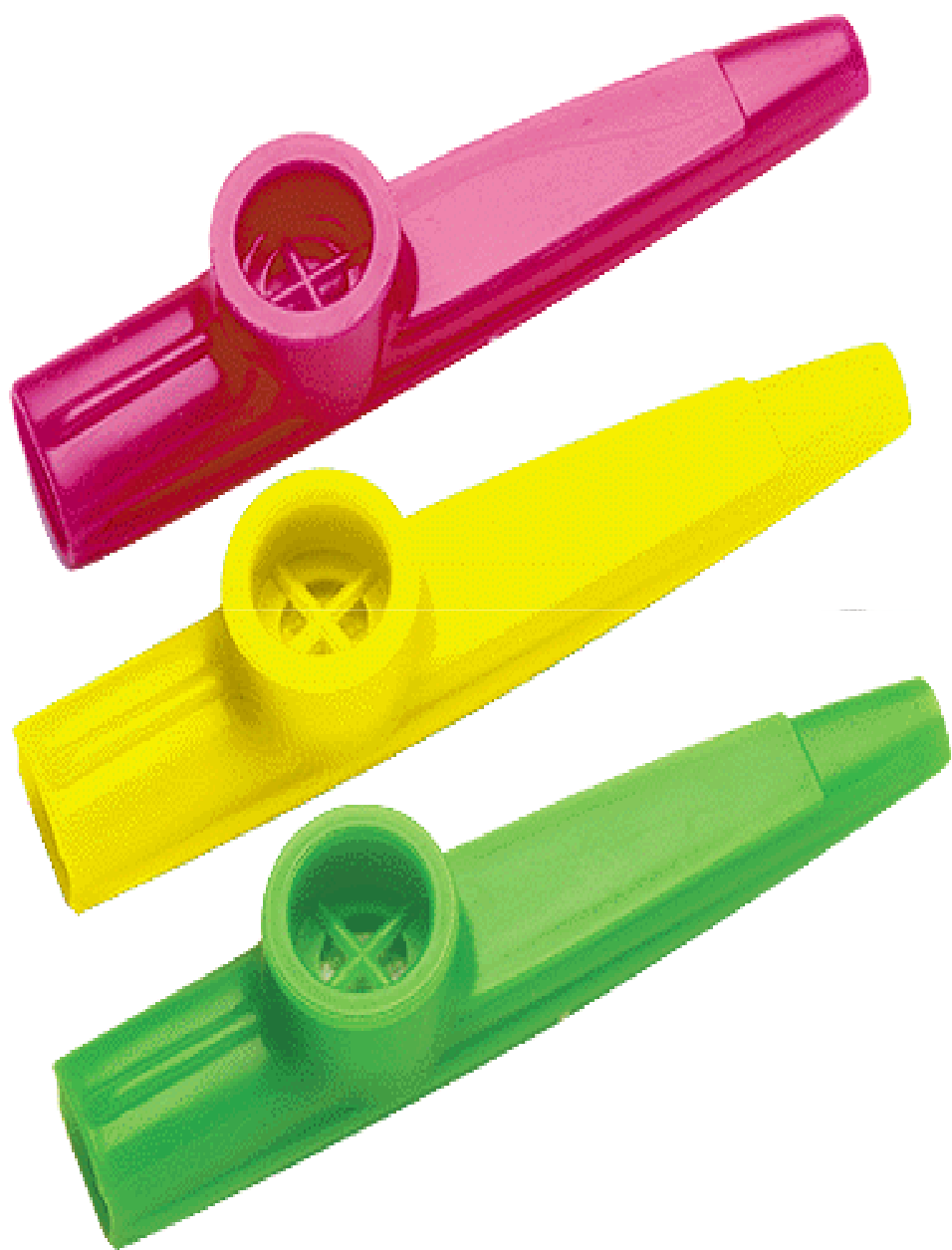




# Social

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



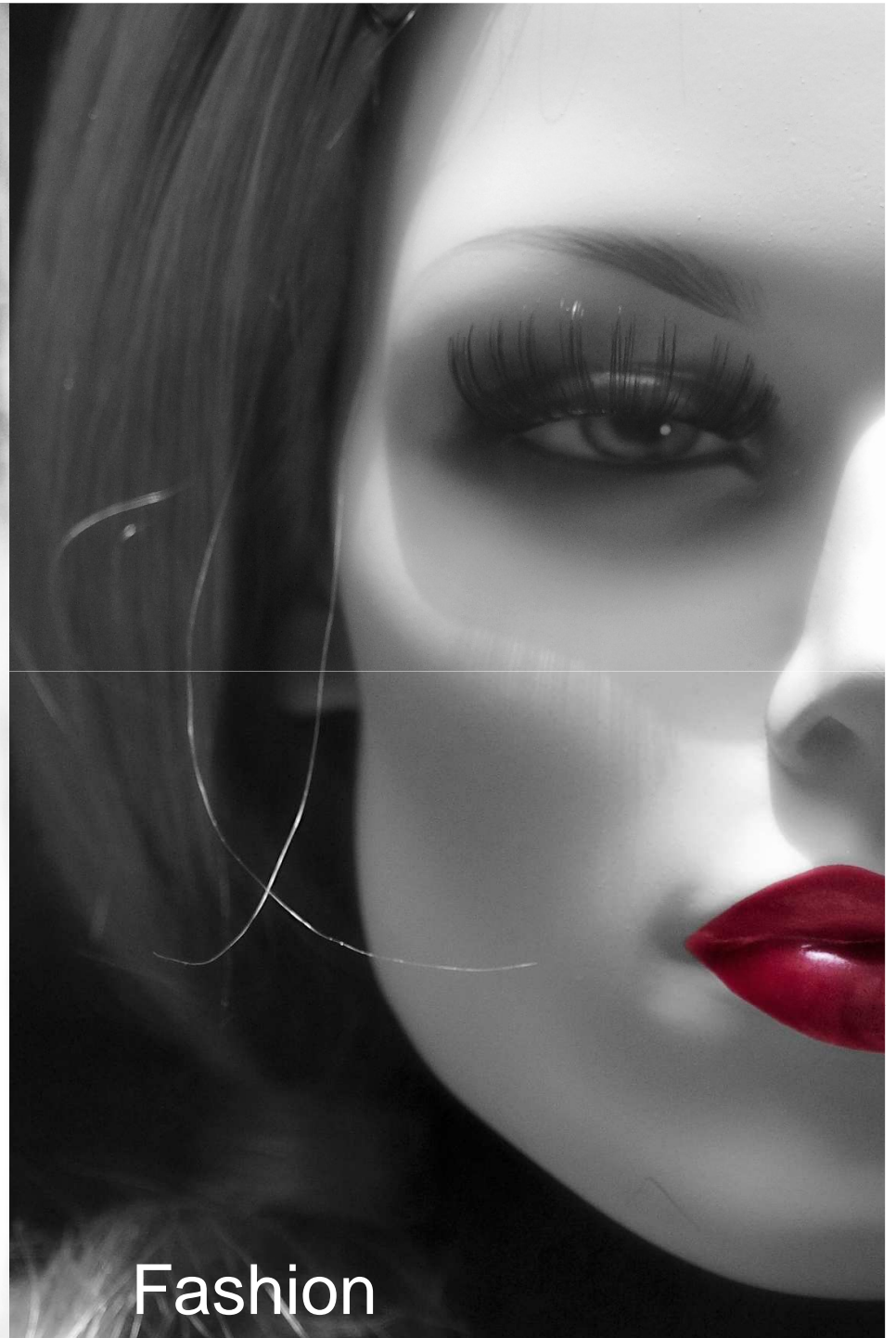








Fear



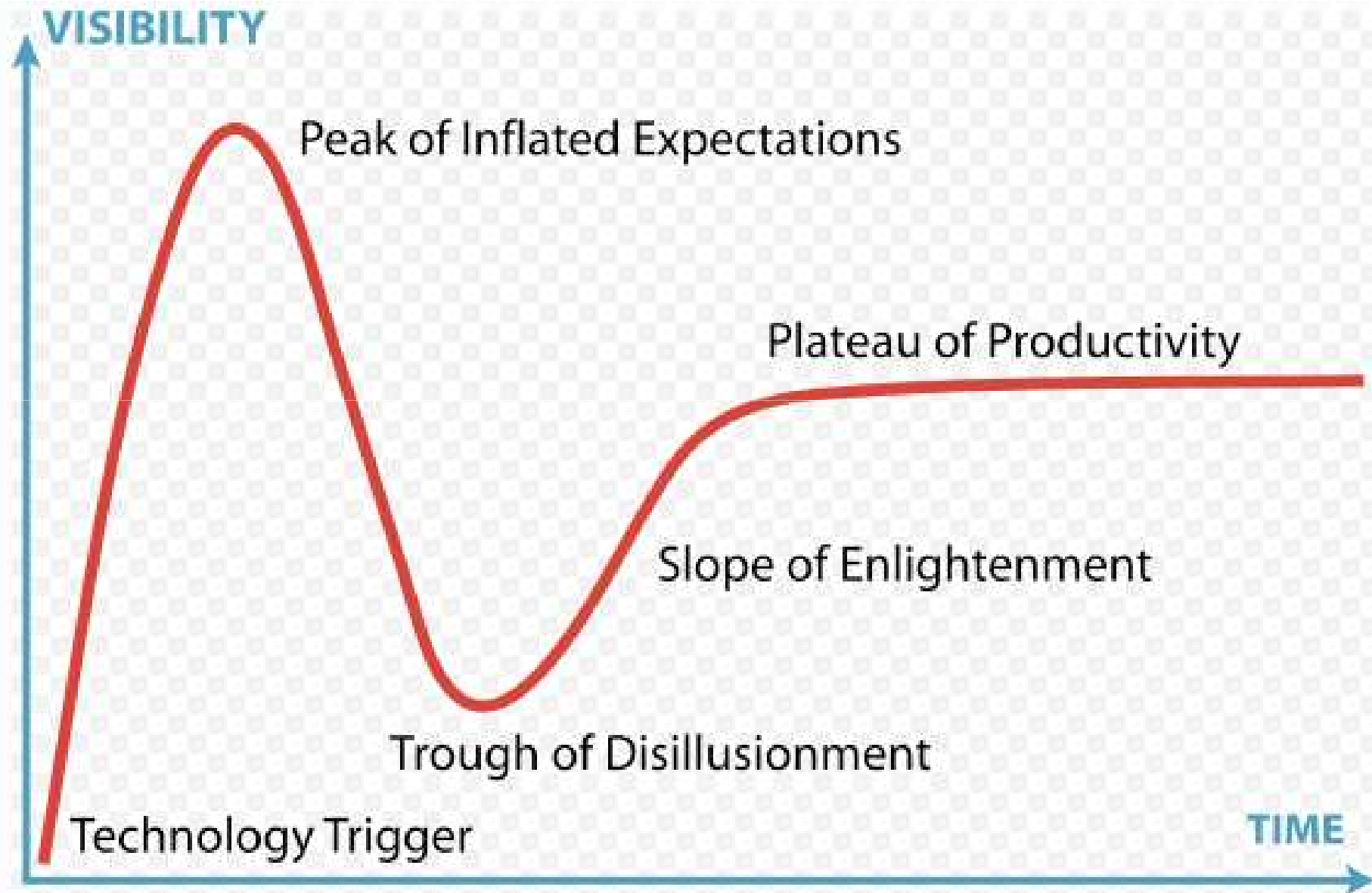
Fashion

# Is There Hope?

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



# The Hype Cycle



# Why now?

## Knowledge

Individuals

Projects

Companies

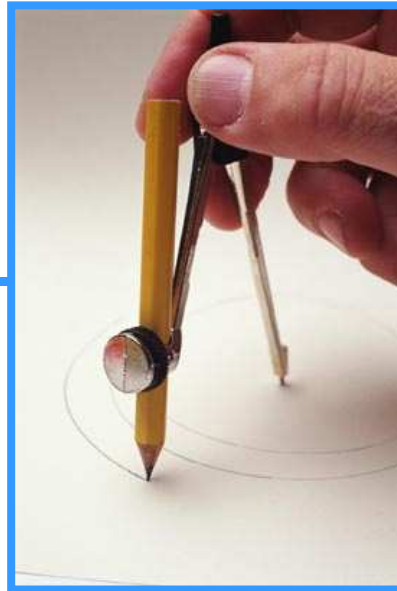
## Market Usage

Sketchers

Blueprinters

Executable

Modelers



## System Complexity

Programs

Systems

Systems of Systems

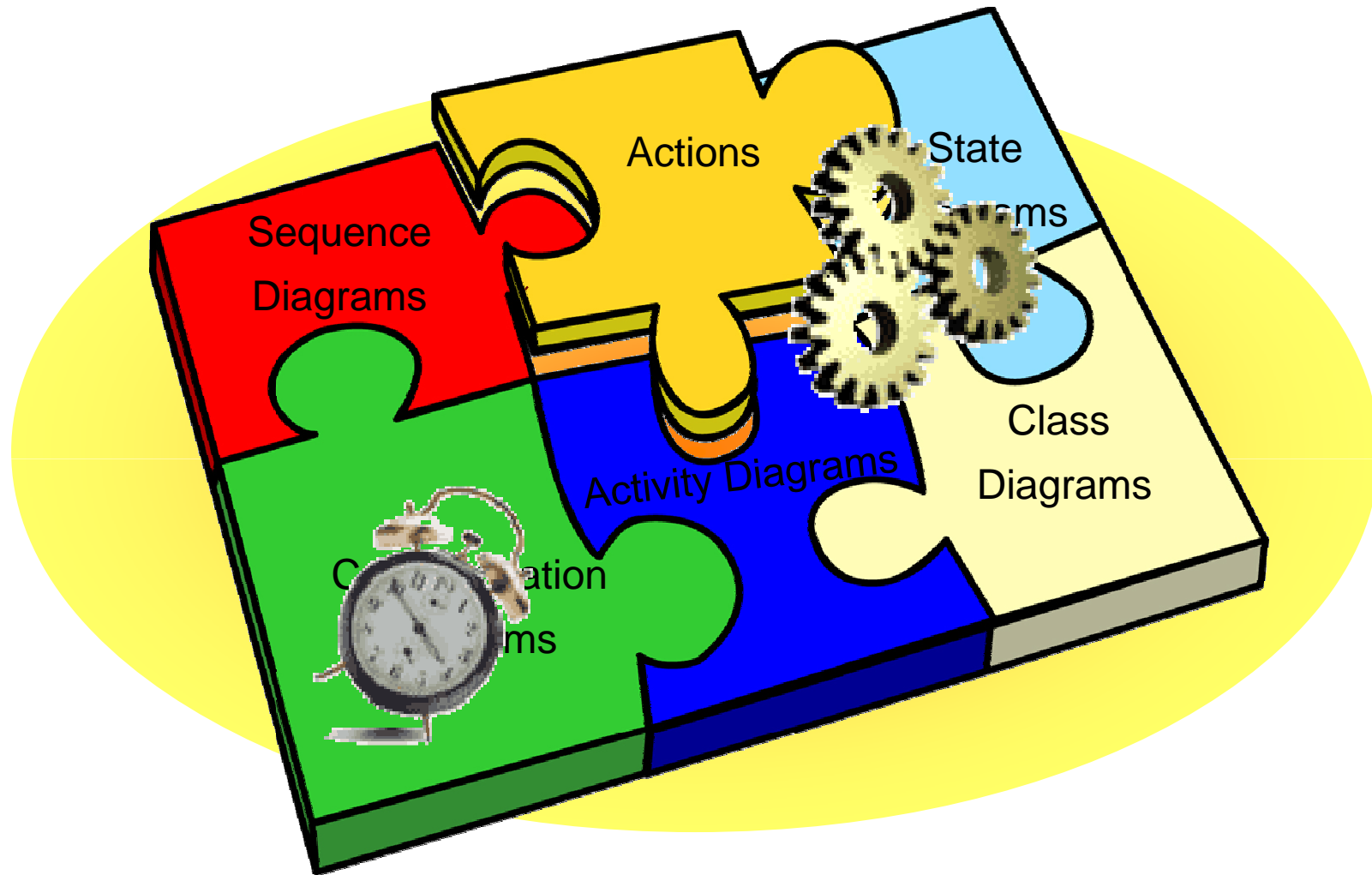
## Standards

Methods

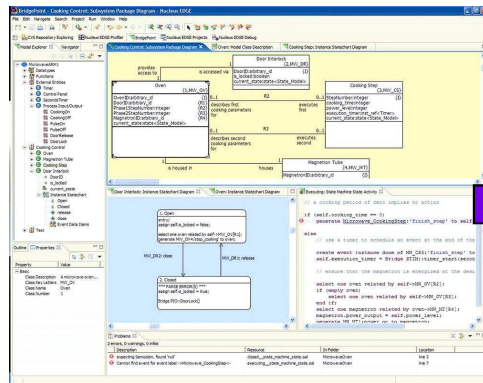
UML

Interchange

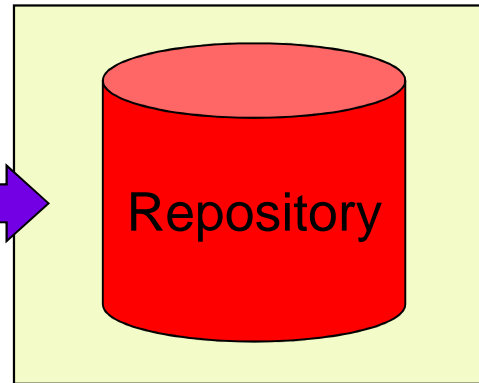
# Execution and Translation



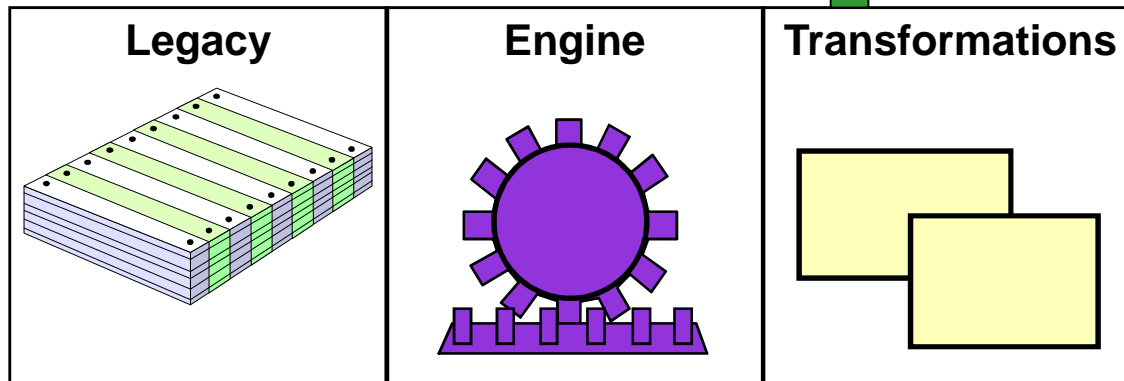
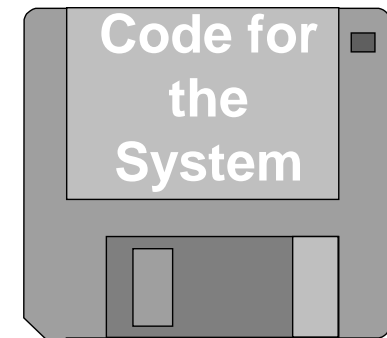
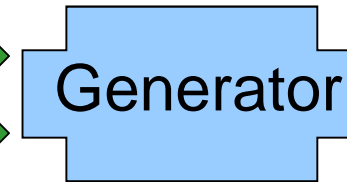




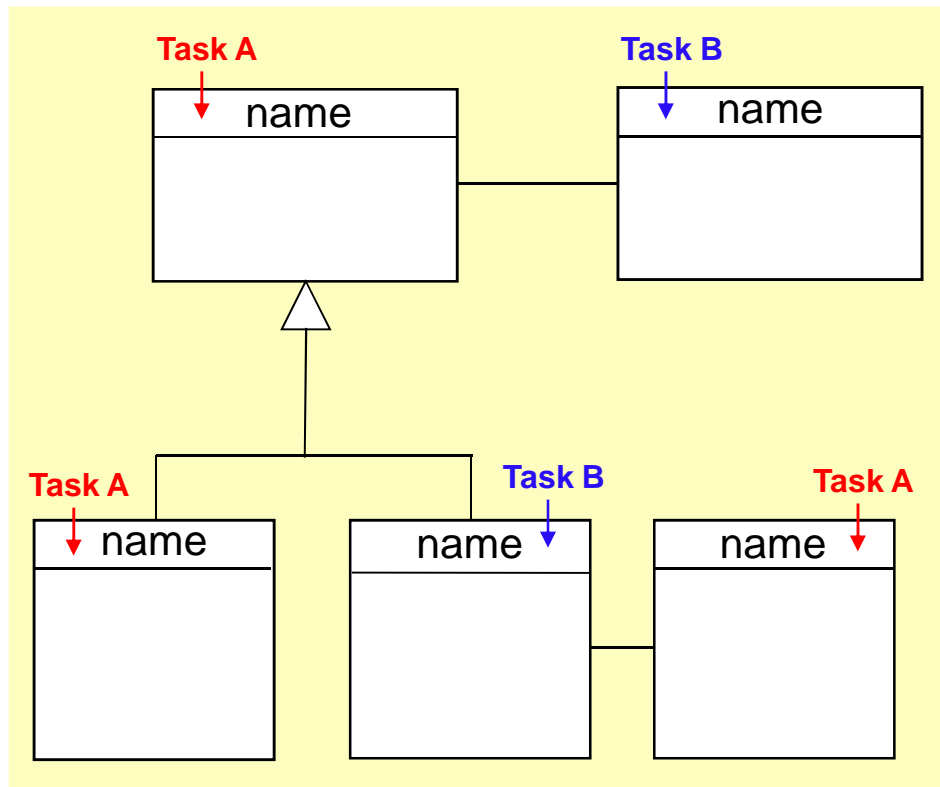
**Models**



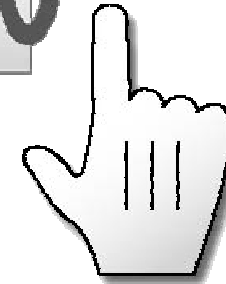
**Metamodel**



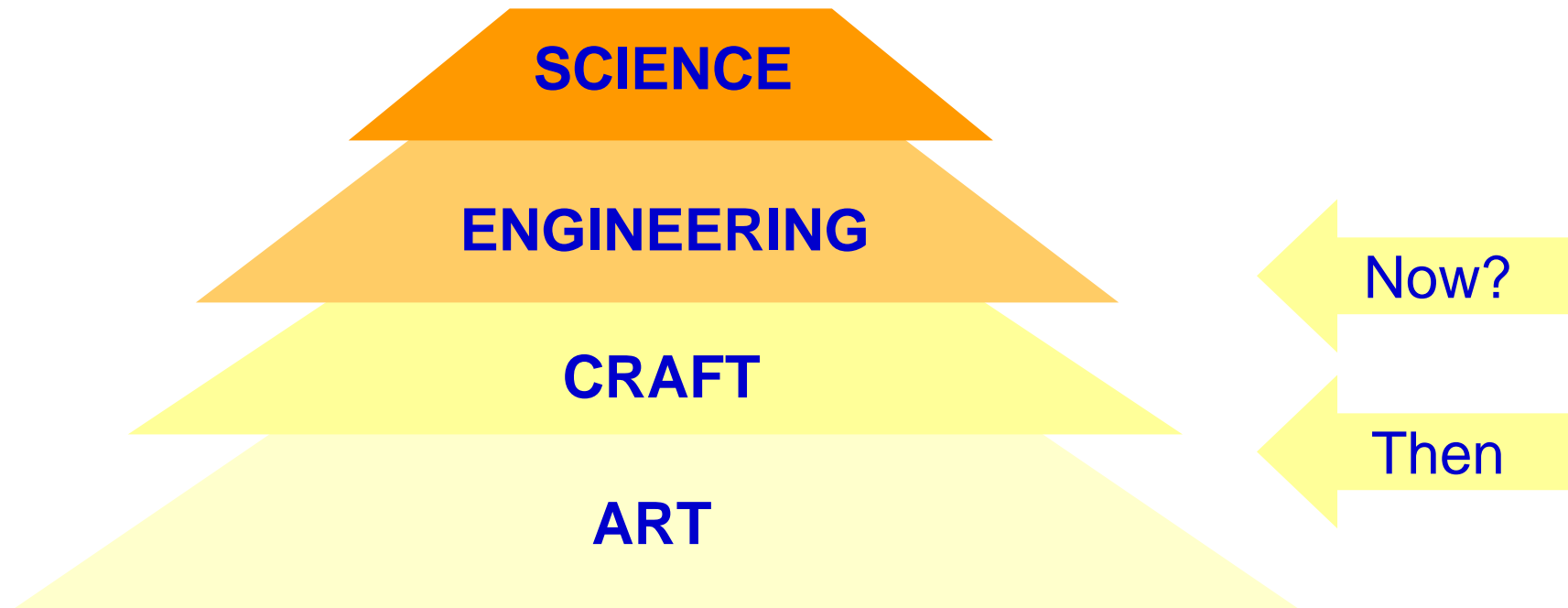
# We can do this today



010



# Software as Engineering?





# In Three Years?

2010: “In three years time...”

Please!





**Thank you**

**StephenMellor@StephenMellor.com**

