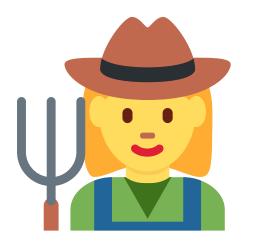


Azure 2.0
Starting @ 12:00















## agenda





















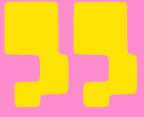






## All models are wrong, but some are useful

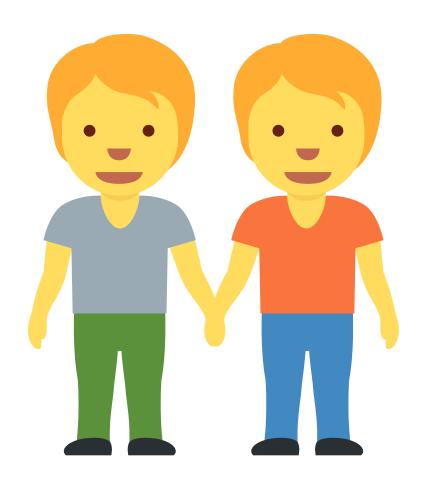
**George Box 1976** 



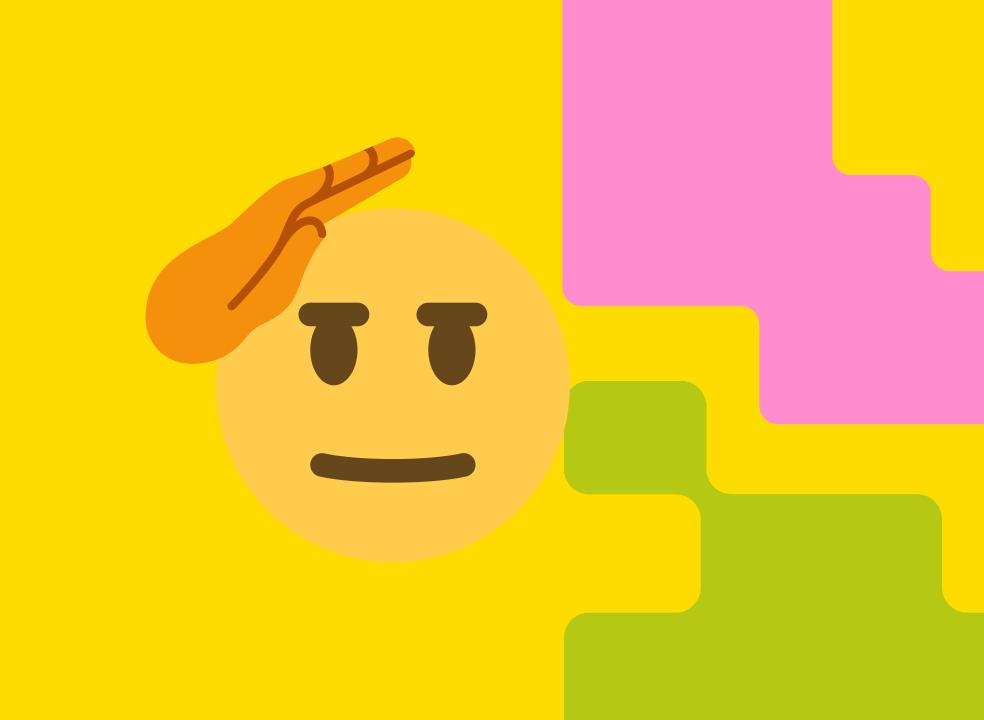




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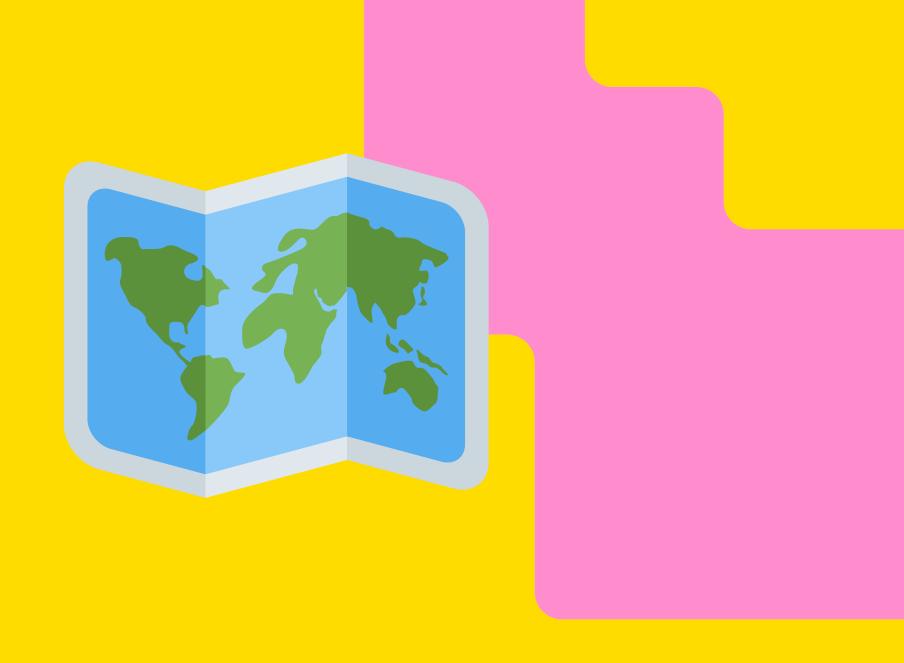




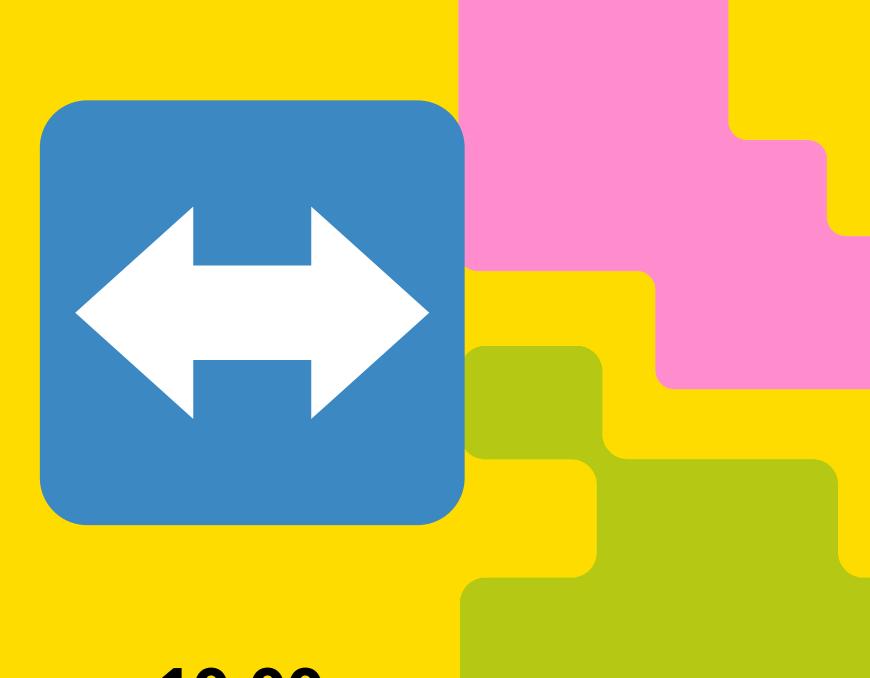
Cortainty  Poorly understood / exploring the unknown  Publication Types  Describe the wonder of the thing / the discovery pecones refining / land / an unknown frontier  Market  Market  Underlined market	Stage of	f Evolution	I	II	III	IV
Readledge (implied   Novel   Reary   Good   Reat		Activity (used)	Genesis	Custom	Product (+rental)	Commodity (+utility)
Practice (implied   Novel   Reput	x-axis labels	Data (implied)	Unmodelled	Divergent	Convergent	Modelled
Certainty  Certainty  Poorly understeed / exploring the unknown  Describe the wonder of the thing / the discovery becomes refining / exploring the unknown  Publication Types  Describe the wonder of the thing / the discovery of some array is a vill west.  Cenewal Properties  Market  Cenewal Properties  Market  Undefined market  Comparison  Comparison between coapeting forms / of exploring forms and different models of understanding a vill west.  Forming market / an array of coapeting but more accepted forms.  Forming market / on sure / focused on testing prediction / westing the market / an array of competing but more accepted forms / selecting but more accepted forms / receiped forms / feature analysis e.g. ments of one model over another  Market (Ecosystem) Perception  Market (Ecosystem) Perception  Different / contain of the "crasy"  Different / contain of the "crasy"  Learning on operation / uning prediction / westinged speciation of use / focusion in the "receiped forms / receiped forms / receiped forms / receiped forms / feature analysis e.g. ments of one model of explanation / one competition of use / focused on testing / receiped forms / feature analysis e.g. ments of one model over another  Comparison between coapeting of partial of explanation / a cerepted forms / feature analysis e.g. ments of ments of competing of explanation / a cerepted forms / feature analysis e.g. ments of ments of explanation / a cerepted forms / feature analysis e.g. ments of ments of competing and partial feature analysis e.g. ments of ments of explanation / a cerepted forms / feature analysis e.g. ments of ments of explanation / a cerepted forms / feature analysis e.g. ments of ments of experision feature analysis e.g. ments of ments of explanation / a cerepted forms / feature analysis e.g. ments of ments of experision feature analysis e.g. ments of ments of explanation / a cerepted forms / f	(types of capital)	Practice (implied	Novel	Emerging	Good	Best
Rapidly increasing   Rapidly increasing   Rapidly increasing   Widespread in the applicable market   Sconystem   Poorty understood / exploring the unknown   Sincovery becomes retaining   Sincovery becomes retaining   Rapidly increasing tit   Sincovery becomes which the provided in the applicable market   Sincovery becomes retaining   Rapidly increasing tit   Sincovery becomes   Rapidly increasing tit   Commonly understood   Commonly understood   Rapidly increasing tit   Commonly understood   Comparison between competition of units   Commonly understood   Rapidly Common   Rapidly increasing tit   Commonly understood   Comparison of the discovery of some marvel   a new   Rapidly increasing tit   Commonly understood   Comparison of the discovery of some marvel   a new   Rapidly increasing tit   Commonly understood   Comparison of the discovery of some marvel   a new   Rapidly increasing tit   Commonly understood   Comparison of the discovery of some marvel   a new   Rapidly Common   Comparison of the discovery department   Comparison of explaints of explaints of explaints and different nodels   Comparison of the discovery department   Comparison of the discovery department   Comparison   Comparis		Knowledge (implied)	Concept	Hypothesis	Theory	Universally Accepted
Certainty   Poorly understood / exploring the unknown   Poorly understood / exploring two poorly   Poorly understood / unstable   Poorly understood / exploring two poorly   Poorly understood / unstable   Poorly understood / Reducing cost of value   Poorly understood / unstable   P	Charact	ceristics				
Publication Pypes  Bescribe the wonder of the thing / the discovery of some marvel / a new land / an unknown frontier  Bescribe the wonder of the thing / the discovery of some marvel / a new land / an unknown frontier  Bescribe the wonder of the thing / the discovery of some marvel / a new land / an unknown frontier  Bescribe the wonder of the thing / the discovery of some marvel / a new land / an unknown frontier  Bescribe the wonder of the thing / the discovery of some marvel / a new land / an unknown frontier  Bescribe the wonder of the thing / the discovery of some marvel / a new land / an unknown frontier  Bescribe the wonder of the thing / the discovery of some marvel / a new land or will west.  Bescribe the wonder of the thing / the discovery of some marvel / a new land or will west.  Bearing on use / focused on testing of feet weet analysis e.g., merits of one model over another of sever another.  Bearing on use / focused on testing of several and array of competing but more accepted forms.  Component to a few accepted forms of competition between competing forms and different models of competition of use / competition between competing forms and different models of competition of use / competition between competing forms and different models of competing but more accepted forms.  Comparison  Chaotic (non linear) / Domain of the "crary"  Bufferent / confusing / exciting / surprising / dangerous / more accepted forms.  Confusing on use / focused on testing prediction / more accepted forms.  Confusing on use / focused on testing of competition of use / competition of "professionals"  Learning on ones / focused on testing of prediction / west content of "professionals"  Different / confusing / exciting / surprising / surprising / surprising / went of the different of prediction / excepted forms.  Confusing new few few few analysis / installation / competition between competition of the described forms of the prediction / surprising forms of the prediction / surprising forms of the prediction / surprising f		Ubiquity	Rare	Slowly increasing	Rapidly increasing	Widespread in the applicable market / ecosystem
Publication types discovery of some marvel of explanation / of explanation of of explanation / of explanation of of explanation / of explanation / of explanation / of explanation of explanation of explanation of explanation of explanation of explanation / of explanation		Certainty			1 -	1
Market Undefined market Undefined market Competing forms and different models of competing forms and different models of competing but more accepted forms.  Market (Scosystam) Perception  Market (Scosystam) Perception  Market (Scosystam) Perception  User perception  Different / confusing / exciting / surprising / dangerous  Different / confusing / exciting / surprising / dangerous  Different / confusing / exciting / surprising / dangerous  Different / confusing / exciting / surprising / dangerous  Perception in Industry  Focus of value  Migh future worth but immediate investment  Increasing understanding / seeking confirmation of value  Seeking confirmation of value  Seeking understanding / seeking confirmation of value  Minderstanding  Poorly understood / unpredictable / unpredictable / unstable  Comparison  Constantly changing / a differential / unstable  Market action  Growing market / consolidation to a few competing but more accepted forms.  Learning on user / focused on testing prediction / werification  Learning on user / focused on testing prediction / werification  Learning on user / focused on testing prediction / werification  Learning on user / focused on testing prediction / user / Domain of "professionals"  Increasing expectation of use / Domain of "professionals"  Increasing expectation of use / Domain of "professionals"  Seen as a competitive advantage / a differential of uncertainty over results  Seen as a competitive advantage / a differential of looking for NOI and case examples  Seeking confirmation of value  Seeking confirmation of value  Seeking confirmation of user / beating flet behind  Advantage through implementation / features / first model is better than that case examples  Comparison  Focus on exploitation  Increasing expectation of use / Domain of user / Domain of	Publication Types		discovery of some marvel / a new	awareness and learning / many models of explanation / no accepted forms /	comparison between competing forms / feature analysis e.g. merits of one model	
Market   Undefined market   Competing forms and different models of understanding   Competing market / consolidation to a few of competing with more accepted forms.   Market (Roosystem) Perception   Uncertain   Learning on use / focused on testing prediction / verification   Increasing expectation of use / Domain of "professionals"   Increasing expectation of use / Domain of "professionals"   Ordered (appearance of being linear) / trivial / formula to be applied   Ferception in Industry   Future source of competitive advantage / unpredictable / unknown   Seen as competitive advantage / unpredictable / unknown   Seen as competitive advantage / a features / this model is better than that case examples   Seeking confirmation of value   Seeking vays to profit and a ROI / seeking confirmation of value   Focus on exploitation   Seeking vays to profit and a ROI / seeking confirmation of value   Increasing understanding / development of measures   Comparison   Constant   Learning from others / testing the profitability per unit / a valuable   model / a feeling of understanding / development of measures   Failure   Comparison   Seeking confirmation of measures   Competing models / feature difference / evidential support   Seeking confirmation of measures   Competing models / feature difference / evidential support   Seeking confirmation of the every / some evidential support   Competing models / feature difference / seeking confirmation of measures   Seeking confirmation of the every / some evidential support   Seeking confirmation of the every / some evidential support   Seeking confirmation of the every / some evidential support   Seeking confirmation of the every / some evidential support   Seeking confirmation of the every / some evidential support   Seeking confirmation of the every / some evidential support   Seeking confirmation of th	General I	Properties				
Market (Ecosystem) Perception    Chaotic (non linear) / Domain of the "crazy"   Chaotic (non linear) / Domain of the "crazy"   The perception   Chaotic (non linear) / Domain of the "crazy"   The perception   Different / confusing / exciting / surprising / dangerous   Leading edge / emerging / uncertainty over results   Leading edge / emerging / uncertainty over results   Seen as a competitive advantage / a differential / looking for ROI and case examples   Seeking ways to profit and a ROI / seeking confirmation of value   Seeking understanding / focus on exploitation   The profit of	Market		Undefined market	competing forms and different models	그는 그들은 그렇게 되었다면 바다 되었다는 그리는 이번 그는 그 전에 가장 그를 가장하는데 그리는 그를 가장 그를 가장 그를 가장 그를 가장 그렇게 되었다.	Mature market / stabilised to an accepted form
Contact   Constitute   Contact   Constitute   Contact	Knowledge management		Uncertain			known / accepted
See	Market (Ecosystem) Perception		7	Doma. of expres"		linear) / trivial / formula to be
Perception in Indusry		User perception				
High future worth but immediate investment    Seeking ways to profit and a ROI / seeking confirmation of value   model / a feeling of understanding / focus on exploitation   more complex		Perception in Indusry		differential / looking for ROI and		
Comparison  Constantly changing / a differential / unstable  Earning from others / testing the water / some evidential support  Woderate / unsurprising if wrong but disappointed  Moderate / unsurprising if wrong but disappointed  Market action  Gambling / driven by gut  Reducing the cost of change (experimentation)  Reducing cost of waste (Learning)  Reducing cost of waste (Learning)  Reducing cost of waste (Learning)  Reducing cost of deviation (Volume of the surprise of measures  refinement of needs / measures  Stable / measurable  Competing models / feature difference / evidential support  Not tolerated / focus on constant improvement / assumed to be in the right direction / resistance to changing the model  Market action  Reducing cost of waste (Learning)  Reducing cost of deviation (Volume of the surprise of measures  Surprised by failure / focus on operational efficiency  Market analysis / listening to customers  Reducing cost of deviation (Volume of the surprise of the	Focus of value				model / a feeling of understanding /	important but invisible / an essential component of something
Failure High / tolerated / assumed to be wrong  Moderate / unsurprising if wrong but disappointed  Market action  Gambling / driven by gut  Reducing the cost of change (experimentation)  Reducing cost of waste (Learning)  Reducing cost of waste (Learning)  Water / some evidential support  evidential support  Not tolerated / focus on constant improvement / assumed to be in the right direction / resistance to changing the model  Market analysis / listening to customers  Reducing cost of waste (Learning)  Reducing cost of waste (Learning)  Reducing cost of deviation (Volume)	Understanding		σ  -			
High / tolerated / assumed to be wrong disappointed improvement / assumed to be in the right direction / resistance to changing the model  Market action Gambling / driven by gut Exploring a "found" value Market analysis / listening to customers Metric driven / build what is  Reducing the cost of change (experimentation)  Reducing cost of waste (Learning)  Reducing cost of deviation (Volume	Comparison		7			
Reducing the cost of change (experimentation)  Reducing cost of waste (Learning)  Reducing cost of waste (Learning)  Reducing cost of waste (Learning)	Failure		High / tolerated / assumed to be wrong		improvement / assumed to be in the right direction / resistance to changing the	
(experimentation) Reducing cost of waste (Learning) Reducing cost of deviation (volume	Market action		. Gambling / driven by gut	Exploring a "found" value	Market analysis / listening to customers	Metric driven / build what is
Decision Drivers Heritage / culture Analysis & synthesis Analysis & synthesis Previous experience		Efficiency		Reducing cost of waste (Learning)	Reducing cost of waste (Learning)	Reducing cost of deviation (Volume)
		Decision Drivers	Heritage / culture	Analysis & synthesis	Analysis & synthesis	Previous experience



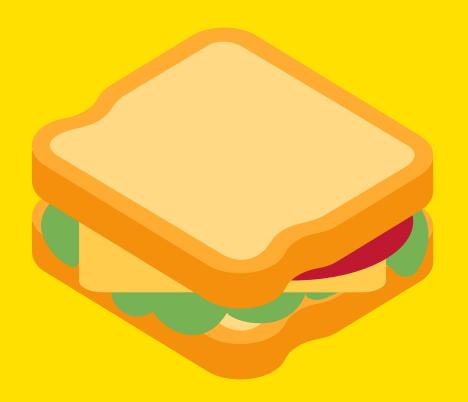






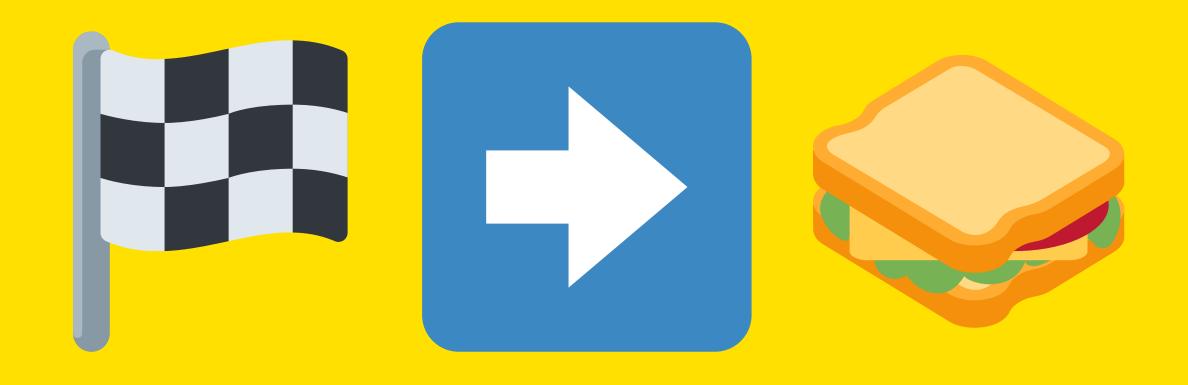












## Stay in touch!

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