

discussed in terms of operations — this is cheaper or faster than that? This is a tough one but in this case, I'd edge towards product. We're not quite at the pure operational comparison. Product wins. [ 8/11].

- *Failure modes?* When it comes to a platform is failure not tolerated? By this, I don't mean there is no failure — a distributed environment based upon principles of design for failure copes with failure all the time. But do we have an expectation that the entire platform system won't fail? Are we focused on constant improvement? Do we assume that the use of such a platform is the right model and there exists some resistance to changing it? OR have we gone beyond this, are we now genuinely surprised if the platform itself fails? Is our focus on operational efficiency and not stopping the fires? Whilst there will be many companies with the home-grown platform effort and inevitable out of control fires, as an industry we've moved into the commodity space. [ 9/12].
- *Market action?* Is the platform space entrenched in market analysis and listening to customers? What shade of blue do you want that wheel to be? OR has it become more metric driven and building what is needed? Commodity wins here, just. [ 10/13].
- *Efficiency?* When it comes to platforms are we focused on reducing the cost of waste and learning what a