formula to be applied? Though we are getting there, product still wins and hence it's now four to commodity out of six. [4/6].

- *User perception?* When it comes to platforms are they increasingly common and a developer would be disappointed if it was not used or available? Would there be a sense of feeling left behind if your company was not using a platform OR are they standard, expected and there would be a feeling of shock if you went to a company that didn't use some form of standard platform (whether .Net, LAMP or other). I think I can probably say that commodity wins this one, it would be shocking to find a company that didn't use some form of platform approach and it's that "*shock*" which tells you this is in the commodity space. [5/7].

- *Perception in Industry?* Advantage in platform is now mainly seen through implementation and features (i.e. this platform is better than that platform) OR platform is now considered a "*cost of doing business*", it's accepted and there are specific defined models. It would be difficult to imagine a software house today that didn't view a platform as a "*cost of doing business*", so whilst there's some wobble, I'd argue that commodity edges this. [6/8].