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Technology As A Service Playbook

As technology is such a broad topic, the book is written broadly to apply to both software or physical products. As a playbook, the book is written for different groups within the business and the entire book is not needed to be read for every group. The accounting department does not need to understand the nuances of the service department.

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

Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business.

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

In our newest book, Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business, we're focusing on the next step in the B4B transformation by providing a game plan for technology companies to stand out in the cloud market and succeed in the future of XaaS.

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

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,

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Technology-as-a-Service Playbook is the end-to-end guide that details the plays your company can run to establish and grow a profitable technology-as-a-service business.

Chapter 2: Technology-as-a-Service Playbook | TSIA

Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business.

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14 Technology-as-a-Service Playbook. the duration of the service contract because the “value” of the product is directly linked to and inseparable from the value of the service. Service providers, VARs, and system integrators don’t want the financial risk and burden of carrying all those assets on their books.

Chapter THOMAS LAH Nine Preview - PS Professional

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