

1. Record Nr.	UNINA9910453390803321
Autore	Focacci Luisa
Titolo	Application service providers in business / / Luisa Focacci, Robert J. Mockler, Marc E. Gartenfeld
Pubbl/distr/stampa	New York : , : Routledge, , 2011
ISBN	1-315-80858-7 1-317-78697-1 0-7890-2480-2 1-317-78698-X
Descrizione fisica	1 online resource (224 p.)
Collana	Best Business Book
Altri autori (Persone)	GartenfeldMarc E MocklerRobert J
Disciplina	658.8/72
Soggetti	Application service providers Electronic commerce Business enterprises - Computer networks Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Best business books." First published by the Haworth Press, 2005.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title; Copyright; Contents; Preface; Acknowledgments; Chapter 1. Application Service Providers: An Overview; Introduction; ASP Defined; ASP Models' Main Features; ASP Drivers; A Variety of Offerings; Review of ASP Information Services; Trends and Estimated Worldwide Market Growth; A Multinational Perspective; Conclusion; Chapter 2. The ASP Marketplace: Structure and Overall Dynamics; Introduction; The Current ASP Market Environment; Specific Contingent ASP Business Models; ASP Models' Challenges; Acceptance and Adoption of ASP Services; Conclusion Chapter 3. ASP Performance Experiences: A Contingency Approach Introduction; The Right Solution for the Specific Situation; Contingency-Based Performance in Action: How Different ASP Models Have Fulfilled Diverse Customer Expectations; Conclusion; Chapter 4. Emerging Best Practices; Introduction; The Importance of Building Best Practices; Best Practices Developed from Existing Independent ASP

Experiences; Microsoft's Best-Practice Guidelines for ASPs; ASP Industry Consortium's Best-Practice Guidelines; Winning Customer Confidence and Trust; Conclusion; Chapter 5. The Future of ASPs  
IntroductionFuture Models: Overview; The Future of Existing ASP Models; The Search for Other Models; Conclusion; References; Index

---

## Sommario/riassunto

Learn how to use Application Service Providers to enhance the future of your business!<br /><br />Application Service Providers in Business is a comprehensive analysis of the present ASP model and its place in business today. Business success in today's information-intensive marketplace depends on a company's ability to acquire and fully use the latest advancements in business-critical applications. By having these applications delivered as services over the Internet, businesses can lessen the demands on company IT staff, and increase the ability to get complex software into use immediately. W

---