

Technologyaservice Playbook How To Grow A Profitable Subscription Business

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Technologyaservice Playbook How To Grow

Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business. Whether you are a pure-play cloud company or a traditional technology provider making the pivot to the cloud, this book will help guide your decision-making and execution around the as-a-service model to put your company on a path to profitable growth.

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Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business. Thomas Lah, J.B. Wood. Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business. Whether you are a pureplay cloud company or a traditional technology provider making the pivot to the cloud, this book will help guide your decision-making and execution around the " as-a-service " model to put your company on a path to ...

Technology-as-a-Service Playbook: How to Grow a Profitable ...

SAN DIEGO, May 2, 2016 — The Technology Services Industry Association (TSIA), the leading association for today's technology and services organizations, has announced the release of its newest book, Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business. This book provides technology companies looking to develop new or optimize their current SaaS, IaaS, PaaS and Managed Services offers with a step-by-step guide to building a high growth and profitable cloud business.

Technology-as-a-Service Playbook | New Book | TSIA

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Technology-as-a-Service Playbook: How to Grow a Profitable ...

Download chapter 2 of Technology as a Service Playbook: How to Grow a Profitable Subscription Business today for a sneak peek at what you can learn about maximizing your cloud revenue. The book will premiere at our spring conference, TSW San Diego 2016, and coincides with the conference theme of " Tech as a Service: Winning in the Cloud. " Be among the first to read it and don ' t miss out on what top players in technology and services are saying about XaaS.

Introducing the Technology-as-a-Service Playbook | TSIA

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Technology-as-a-Service Playbook: How to Grow a Profitable ...

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Synopsis. Expand/Collapse Synopsis. Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business. Whether you are a pureplay cloud company or a traditional technology provider making the pivot to the cloud, this book will help guide your decision-making and execution around the "as-a-service" model to put your company on a path to profitable growth.