

platform is OR are we focused on mass production, volume operations and elimination of deviation? Again, especially since utility services such as Amazon Lambda now exist then I'd argue commodity edges this. [11/14].

- *Decision Drivers?* When making a choice over what platform to use, do we undertake a significant analysis and synthesis stage, gathering information from vendors and analysts on its suitability OR do we just pick the platform based upon previous experience? Tough one, but again I view that commodity just edges this in the market overall though some companies love their requests for tender. [12/15].

Overall, we can safely say that the platform space is firmly in stage IV (commodity + utility) in 2017. It's also fair to say that platform isn't quite yet the industrialised commodity that electricity and there's a bit further to go.

Hence, what do I know from my map and the basic patterns so far? Platform is moving into stage IV (an industrialised component) with provision of utility services. This will happen rapidly (a punctuated equilibrium) with such a shift (known as the "*war*") normally taking 10–15 years. There will be a co-evolution of practice associated with this. Many companies will have inertia. Capital will flow into the more industrialised platform space and those higher order systems built upon it — there is going to be lots of future opportunity here. Capital