Visible Visual Yes Customer Context Yes Position Yes Online Image Anchor Yes Print Manipulation Online Photo Storage Web Site Climate Yes **CRM** + types of component Inertia (activity, practice, data and knowledge) Platform + climate (common economic patterns & anticipation of + flow (risk, information, money)

Compute

Power

Evolution

Commodity (+ utility)

Figure 11— Advanced elements of a map.

In the above map, platform is considered to be evolving to a more utility form and inertia exists to the change. Normally, we don't mark up all of these basic and advanced elements in this way. We simply accept that they are there. However, it's worth knowing that they exist. The normal way to represent the above map is provided in figure 12.

Data Centre

Product (+ rental)

Figure 12 — A standard representation

Custom Built