

get a quicker sale of it and less depreciated value. That's in the realm of wishful thinking in most cases. Sadly, it's often difficult to justify spending more money on a refactoring effort in such circumstances. The marketing proposal however gives us some uplift. At least it recovers some of the pain. Our final expected return is still below our normal of 40% but we're saving a bit of face. The combination of both development and marketing gives us the benefits of marketing combined with the loss of development. It's far better to just do the marketing proposal.

Ok, so let us repeat this exercise but now look at the public platform variant which is the one we actually chose. I've created the model in figure 212.

**Figure 212 — Financial Impact on public platform variant**