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Nota di contenuto

Chapter 1: Introduction -- Chapter 2: Cloud Computing -- Chapter 3: Cloud Computing: The Emergence of the 5th Utility -- Chapter 4: Revenue Models and Pricing Strategies in the B2B SaaS Market -- Chapter 5: Business-to-Business Client Relationships in the Cloud Computing Software as a Service Realm -- Chapter 6: Recurring Revenue Framework Through a Cloud Computing Channel -- Chapter 7: B2B Cloud Computing Software as a Service Revenue Model -- Chapter 8: Recurring Revenue Model in Practice -- Chapter 9: Conclusion and Next Steps. .

Sommario/riassunto

Exploring the Cloud Computing (CC) commercial landscape as it matures; this book asserts that the key ingredient in sustaining the Software as a Service (SaaS) business model is subscription renewal. Chronicling the evolution and future trajectory of the CC concept, the authors examine the new paradigm it is creating for the distribution of computer software applications among business-to-business (B2B) clients. CC enabled SaaS has been fundamentally changing the revenue expectations and business model for the application software industry, and impacting on how SaaS providers pursue, acquire and retain B2B clients. Securing SaaS subscription renewal is critical to the survival and prosperity of this business as attrition can have a significant impact on the financial viability of SaaS businesses based on this model. Focusing on the B2B client and the SaaS industry dependency on renewal subscriptions delivered through the CC channel, the primary research presented in this book seeks to examine the key drivers behind the B2B SaaS subscription renewal decision and, in doing so, to explore the recurring revenue framework for the Cloud SaaS business. .
