

- *Focus of value?* Are platforms considered to be areas of high profitability per unit and a valuable model? Do we feel that we increasingly understand platforms and vendors are focused on exploiting them? OR are platforms more in the high-volume space, considered “known”, often mass produced with reducing margin. Are platforms essentially an important but increasingly invisible component of something more complex? In this case, especially with provision of utility like services then commodity wins again. [7/9].
- *Understanding?* In the platform space are we focused on education with a rapidly growing range of books and training combined with constant refinement of needs and measures? OR do we believe platforms and the concepts around them to be well defined, almost stable, with established metrics and even respected certification programs. This is a tough one, I steer to the side of commodity but can easily see a case for it being still in product. [8/10].
- *Comparison?* Do we have competing models for platforms with feature difference? Are authors publishing some form of evidence based support for comparison i.e. why this platform is better than that because of this feature and why you should use them over not use them? OR are platforms just considered essential, an accepted norm and any advantage is