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…”
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
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
Is There Hope?

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

- Peak of Inflated Expectations
- Plateau of Productivity
- Slope of Enlightenment
- Trough of Disillusionment
- Technology Trigger
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
We can do this today
Software as Engineering?

Then

ART

CRAFT

ENGINEERING

SCIENCE

Now?
In Three Years?

2010: “In three years time…”

Please!
Thank you