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



## Synopsis

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.

## Book Information

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## Customer Reviews

The tech world is changing to a point where the product is the service and the service is the product. Most tech companies will struggle with a pivot to this model. It is indeed possible to have both a growing, and profitable XaaS business but few understand how to do it. This book gives you a clear, concise and easy to understand approach to success. Read it, then re-read it.

There's no question that the traditional tech company business model is under pressure, with billions of dollars of product revenue coming off the table every quarter. After years of this trend, the message is clear - the old model is declining, and there's no going back. So how do we go forward? The cloud offers a promising path to the future as evidenced by a steady stream of splashy

headlines about super-charged subscription revenue growth. While that's exciting, so far the cloud model has not proven to be a reliably profitable one. TSIA's new Playbook offers clear and actionable guidance to help tech company leaders successfully build and execute against the subscription business model AND generate the kinds of profits that have long been the hallmark of tech. It also builds a compelling case for why investors and the financial community at large should calibrate their expectations for cloud profitability at 20 points of profit on a GAAP basis. Those are fundamentals we can all rally around and support!

As always you can count on JB Wood and Thomas Lah to tell it like it is and more importantly tell you how it will be in the future. If you are in the C-Suite, Sales, Finance, Customer Success, Support, Professional Services, Education Services, HR (and the list goes on)...this book will help you maneuver your organization forward. Businesses today will not look like businesses in the future. Thomas and JB lay out the plays and plans we all need to learn and embrace. The perfect blend of strategic and practical, this book will scare or excite you. No matter the reaction, it's a book that can't be missed.

JB and Thomas knocked it out of the park yet again! This book however is different from the great lessons learned in the past. This book provides you not just a vision into the XaaS future, but more importantly a roadmap of actionable steps you and your business can and should take to prepare and plan for this dynamic shift in your companies GTM strategies. Don't just read this book, share it with as many leaders in your organization as possible. Every CEO, CFO, and Chief Strategy Officer should read this book!

I'm reminded of the first time I discovered Geoffrey Moore's Crossing The Chasm. Great ideas and products needed help achieving market greatness. There it was, the missing piece for taking innovative tech to large markets. Today there is a new challenge. Coming from SaaS, the speed of growth is clearly king. The next big deal is more often than not, the next big investment. But at some point we will all have to turn the corner. At some point we will have to turn a profit. For tech companies looking to pivot to the cloud, or cloud companies looking to turn a profit, Thomas Lah and J.B. Wood paint a provocative picture of where we are, how we got here, and how to win. It's unthinkable, how specific this book is about what works and what doesn't based on the industry's leading benchmark data. But it's all true. If you really want to see what success looks like for technology as a service in the next decade, you've found the looking glass. If you want to know how to get there, you've found

your roadmap. It's not surprising that even Geoffrey Moore has said, "Don't leave home without it."

Insightful read for anyone in the technology industry. I know people who are currently using this book as a guide to frame their businesses.

If you're in a business that sells technology of any kind (traditional tech, industrial tech, healthcare tech, or just connected products), you need to read this book - then you need to buy a copy for your boss. It covers the entire customer engagement lifecycle and changes the way we need to think about how to package, sell, and service technology for B2B.

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