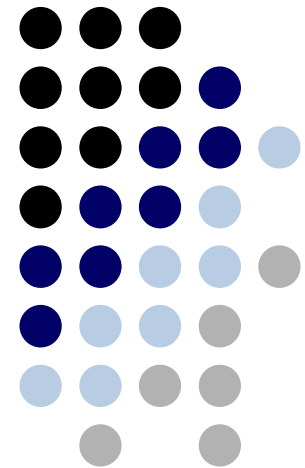
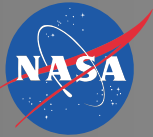


**NASA Earth Science Data Systems
Technology Infusion Working Group**

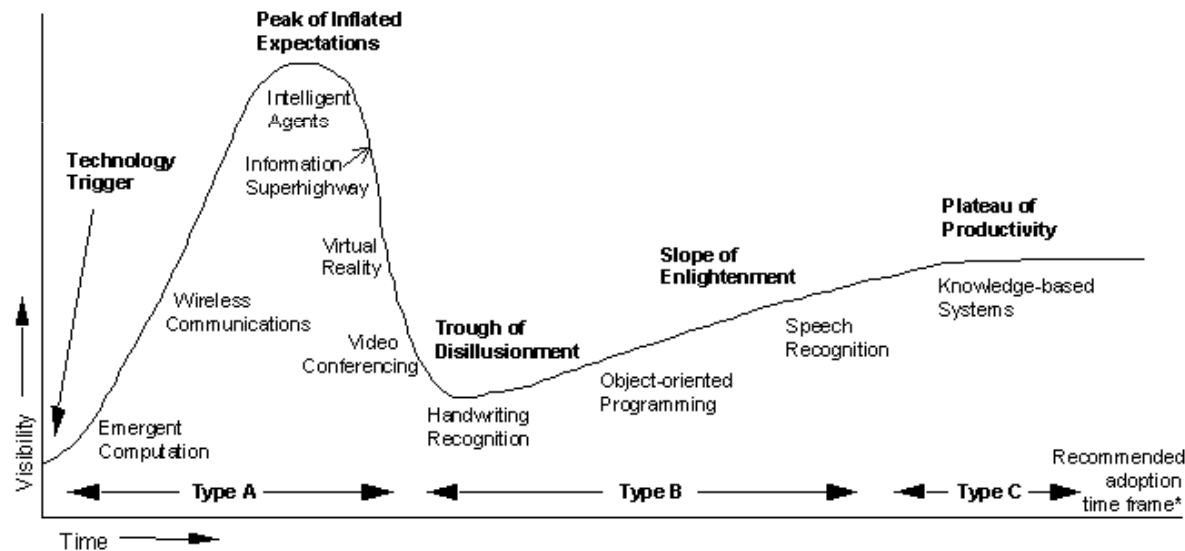
***Steve Olding, Everware-CBDI
solding@everware-cbdi.com***





First Hype Cycle for Emerging Technologies, 1995

- “Gartner's hype cycles assess the maturity, impact and adoption speed of hundreds of technologies across a broad range of technology, application and industry areas. It highlights the progression of an emerging technology from market over enthusiasm through a period of disillusionment to an eventual understanding of the technology's relevance and role in a market or domain.”

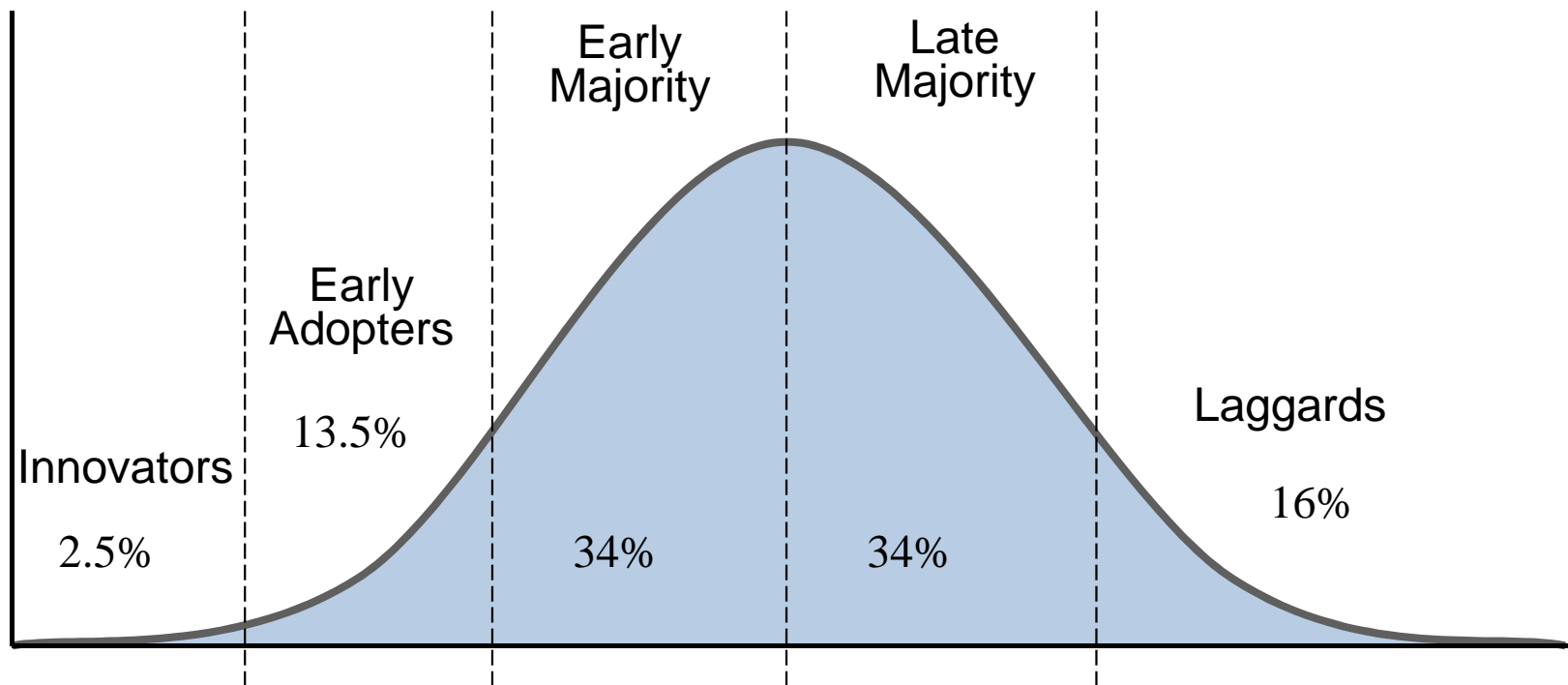


* The recommended adoption time frame may be swayed in either direction for a technology with a particularly high or low level of potential impact within an organization. For example, a Type B company may wait until the Plateau of Productivity to invest in a technology that will result in only marginal efficiency improvements. On the other hand, a Type C company may be prepared to weather some of the learning experiences of the Slope of Enlightenment for a technology that will have a major impact on its core business processes.

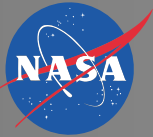
<http://www.gartner.com/it/page.jsp?id=495475>



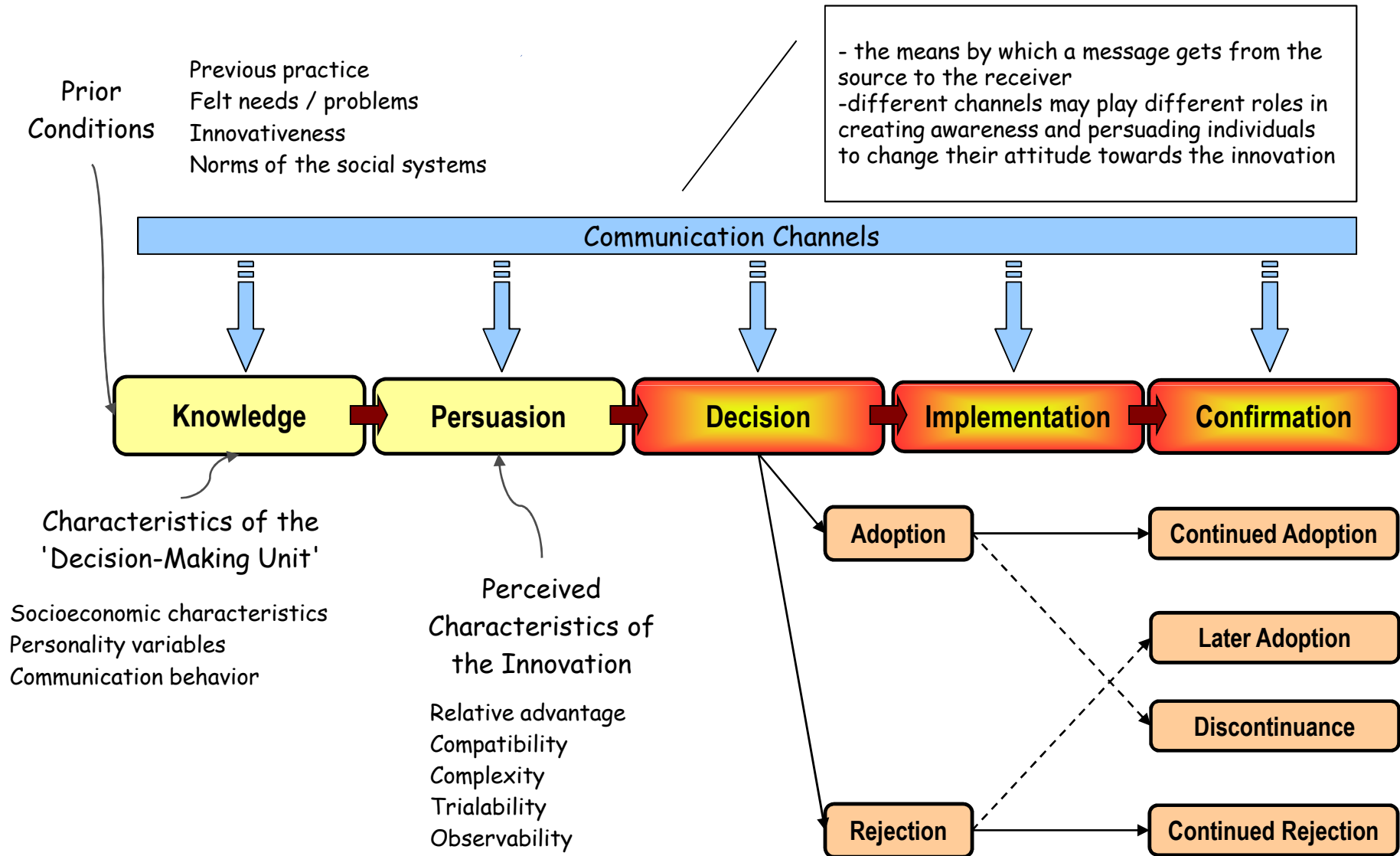
Adopter Categorization on the Basis of Innovativeness



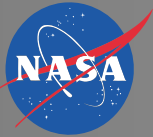
Adapted from: Rogers (1995), "Diffusion of Innovations"



Understanding The Innovation Decision Process



Adapted from: Rogers (1995), "Diffusion of Innovations"



Capability Vision and the TIWG Infusion Process

