almost invisible thing. If we go back to 2004 then journals were dominated by discussion on this platform or that platform — LAMP vs .NET and the best way to install. Today, this is much less and most of the discussion is about use. Strike three for commodity. [3/3]

- *Market?* When we examine the platform market are we talking about a growing market with consolidation to a few competing but more accepted norms? OR are we talking about a mature, stabilised market with an accepted form? From my perspective then the platform market seems mature and stable with an accepted form — .NET, Java, NodeJS, LAMP etc. Commodity wins. [4/4]

- *Knowledge management?* Are we mainly learning about how to operate a platform, starting to develop and verify metrics for performance OR is this field established, well known, understood and defined? In this case, platform probably wobbles on the side of product rather than commodity. Hence, product wins and it's now [4/5] for commodity.

- *Market Perception?* Do we have increasing expectation of use of some form of platform and is the field considered to be a domain of "*professionals*" OR are platforms now considered trivial, almost linear in operation and a