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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.

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Technology-as-a-Service Playbook Your Playbook for Creating a Successful Cloud Business In order to meet and exceed the dramatic shift in customer expectations, new business models are emerging that change how technology is consumed and how solutions are delivered.

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Chapter THOMAS LAH Nine Preview - PS Professional | PS ...

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Technology-as-a-Service Playbook

18 Technology-as-a-Service Playbook creating a contract that is designed to create an MS partnership with the customer to achieve targeted business outcomes. When first exploring MS contracts that are designed to achieve specific business outcomes, we believe that attempting to craft a detailed contract that will drive customers to execute their side of the activities is not time well spent.

Technology As A Service Playbook - Trexle.com

The push by established datacenter tech vendors to get into the as-a-service game has accelerated in recent months, fueled in part by the COVID-19 pandemic and the need by organizations to more quickly embrace cloud services to help them adapt to the suddenly shifted business model that features a more widely distributed workforce, which brings a truckload of security and management issues.

Pure Expands Its As-A-Service Playbook

In 2017 we experienced a crypto bubble, and that bubble burst in 2018. Bitcoin, the Godfather of all digital assets, was trading under \$1,000 in January 2017. Bitcoin then famously rallied to just ...

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