From the cheat sheet, comparing stage III (product) and IV (commodity), I'll score up how many commodity characteristics exist for platform: -

- *Ubiquity?* Is the platform space rapidly increasing OR widespread in the applicable market? I think it's fair to say that this is very widespread. It's not a case that you normally have to suggest to a developer that they consider using a platform to build something, they often have their favourite stack whether it's LAMP or something else. We can give a tick for commodity here. [1/1]

- *Certainty?* Are we seeing a rapid increase in use (i.e. rapid diffusion in all companies) with platforms that are increasingly fit for purpose OR are they already commonly understood, just an expected norm? I think we can say most developers would be surprised to walk into a company that was excited about its platform roll-out. They'd expect some sort of platform to exist. Strike two for commodity. [2/2]

- *Publication types?* Are trade journals dominated by articles covering maintenance, operations, installation and comparison between competing forms of platforms with feature analysis e.g. merits of one model over another? OR are trade journals mainly focused on use, with platforms becoming increasingly an accepted