



Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business

By Thomas Lah, J.B. Wood

Download now

Read Online 

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

This cloud-driven journey will affect every part of the organization. How offers are designed, built, marketed, sold, and serviced will all need to change. And these transformations are not limited to OEMs they will also directly impact the vast network of channel partners. After all, it s not just about building recurring revenue, it s about building PROFITABLE recurring revenue. Technology-as-a-Service Playbook is the road map to the next-generation tech business model.

 [Download Technology-as-a-Service Playbook: How to Grow a Pr ...pdf](#)

 [Read Online Technology-as-a-Service Playbook: How to Grow a ...pdf](#)

Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business

By Thomas Lah, J.B. Wood

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

This cloud-driven journey will affect every part of the organization. How offers are designed, built, marketed, sold, and serviced will all need to change. And these transformations are not limited to OEMs they will also directly impact the vast network of channel partners. After all, it s not just about building recurring revenue, it s about building PROFITABLE recurring revenue. Technology-as-a-Service Playbook is the road map to the next-generation tech business model.

Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood **Bibliography**

- Rank: #54437 in Books
- Brand: Lah Thomas
- Published on: 2016-04-11
- Original language: English
- Dimensions: 9.10" h x 1.20" w x 6.00" l, .0 pounds
- Binding: Hardcover
- 349 pages

 [Download Technology-as-a-Service Playbook: How to Grow a Pr ...pdf](#)

 [Read Online Technology-as-a-Service Playbook: How to Grow a ...pdf](#)

Download and Read Free Online Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood

Editorial Review

About the Author

Thomas Lah is the executive director of the Technology Services Industry Association (TSIA). He is a frequent speaker and co-author of several best-selling books, including B4B (2013) and Consumption Economics (2011). Through TSIA, Lah uses his incisive analysis, strategic thinking, and creative solutions to help some of the world's largest technology companies improve the efficiency of their daily operations. Lah is a leading authority on optimizing technology service businesses within product companies, business outcome engineering, customer success funding models, x-as-a-service (XaaS) financial models, the art of helping customers successfully adopt technology, and the latest market trends impacting service organizations worldwide.

J.B. Wood is president and CEO of the Technology Services Industry Association (TSIA). He is a frequent speaker and author of the best-selling books B4B (2013), Consumption Economics (2011), and Complexity Avalanche (2009). He has also appeared in leading publications, such as Fortune, The New York Times, and The Wall Street Journal. Through TSIA, Wood works to advise many of the world's largest technology companies on transformation strategies in the age of cloud and managed services. He has also helped communicate to thousands of channel partners, sales teams, and end customers how the next wave of technology will reshape their business.

Users Review

From reader reviews:

Melissa Hopkins:

Why don't make it to be your habit? Right now, try to ready your time to do the important work, like looking for your favorite publication and reading a reserve. Beside you can solve your short lived problem; you can add your knowledge by the reserve entitled Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business. Try to stumble through book Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business as your good friend. It means that it can being your friend when you feel alone and beside that course make you smarter than before. Yeah, it is very fortunated to suit your needs. The book makes you much more confidence because you can know everything by the book. So , we should make new experience in addition to knowledge with this book.

Christina Epp:

The book Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business give you a sense of feeling enjoy for your spare time. You should use to make your capable much more increase. Book can being your best friend when you getting strain or having big problem using your subject. If you can make reading a book Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business to be your habit, you can get more advantages, like add your capable, increase your knowledge about several or all subjects. You can know everything if you like open up and read a publication Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business. Kinds of book are several. It means that, science publication or encyclopedia or others. So , how do you think about this book?

Samantha Smith:

The book Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business can give more knowledge and information about everything you want. Exactly why must we leave the great thing like a book Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business? A few of you have a different opinion about e-book. But one aim that will book can give many data for us. It is absolutely right. Right now, try to closer together with your book. Knowledge or facts that you take for that, you could give for each other; it is possible to share all of these. Book Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business has simple shape however, you know: it has great and big function for you. You can seem the enormous world by available and read a publication. So it is very wonderful.

Timothy Quintero:

Here thing why that Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business are different and dependable to be yours. First of all studying a book is good however it depends in the content than it which is the content is as delightful as food or not. Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business giving you information deeper and different ways, you can find any book out there but there is no publication that similar with Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business. It gives you thrill looking at journey, its open up your own eyes about the thing in which happened in the world which is maybe can be happened around you. You can bring everywhere like in park, café, or even in your way home by train. In case you are having difficulties in bringing the imprinted book maybe the form of Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business in e-book can be your choice.

**Download and Read Online Technology-as-a-Service Playbook:
How to Grow a Profitable Subscription Business By Thomas Lah,
J.B. Wood #FCTYHVUS287**

Read Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood for online ebook

Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood books to read online.

Online Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood ebook PDF download

Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood Doc

Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood Mobipocket

Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood EPub

FCTYHVUS287: Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business By Thomas Lah, J.B. Wood