



# 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

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