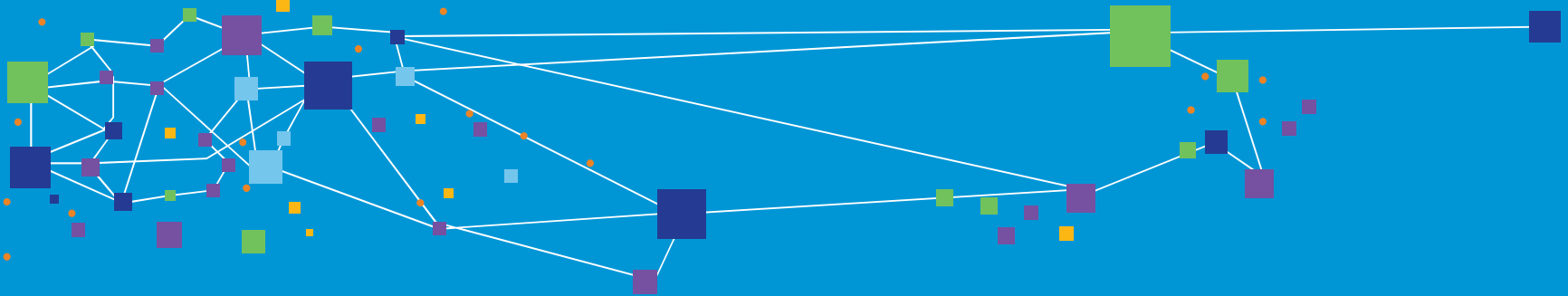


*“...many people assume, wrongly, that a company exists simply to make money. While this is an important result of a company’s existence, we have to go deeper and find the real reasons for our being. As we investigate this, we inevitably come to the conclusion that a group of people get together and exist as an institution that we call a company so they are able to accomplish something collectively which they could not accomplish separately. They are able to do something worthwhile—they make a contribution to society ...”*

– David Packard, March 8, 1960

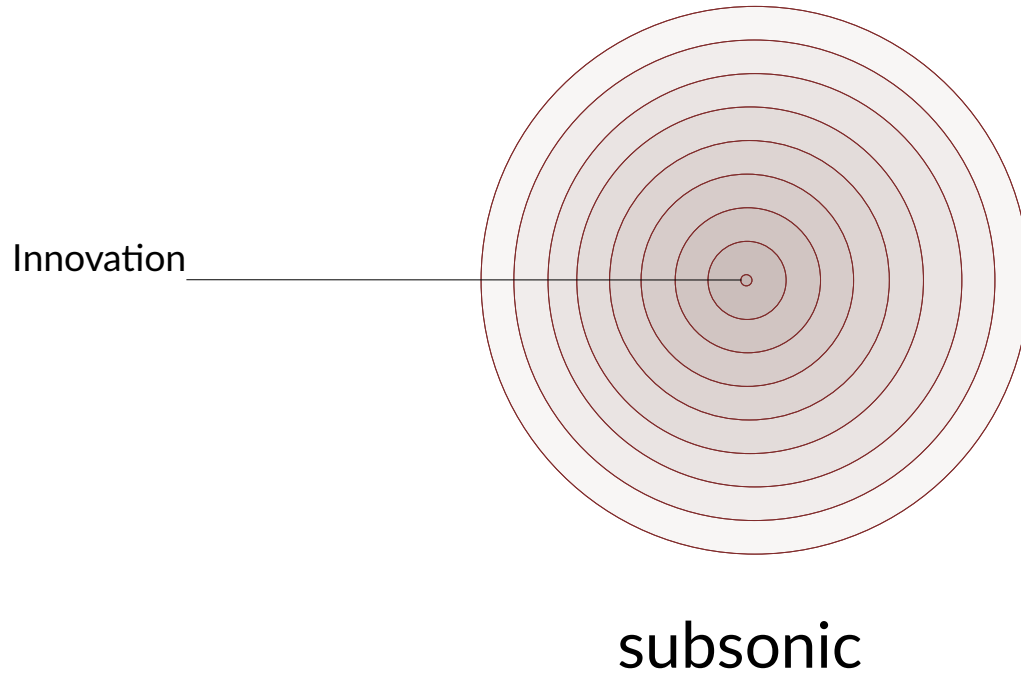


*(From a speech to HP managers, reprinted in “The HP Way” 2nd edition by David Packard, Harper Business, 2006.)*

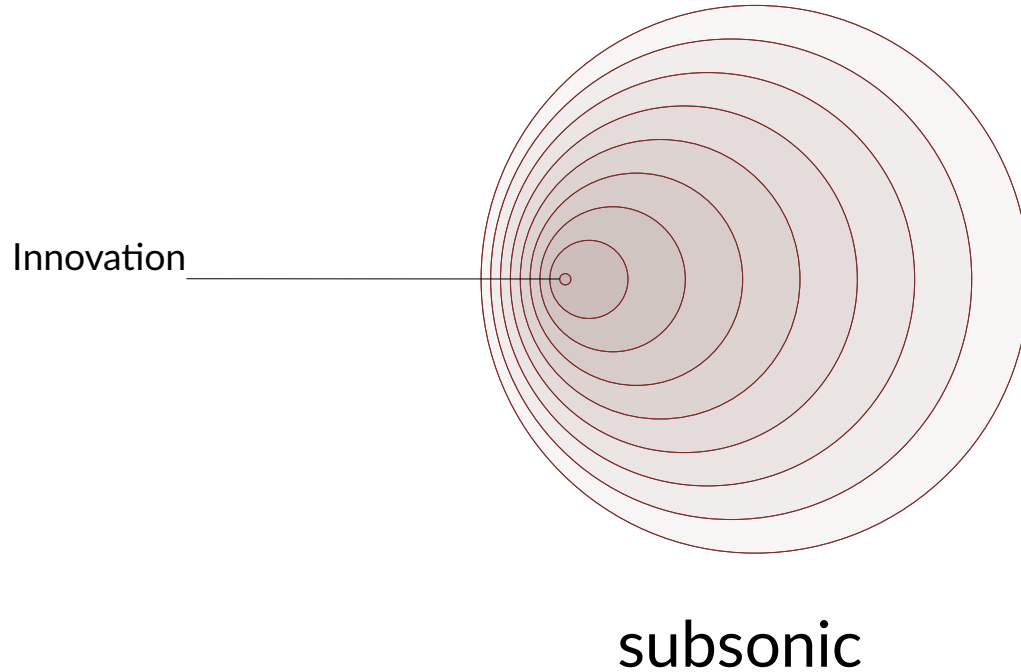


distribution of future

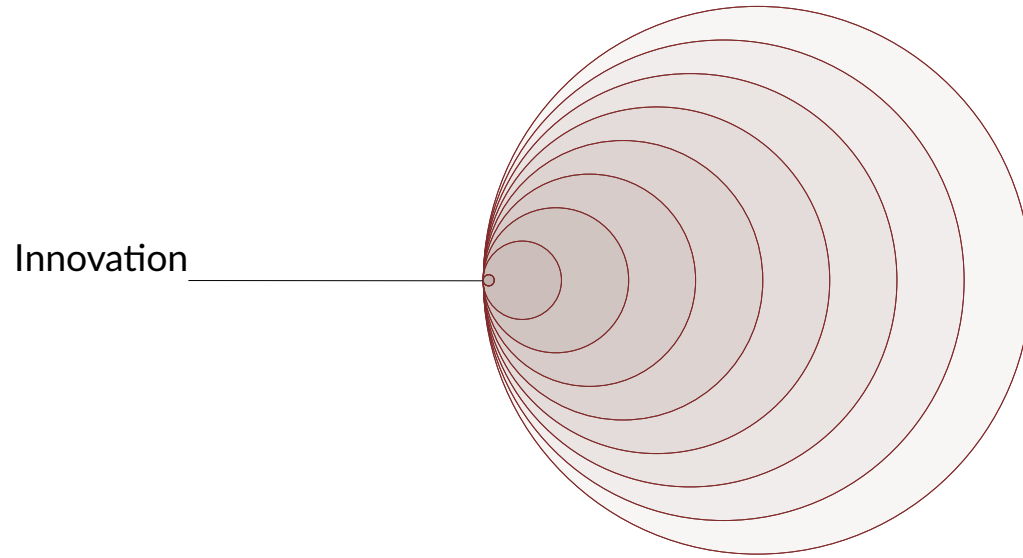
# First Age of Software



# First Age of Software

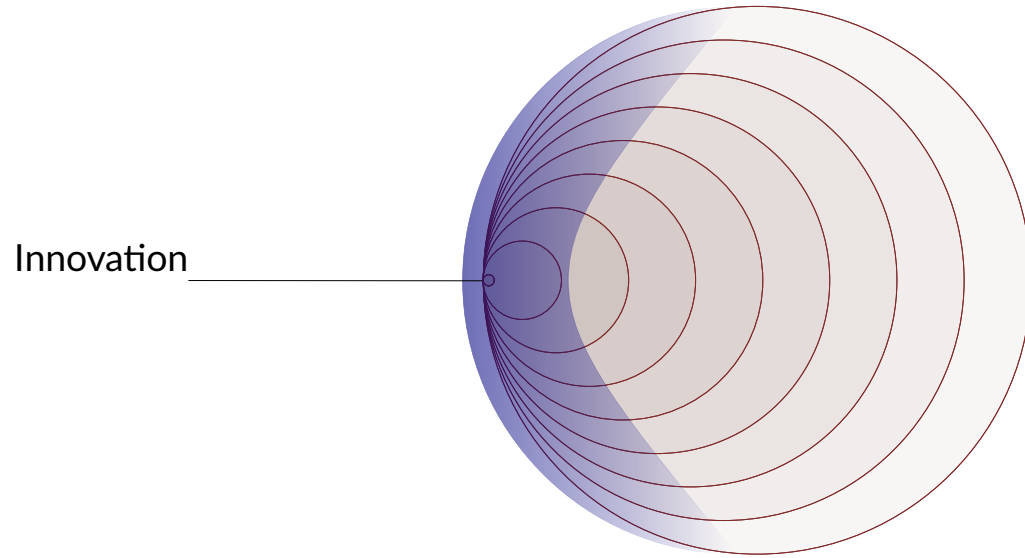


# Middle Age of Software



Mach One

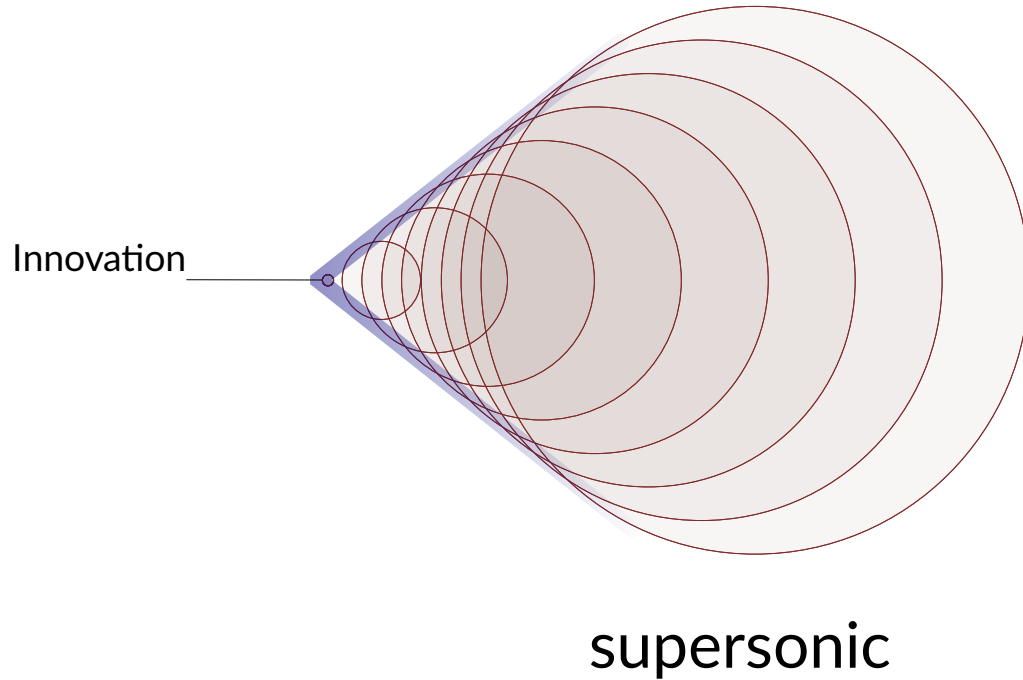
# Middle Age of Software



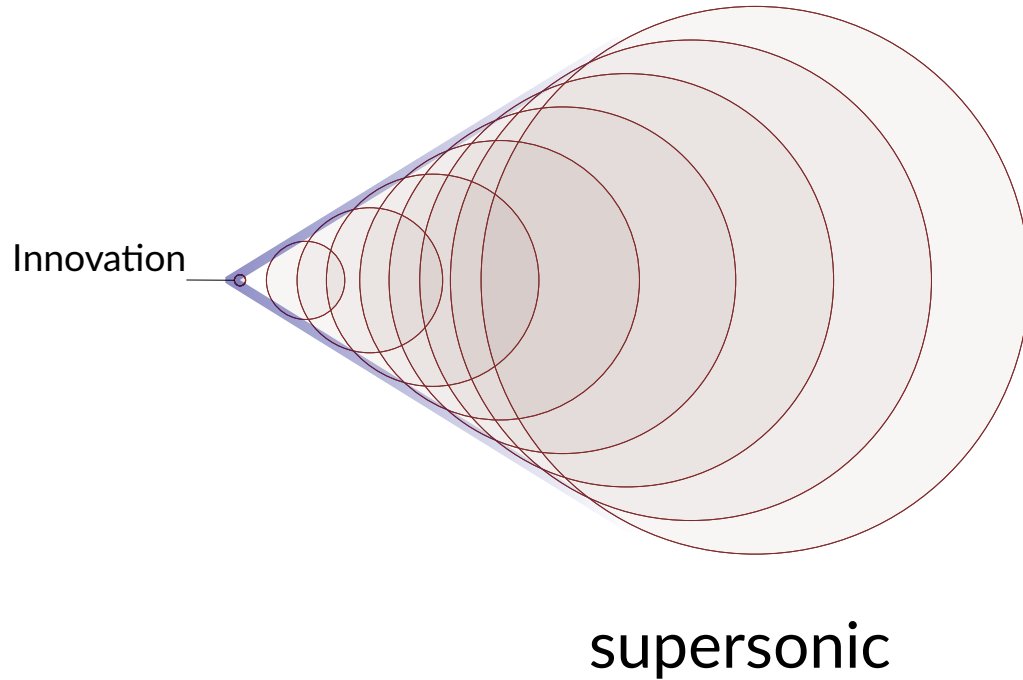
Innovation

Mach One

# Modern Age of Software



# Modern Age of Software





software freedom

economic necessity

table stakes

competitive edge

guide

diversity

acceleration