The New Kingmakers
How Developers Took Over the World
In the beginning...
Software was just an enabler
Eventually it evolved from **means** to end
Opportunities were perceived
And leveraged
The Era of Enterprise Software
1975 - 1998
In which
Software = Business Software
These people controlled software development
But the future was already here
Created 1991
Created 1995
Created 1995
And then in 1998
A company that made money with software rather than from software
A company that built itself from free software
A company not beholden to the enterprise
Welcome to the The Developer Era
How did we get here?
For the first time in history developers didn’t need permission
They still needed **hardware**, however
“EC2 means anyone with a $10 bill can rent a 10-machine cluster with 1TB of distributed storage for 8 hours.”

- Flip Kromer
With hardware and software, what was still **missing**?
What might SaaS enable?
Education and Training
Collaboration Mechanisms

- GitHub
- Apache
- Eclipse
- Atlassian
- Bitbucket
- SourceForge
Marketplaces for Goods & Services

Elance

oDesk

Apple App Store

guru

craigslist
And lastly, developers needed access to capital
And it’s been granted
What IT Decision Makers Think is Being Used

What Developers Want to Use

What is Actually Being Used

The Net
Developers have never been more empowered than they are today.
Consider *language* adoption
Consider the state of standards
Distribution of API protocols and styles

Based on directory of 3,200 web APIs listed at ProgrammableWeb, May 2011
Consider software adoption
Consider market performance
The \textcolor{red}{reality} is clear
Developers = Kingmakers
Where to get it?
thenewkingmakers.com
QUESTIONS