



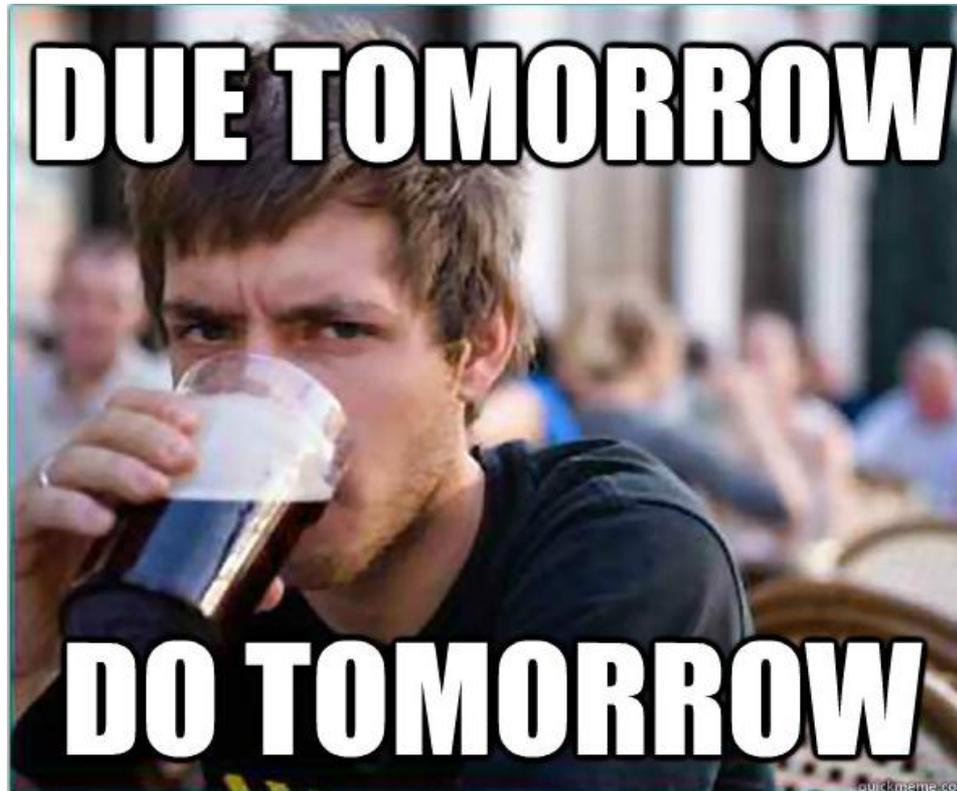
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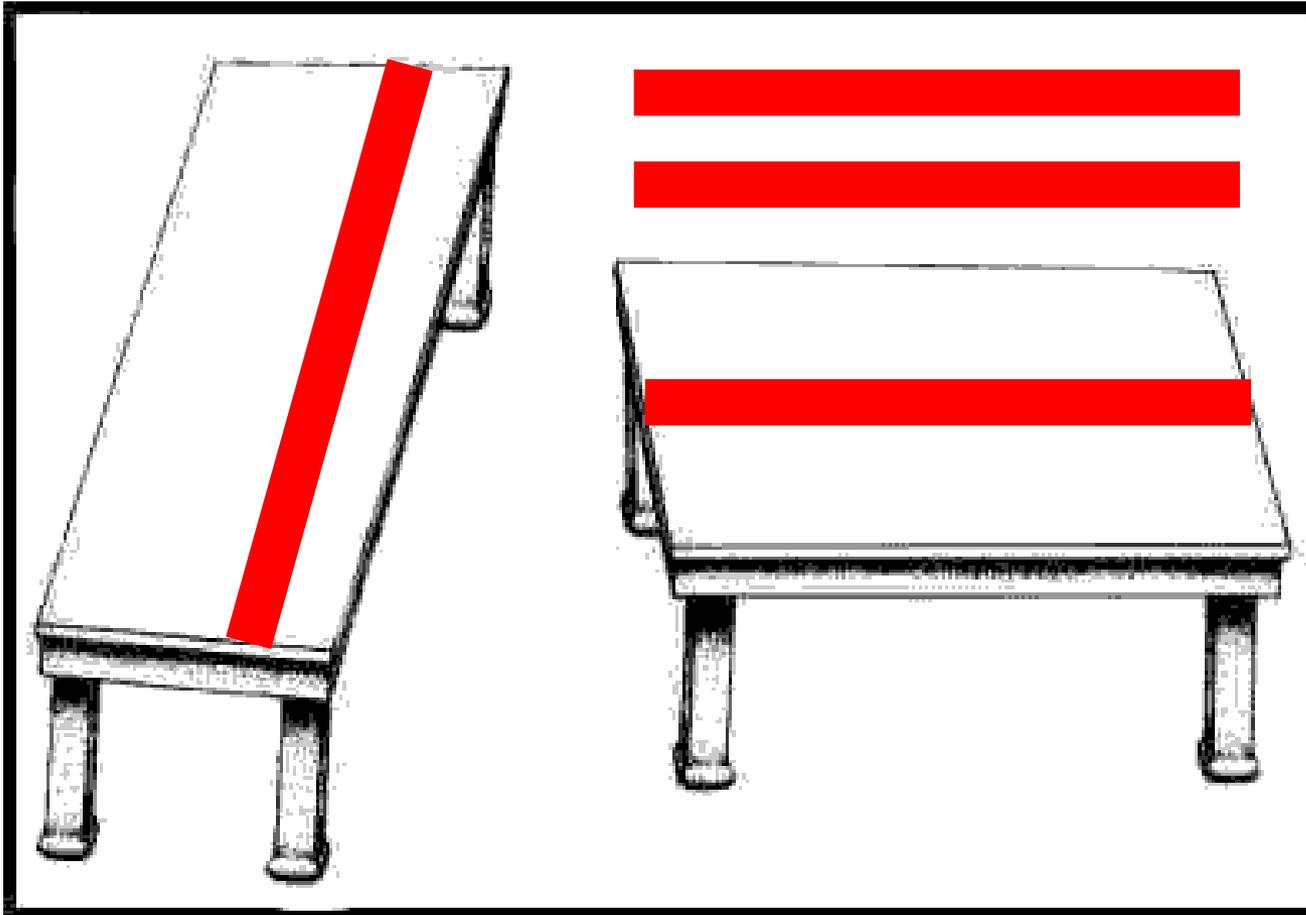
# About me



# A few experiments



# The Table Test



# The Paradox of Choice

Or...

$$U = \sum_{i=1}^n w(p_i)v(x_i) = w(p_1)v(x_1) + w(p_2)v(x_2) + \dots + w(p_n)v(x_n),$$



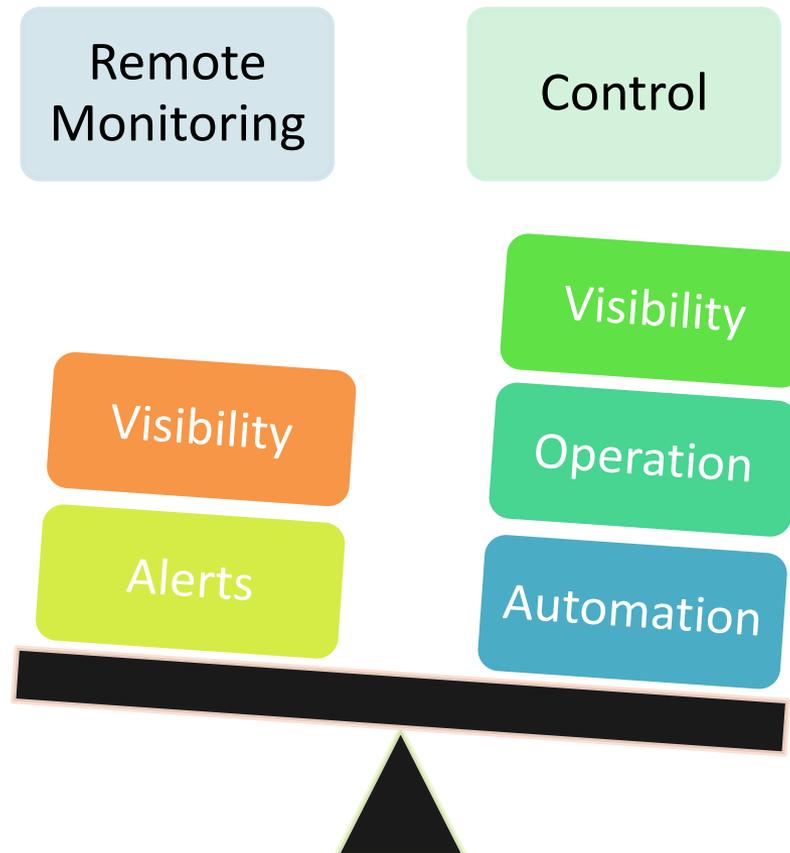
# Process Control

# We live in the future



# Why?

# What?



# How?

# The Feud for the middle

- **Vertical systems integration**
  - Connecting more than just the shop and boardroom
- **Middleware**
  - Alphabet soup but the base is connections
- **Migrations**
  - Oligopoly leads to constant competition



# IBM did it in '90... must be fully baked by now

- **Solutions**
  - product/service integration
  - Consulting!



# What we're forgetting...

