

Technology As A Service Playbook How To Grow A Profitable Subscription Business



Technology As A Service Playbook

Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business - Kindle edition by Thomas Lah, J.B. Wood. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business.

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In Technology-as-a-Service Playbook, TSIA's president and CEO J.B. Wood and I provide the industry background, frameworks, and action plan technology companies can use to grow and scale a profitable technology-as-a-service business.

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The Technology-as-a-Service Playbook is a snapshot of disruption and provides tactics and strategies for succeeding with the "anything as a service" business model. Thomas Lah and J.B. Wood have perfectly captured the sense of upheaval among technology companies as subscription-based models become our norm and provide insightful ideas on ...

The CIO Reading List: Technology-as-a-Service Playbook

2 Technology-as-a-Service Playbook By the end of this chapter, management teams should clearly understand - stand why managed services is the fastest growing service line in the technology industry and why this opportunity shouldn't be ignored.

Chapter THOMAS LAH Nine Preview - PS Professional

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