

Explanation of the three charts on the page:

### 1. Organizational Adoption Cycle for CIOs Chart

Expectations rise and fall quickly over time with regard to the question of what's here that we could be using. Expectations rise slowly over time with regard to the questions of what's here that we're not using and if it is a deliberate decision.

### 2. Technology Product Innovation Chart

Over a shorter period of time, expectations with regard to the following are on the rise.

- R&D
- Startup companies first round of venture capital funding
- First-Generation products, high price, lots of customization needed
- Early adopters investigate
- Mass media hype begins
- Activity beyond early adopters – at the peak

Sliding into the trough rapidly over time are the following:

- Negative press begins
- Supplier consolidation and failures
- Second/third rounds of venture capital funding

Climbing more gradually the slope over time are the following:

- Less than 5 percent of the potential audience has adopted fully
- Second Generation products, some services
- Methodologies and best practices developing
- Third generation products, out of the box, product suites

Entering the plateau on the graph is the following:

- High growth adoption phase starts: 20 to 30 percent of the potential audience has adopted the innovation.

### 3. Technology Hype Cycle for Supts

Expectations over time graph.

There is a technology trigger. Expectations rise to peak at adopting too early. Expectations drop to a trough of disillusionment with regard to giving up too soon. The slope of enlightenment increases expectations toward the plateau of productivity with regard to adopting too late. The swamp of diminishing returns leads to the cliff of obsolescence with regard to hanging on too long.