Succeeding at SaaS: Computing in the Cloud

Description: "Succeeding at SaaS: Computing in the Cloud", offers advice on SaaS and Cloud Computing to both ISVs and user organizations.

It is both an overview of the SaaS market and a series of recommendations for ISVs, platform vendors, and customers who want to participate in it. The centerpiece of the book is 22 interviews Wohl conducted with these market participants, illustrating the state of the SaaS market and its direction.

Author Amy Wohl has been following the SaaS market since its inception (as the earlier ASP market) in the late 90's and she has filled the book with advice based on her consulting practice and her observations of the industry.

The book includes both a brief history of the market and its precedents, a definition of cloud computing and its relationship to SaaS, and a discussion of their likely futures."

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