

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

Thomas Lah, J.B. Wood

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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 pureplay 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

About the AuthorThomas 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.