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Dec 18, 2020 By Jake

Dunagan & Ilana Lipsett

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... Finally, we asked users to evaluate their policy choices and overall outcomes against their core civil service values. Through this process, we looked at multiple consequences, constrained possibilities to two outcomes at each stage, and forced users ...

IFTF: A Playbook for
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And we think a blueprint for how to build a sustainably profitable technology-as-a-service (XaaS) business is emerging. And so we have written a new book, *Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business*.

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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

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attempting to craft a detailed contract that will drive customers to execute their side of the activities is not time well spent.

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The push by established datacenter tech vendors to get into the as-a-service game has accelerated in recent

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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.

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Pure Expands Its As-A- Service Playbook

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