

Learn How Cloud Services Support Customer-Centric Business Models

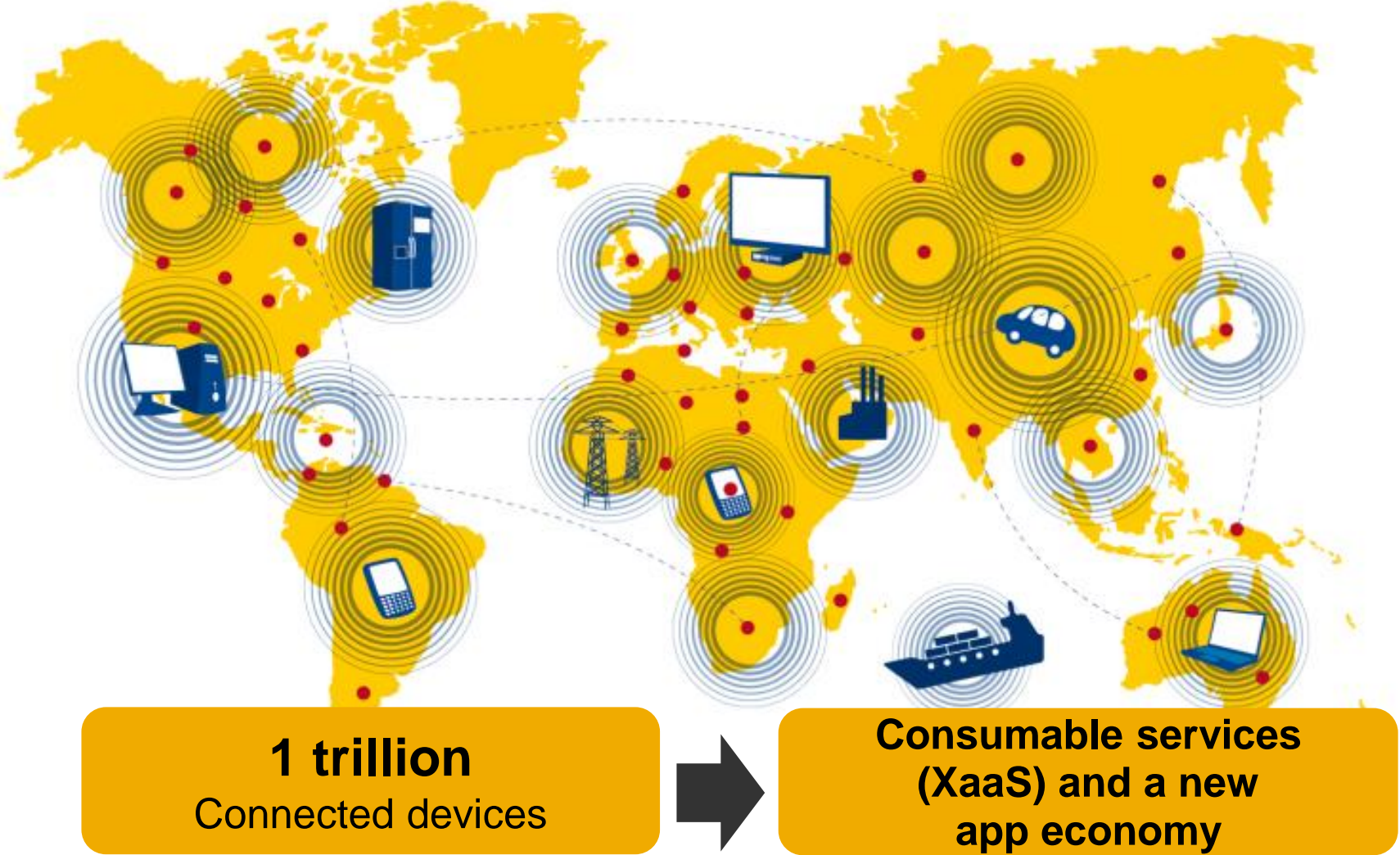
Keith Moody – Vice President and CIO, Lexmark

Matt Graves – Senior Director, Microsoft

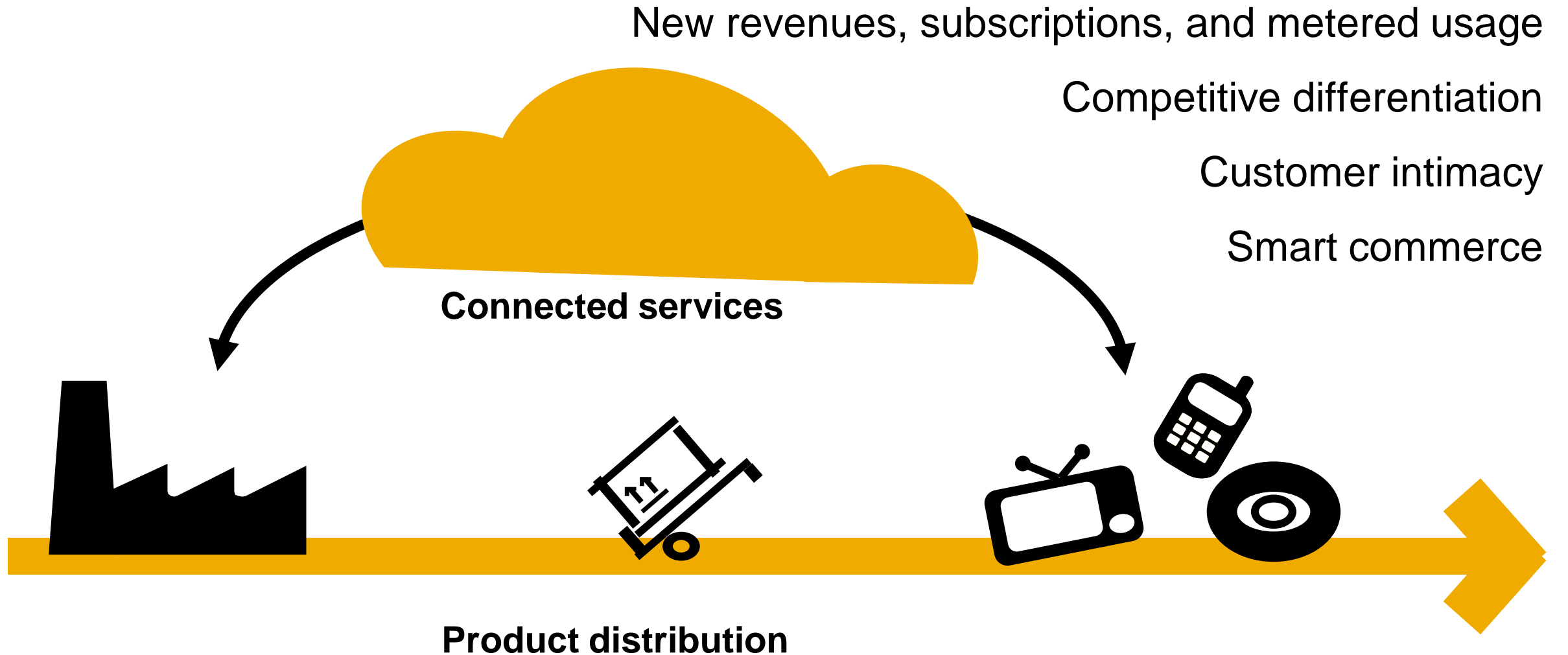
Arvind Komarla – Director, eBay

Josh Clark – Vice President High Tech IBU, SAP

The hyperconnected world

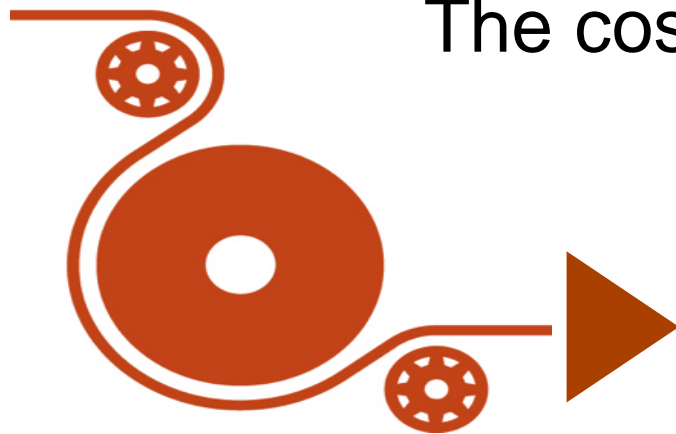


Product to service



Appendix

An example: Printing and document management



The cost of purchasing, maintaining,
and operating print devices
typically consumes

3% of total revenues

Managed print services:

Pay by the page
Proactive maintenance
Infrastructure optimization



50% of industry revenues shift to services by 2015

Source: Ziff Davis, Managed Print Services and Beyond. Photizo Group Research, 2011

The value of services

“ By **2015**

35%



will add incremental revenues of
by adding subscription-
based services and
revenue models ”

of Global 2000
companies with non-
media digital products

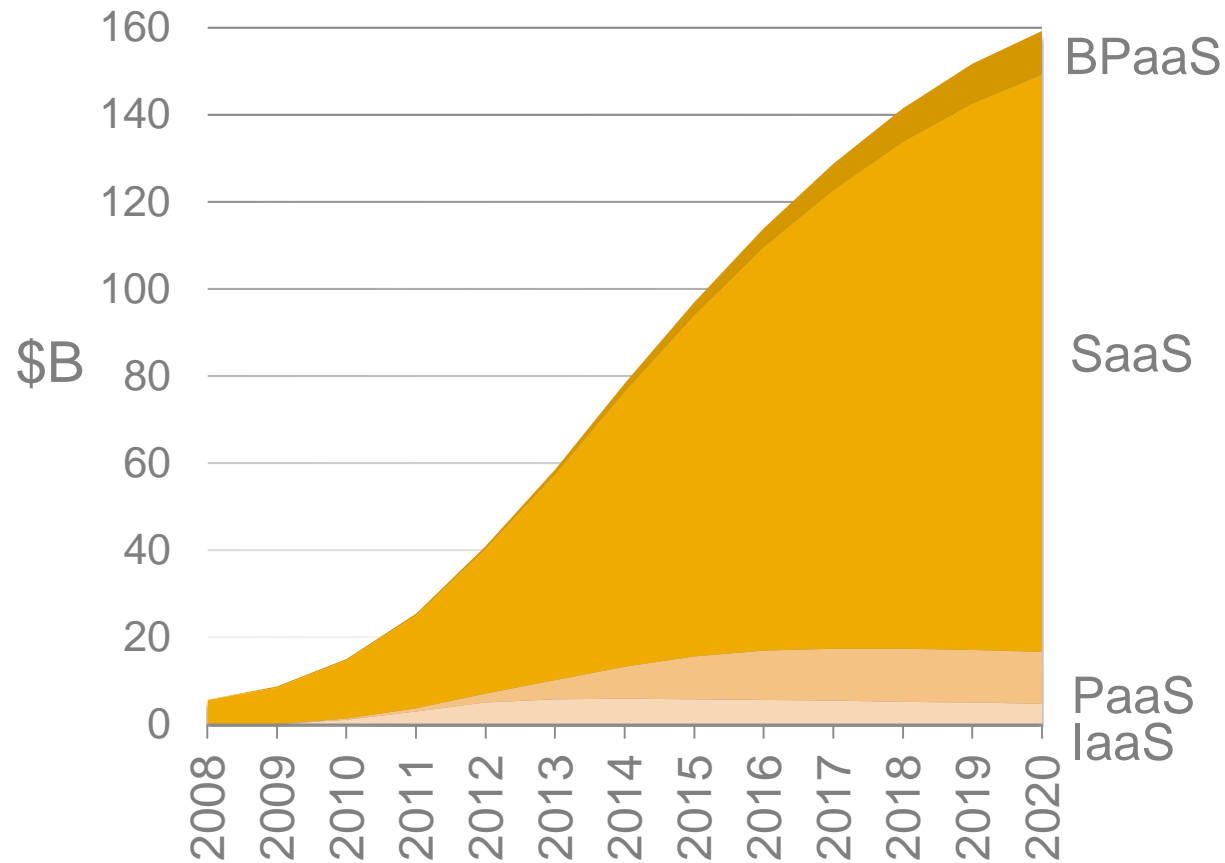
5%–10%



Source: *Building a Strategy for the Subscription Economy*, Gartner, April 2011

Rise of the cloud and the need for new pricing models

Forrester: Global Public Cloud Market Size



“ **83%** of all new software firms will be SaaS.

It is time to introduce new pricing models and diversify the service catalog to start monetizing value in ways other than per-user/per-month fees

SaaS companies should

Automate orders, billing, and customer management.

Control access to specific service features, which could be time limited, role specific, or value based.

Measure granular usage for compliance, billing, and product intelligence.

”

Source: IDC, October 2011

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