

## The Ceos Guide To Cloud Computing

Prevent destructive attacks to your Azure public cloud infrastructure, remove vulnerabilities, and instantly report cloud security readiness. This book provides comprehensive guidance from a security insider's perspective. Cyber Security on Azure explains how this 'security as a service' (SECaaS) business solution can help you better manage security risk and enable data security control using encryption options such as Advanced Encryption Standard (AES) cryptography.

Discover best practices to support network security groups, web application firewalls, and database auditing for threat protection. Configure custom security notifications of potential cyberattack vectors to prevent unauthorized access by hackers, hacktivists, and industrial spies. What You'll Learn This book provides step-by-step guidance on how to:

Support enterprise security policies Improve cloud security Configure intrusion detection Identify potential vulnerabilities Prevent enterprise security failures Who This Book Is For IT, cloud, and security administrators; CEOs, CIOs, and other business professionals

Rev. ed. of: The vest pocket CFO. 3rd ed. c2008.

Is Your Information Easy to Steal? Every business has something it needs to protect. Whether it's top-secret IP, an exclusive client list, or a secure payment portal, your data is what sets you apart from the competition. But most businesses aren't doing a very good job of protecting what's theirs. The digital world is changing fast-and cybercrime is changing with it. Whether it's a 12-year-old "script kiddie" crippling your website with denial-of-service attacks, or a master hacker targeting a project leader with phishing e-mails, the bad guys have dozens of clever and creative ways to take your assets. Sooner or later, you will come under attack. The future of your organisation depends on making your information hard to steal. But most business owners don't know where to start. This book is the answer.

Cloud computing has experienced explosive growth and is expected to continue to rise in popularity as new services and applications become available. As with any new technology, security issues continue to be a concern, and developing effective methods to protect sensitive information and data on the cloud is imperative. Cloud Security: Concepts, Methodologies, Tools, and Applications explores the difficulties and challenges of securing user data and information on cloud platforms. It also examines the current approaches to cloud-based technologies and assesses the possibilities for future advancements in this field. Highlighting a range of topics such as cloud forensics, information privacy, and standardization and security in the cloud, this multi-volume book is ideally designed for IT specialists, web designers, computer engineers, software developers, academicians, researchers, and graduate-level students interested in cloud computing concepts and security.

The future is flexible. Find your company's balance between digital and physical workspaces with this insightful new resource. As the shift to remote work marches inexorably on, corporate leaders are being faced with unprecedented challenges in trying to balance the hybridization of the office and retaining the value that dedicated, physical workspaces deliver. They struggle with how necessary offices are now, how to allocate capital, and how much time to spend creating virtual environments for their employees. In *The Workplace You Need Now*, work environment executives and experts Dr. Sanjay Rishi, Benjamin Breslau, and Peter Miscovich deliver an actionable framework for business leaders to plan, invest in, and create the personal, digital, and responsible workplaces of the future. You'll get a guide to creating: New workplaces that drive the four C's of value: Culture, Collaboration, Creativity, and Community Customizable, flexible, digitally integrated workplaces that match new working patterns and win tomorrow's top talent Sustainable, resilient, and responsible environments with net zero emissions A guide to achieving an integrated and experiential workplace, incorporating human interaction, and digital technologies A framework for designing and implementing the workplaces and workspaces that best match your organization's needs Perfect for executives, property managers, and business leaders in any industry attempting to plan for and implement their ideal workplaces and workspaces, *The Workplace You Need Now* offers readers invaluable insights and case studies for businesses of all sizes trying to navigate the intersection of digital and physical work environments.

If there's a software startup company in your developer heart, this is the book that will make it happen. *The Web Startup Success Guide* is your one-stop shop for all of the answers you need today to build a successful web startup in these challenging economic times. It covers everything from making the strategic platform decisions as to what kind of software to build, to understanding and winning the Angel and venture capital funding game, to the modern tools, apps and services that can cut months off development and marketing cycles, to how startups today are using social networks like Twitter and Facebook to create real excitement and connect to real customers. Bob Walsh, author of the landmark *Micro-ISV: From Vision to Reality*, digs deep into the definition, financing, community-building, platform options, and productivity challenges of building a successful and profitable web application today.

"This is the book executives have been waiting for. It is clear: With deep expertise but in nontechnical language, it describes what cybersecurity risks are and the decisions executives need to make to address them. It is crisp: Quick and to the point, it doesn't waste words and won't waste your time. It is candid: There is no sure cybersecurity defense, and Chris Moschovitis doesn't pretend there is; instead, he tells you how to understand your company's risk and make smart business decisions about what you can mitigate and what you cannot. It is also, in all likelihood, the only book ever written (or ever to be written) about cybersecurity defense that is fun to read." —Thomas A. Stewart, Executive Director,

National Center for the Middle Market and Co-Author of *Woo, Wow, and Win: Service Design, Strategy, and the Art of Customer Delight* Get answers to all your cybersecurity questions In 2016, we reached a tipping point—a moment where the global and local implications of cybersecurity became undeniable. Despite the seriousness of the topic, the term "cybersecurity" still exasperates many people. They feel terrorized and overwhelmed. The majority of business people have very little understanding of cybersecurity, how to manage it, and what's really at risk. This essential guide, with its dozens of examples and case studies, breaks down every element of the development and management of a cybersecurity program for the executive. From understanding the need, to core risk management principles, to threats, tools, roles and responsibilities, this book walks the reader through each step of developing and implementing a cybersecurity program. Read cover-to-cover, it's a thorough overview, but it can also function as a useful reference book as individual questions and difficulties arise. Unlike other cybersecurity books, the text is not bogged down with industry jargon Speaks specifically to the executive who is not familiar with the development or implementation of cybersecurity programs Shows you how to make pragmatic, rational, and informed decisions for your organization Written by a top-flight technologist with decades of experience and a track record of success If you're a business manager or executive who needs to make sense of cybersecurity, this book demystifies it for you.

Get Started Now. Take Action. Staying ahead of change in the world, your organization, and your profession requires action. You learned a lot to launch your organization's talent development effort. As you position it for the future, what you need to know grows exponentially. As futurist Ray Kurzweil once said, "If I take 30 steps linearly, I get to 30. If I take 30 steps exponentially, I get to a billion." How do you prepare for exponential growth? In *ATD's Action Guide to Talent Development: A Practical Approach to Building Organizational Success*, industry expert and bestselling author Elaine Biech lays out the steps you can take. The companion volume to *ATD's Foundations of Talent Development: Launching, Leveraging, and Leading Your Organization's TD Effort*, this book follows an eight-step framework for defining your organization's learning foundation through preparing for the future. You are your organization's trusted advisor, and Biech offers practical questions, organizational assessments, and tips for each step you must guide your organization through. She also presents the newest thinking from university educators and researchers that organizational experts have relied on for years, as well as from industry practitioners and luminaries in leadership and development. Open this book to any page. Jump in where you think it will be most beneficial to you or your organization. Whether you work inside a company or as an external consultant, whether you work for a large organization or a small one, whether you are launching your first talent development effort or fine-tuning a function that's been in action for decades—you are sure to find valuable concepts, designs, and ideas. Get started now. Take action. Table of Contents: I. Identify and Clarify the

Organization's Learning Foundation 1. Your Organization's Learning Culture 2. Leaders Champion Learning 3. Employees Value Lifelong Learning 4. Everyone has a Learning Mindset 5. Clarifying Your Organization's Readiness II. Develop a Talent Development Strategy 6. Build a Business Case for Learning 7. Enhance Your Organizational and Industry Savvy 8. Expand Talent Development's Role 9. Partner with Business to Become Trusted Advisors III. Create an Operating Plan: 10. Align TD to the Organization's Needs 11. Manage the TD Function Like a Business 12. Balance Services and Budget 13. Leverage Technology for Learning IV. Reinforce an Organizational Talent Development Mindset 14. Evolving Your Organization's Learning Culture 15. How Your Organization Learns to Perform 16. Managers Develop their Employees 17. Employees are Accountable for Their Development 18. Talent Development Professionals are Consultants V. Design and Deliver Learning 19. Stay on the Cutting Edge of Contemporary Design and Delivery 20. Select the Most Effective Formal Learning 21. Support Learning from Others 22. Encourage Learning On-the-Job 23. Explore Other Services Provided by TD Professionals VI. Fortify the Learning 24. Empower Employees to Learn 25. Enable Social Learning 26. Coach Managers 27. Foster Persistent Self-Learning 28. Develop Your TD Staff VII. Define and Measure the Impact 29. Demonstrate Organizational Impact of TD 30. Identify Evaluation Methods 31. Start a Meaningful Evaluation Process 32. Plan for the Future of Evaluation VIII. Prepare for the Future 33. The Workplace of the Future 34. The Workforce of the Future 35. Talent Development Future Trends 36. Guiding Your Organization's Future Appendix A. Worksheets and Checklists Appendix B Contributor Bios References Author Bio Index

"Customer Success will become the authoritative book of the emerging Customer Success industry and target any business that is trying to focus, or re-focus, on customers and will be applicable to all customer management roles such as Account Manager, Customer Advocacy, Client Relationship Manager, and Customer Success Manager along with the leadership of those organizations. Customer Success will address the pains of how to start creating a customer-centric company and how to think strategically about Customer Success - how to organize, compensate, find a leader, measure, etc. Customer Success has exploded as one of the hottest B2B movements since the advent of the subscription business model"--

...comprehensive...a must-read. Written by the authors of award-winning Yucatan Adventure Guide, this book has full coverage of the country and its people. Visit national parks and preserves; hike in rainforests; explore vibrant history, culture and wildlife. Tips for travel in mountains, jungles, beach and city environments. Plant and animal life, archaeology, history, attractions. Over 40 maps.

You're only a startup CEO once. Do it well with Startup CEO, a "master class in building a business." —Dick Costolo, Former CEO, Twitter Being a startup CEO is a job like no other: it's difficult, risky, stressful, lonely, and often learned

through trial and error. As a startup CEO seeing things for the first time, you're likely to make mistakes, fail, get things wrong, and feel like you don't have any control over outcomes. Author Matt Blumberg has been there, and in *Startup CEO* he shares his experience, mistakes, and lessons learned as he guided Return Path from a handful of employees and no revenues to over \$100 million in revenues and 500 employees. *Startup CEO* is not a memoir of Return Path's 20-year journey but a thoughtful CEO-focused book that provides first-time CEOs with advice, tools, and approaches for the situations that startup CEOs will face. You'll learn: How to tell your story to new hires, investors, and customers for greater alignment How to create a values-based culture for speed and engagement How to create business and personal operating systems so that you can balance your life and grow your company at the same time How to develop, lead, and leverage your board of directors for greater impact How to ensure that your company is bought, not sold, when you exit *Startup CEO* is the field guide every CEO needs throughout the growth of their company.

This invaluable guide addresses the Why, What, and How of enterprise cloud adoption, leveraging a clear framework and proven best practices from Microsoft's own experience. "Great book. What's particularly impressive is the outline of steps Microsoft itself is taking in its move to the cloud. Do as I do is always more powerful than do as I say." —Al Ries, Coauthor, *War in the Boardroom* "This book takes on enterprise cloud adoption to a level I've not seen before—made even more elegant with its structured framework and crisp approach." —Anthony D. Christie, CMO, Level 3

Communications, Former CTO/CIO, Global Crossing "A practical and timely guide that covers the entire journey to the cloud from an enterprise perspective, including business, technology, and organizational impact." —Bart Luijten, CIO Corporate Functions & Corporate Technology, Philips "The cloud powers business solutions for building tomorrow's enterprise and this book offers a simple, well-structured, and high-level process map for cloud adoption." —Kris Gopalakrishnan, Executive Co-Chairman, Infosys Limited Cloud computing is full of tremendous opportunity, but is also riddled with hype and confusion. Business and technology leaders know the cloud is essential, but lack clarity and experience. *To the Cloud* cuts through the noise and addresses the Why, What, and How of enterprise cloud adoption. The book lays out a four-step framework leveraging the experience and best practices of Microsoft's own IT group. It provides end-to-end business and technology guidance, including how to analyze application portfolios to identify good cloud candidates, choose the right cloud models, consider architecture and security, and understand how shifting operations to the cloud affects budgeting and staffing. The book is applicable to all cloud platforms and providers, and debunks myths in its clear and concise style (e.g., real clouds are more than just web hosting, virtualization, or the Internet itself rebranded). It takes a balanced approach, addressing concerns and hybrid adoption scenarios alike. Leveraging the authors' proven expertise working for Microsoft's CIO on cloud migration and with cloud platform

development teams, the book is supported by clear frameworks, graphics, tables, summaries, and checklists to provide a true practitioner's guide to the cloud. In this book, you will learn how to Explore cloud computing to understand its promise and challenges Envision how cloud computing can transform your organization Enable your organization with the necessary resources and skills Execute the design, development, and operation of cloud workloads To the Cloud is an essential guide for IT professionals seeking to lower total cost of ownership, improve the return on IT investment of existing services, or help the business bring new products to market more quickly.

“Annabel Dodd is a maestro when it comes to demystifying even the most complex telecommunications policies. She takes on the range of issues in the telecom world that shape how we learn, share information, conduct business, and enjoy entertainment. It’s an illuminating, accessible account that provides a much-needed primer for anyone interested in communications policy.” —Congressman Edward J. Markey, Ranking Member Subcommittee on Telecommunications, Trade and Consumer Protection “Annabel Dodd’s book is a clear guide and big picture view of technologies and industries. It is an up-to-date guide for anyone who wants to be familiar with important innovations and key technologies. This is truly an industry bible for mobile, Internet, and networking services.” —Hiawatha Bray, technology reporter, Boston Globe A Completely Revised Bestseller with an Updated Industry Overview and New Coverage of Mobile Networks, LTE, Spectrum, Cloud Computing, and More! The #1 Telecom Guide for Businesspeople and Nontechnical Professionals, Fully Updated for Cloud Services, Social Media, and Advanced Mobile Networks Completely updated for the newest trends and technologies, The Essential Guide to Telecommunications, Fifth Edition, is the world’s top-selling nontechnical guide to today’s fast-changing telecommunications industry. More than 170,000 copies of previous editions are in print, and this indispensable resource has been translated into nine languages. Writing in plain language, Dodd demystifies today’s most significant technologies, standards, and architectures. She introduces the industry-leading providers worldwide, explains where they fit in a fast-changing marketplace, and presents their key strategies. Coverage includes Assessing the massive business and technical implications of the cloud computing revolution How traffic from ubiquitous tools like Skype, Facebook, and smartphones are transforming networks Understanding recent radical changes in data centers How mobile carriers are balancing performance and cost in timing 4G upgrades How new concerns about regulation, security, and privacy are reshaping the industry This indispensable guide provides everything you need to know about telecommunications now—whether you’re a salesperson, marketer, investor, or customer.

### Publisher Description

The first edition of this book and is regarded as a classic in its field. Now, in an expanded and updated version of The Art of Service's book, the authors once again present a step-by-step guide to Platform Management. Platform-as-a-service is

the rising new star of cloud computing. As such, there is still quite a bit of confusion around what it is and what it is not. Because it was a by-product of the drive to software-as-a-service solutions, the line between SaaS and PaaS solutions are still extremely blurred. The fact that the term "platform" is used in general terms quite often doesn't help the problem. Platform Management is one of the fastest growing segments of the information technology (IT) industry because it provides a more cost-effective alternative for enterprises to achieve their business objectives than traditional packaged applications. This book covers just about every aspect of Platform Management, from high-level overviews of the different technologies that might be appropriate for upper management, to a very nice series of "hands on" chapters that walk you through experimenting with several of the Platform Management options. Whether you need a quick primer on Platform Management so you can talk shop with those with more detailed knowledge, or want to get a sense of the benefits of the different technologies and how they fit into the big picture of the data center, this book is an invaluable resource. It gives you the vocabulary and understanding of how all the pieces fit together than websites and technical manuals often miss. All of the major Platform Management technologies are discussed, along with the various drivers for implementing Platform Management, and how to manage migrating to a Platform Management environment. This book delivers precisely what CEOs, CIOs, IT managers, and technologists need to know.

Author Salvatore Fazzolari knows firsthand what it takes to be the chairman, president, and CEO of a large multinational corporation—as well as why it's not a position suited to everyone. In *CEO Lifelines*, he shares nine principles to help people become more productive, capable, engaged, and effective leaders. Building on almost forty years of experience at all levels of leadership, Fazzolari outlines nine key leadership practices that underpin strong, decisive leadership and build enduring, high-performance organizations. Through three segments focusing on personal, enterprise, and luck, he discusses three practices needed for sustained leadership; the six practices of a healthy enterprise; and the serendipity of chance—both good and bad. A practical guide and workbook that includes related tools for building careers and organizations, *CEO Lifelines* provides useful advice from Fazzolari's own experiences as CEO of a major corporation. It offers an examination of principles essential for building a successful career and an enduring enterprise—a blueprint for excellence.

Whether you are brand new to the world of Salesforce communities or you are looking to take your Community Cloud knowledge to the next level, this detailed guide will help you to build and manage a Salesforce community by leveraging the declarative power of the platform with clicks, not code. Each Salesforce community is a part of a widespread ecosystem, with thousands of communities and millions of users active today on Community Cloud. Through valuable social and business tools, this online platform enables companies to empower and equip their customers, partners, and employees in new, powerful ways. In this book,

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Philip Weinmeister, a Salesforce MVP and the first-ever recipient of the “Community Cloud MVP” Trailblazer award, leads you through the ins and outs of Salesforce communities and provides you with an array of best practices to deliver top-notch business portals on the Salesforce platform. Practical Guide to Salesforce Communities is the first book to comprehensively cover this next-generation offering from Salesforce, providing real, actionable guidance to help individuals build effective and engaging online communities. The book takes you through the entire process: from planning and designing a community to configuration/build, setup, and administration, all the way to deployment. Detailed explanations are provided of key components, templates, and features such as Community Builder, Audience Targeting, Lightning Bolts, and much more. Additionally, considerations and best practices are covered, including valuable tips and insights. What You’ll Learn Plan and design a community Conceptualize how employees, partners, and customers use and benefit from communities Assess available templates and make an informed selection decision Use Community Builder and Lightning components within a Lightning community template Apply topics and knowledge articles to a community to increase value and adoption Inject process automation into a community using Workflow, Flow, and Process Builder Create dynamic and personalized user experiences with audience targeting Build, export, and import unique templates with the Lightning Bolt solution framework Provide community data for members or community managers Who This Book Is For Salesforce administrators, Salesforce developers, Salesforce functional architects, Salesforce business analysts, and Salesforce community managers

This book presents state-of-the-art intelligent methods and techniques for solving real-world problems and offers a vision of future research. Featuring 143 papers from the 4th Future Technologies Conference, held in San Francisco, USA, in 2019, it covers a wide range of important topics, including, but not limited to, computing, electronics, artificial intelligence, robotics, security and communications and their applications to the real world. As such, it is an interesting, exciting and inspiring read.

### CEO's Guide to Cloud Computing

A guide to managing cloud projects, Cloud Computing Strategies provides the understanding required to evaluate the technology and determine how it can be best applied to improve business and enhance your overall corporate strategy. Based on extensive research, it examines the opportunities and challenges that loom in the cloud. It explain

The prominence and growing dependency on information communication technologies in nearly every aspect of life has opened the door to threats in cyberspace. Criminal elements inside and outside organizations gain access to information that can cause financial and reputational damage. Criminals also target individuals daily with personal devices like smartphones and home security systems who are often unaware of the dangers and the privacy threats around them. The Handbook of Research on Information and Cyber Security in the Fourth Industrial Revolution is a critical scholarly resource that creates awareness of the severity of cyber information threats on personal, business, governmental, and societal levels. The book explores topics such as social engineering in information security, threats to cloud computing, and cybersecurity resilience during the time of the Fourth Industrial Revolution. As a source that builds on available literature and expertise in the field of information technology and

security, this publication proves useful for academicians, educationalists, policy makers, government officials, students, researchers, and business leaders and managers.

An essential reference for HR professionals A Guide to the HR Body of Knowledge (HRBoK™) from HR Certification Institute (HRCI®) is an essential reference book for HR professionals and a must-have guide for those who wish to further their expertise and career in the HR field. This book will help HR professionals align their organizations with essential practices while also covering the Core Knowledge Requirements for all exams administered by HRCI. Filled with authoritative insights into the six areas of HR functional expertise: Business Management and Strategy; Workforce Planning and Employment; Human Resource Development; Compensation and Benefits; Employee and Labor Relations; and Risk Management, this volume also covers information on exam eligibility, and prep tips. Contributions from dozens of HR subject matter experts cover the skills, knowledge, and methods that define the profession's best practices. Whether used as a desk reference, or as a self-assessment, this book allows you to: Assess your skill set and your organization's practices against the HRCI standard Get the latest information on strategies HR professionals can use to help their organizations and their profession Gain insight into the body of knowledge that forms the basis for all HRCI certification exams As the HR field becomes more diverse and complex, HR professionals need an informational "home base" for periodic check-ins and authoritative reference. As a certifying body for over four decades, HRCI has drawn upon its collective expertise to codify a standard body of knowledge for the field. The HRBoK is the definitive resource that will be your go-to HR reference for years to come.

In all enterprises around the world, the issues, opportunities and challenges of aligning IT more closely with the organization and effectively governing an organizations IT investments, resources, major initiatives and superior uninterrupted service is becoming a major concern of the Board and executive management. An integrated and comprehensive approach to the alignment, planning, execution and governance of IT and its resources has become critical to more effectively align, integrate, invest, measure, deploy, service and sustain the strategic and tactical direction and value proposition of IT in support of organizations. Much has been written and documented about the individual components of IT Governance such as strategic planning, demand management, program and project management, IT service management, strategic sourcing and outsourcing, performance management, metrics, compliance and others. Much less has been written about a comprehensive and integrated approach

The Why, What, and How of enterprise cloud adoption--a clear framework and proven best practices from Microsoft's own experience "Great book. What's particularly impressive is the outline of steps Microsoft itself is taking in its move to the cloud. Do as I do is always more powerful than do as I say." -- Al Ries, Co-author, War in the Boardroom "This book takes on enterprise cloud adoption to a level I've not seen before--made even more elegant with its structured framework and crisp approach." -- Anthony D. Christie, CMO, Level 3 Communications, Former CTO/CIO, Global Crossing "A practical and timely guide that covers the entire journey to the cloud from an enterprise perspective including business, technology, and organizational impact." -- Bart Luijten, CIO Corporate Functions & Corporate Technology, Philips "To the Cloud is recommended reading for any CXO who wants

to understand the cloud--what it means, what it can do for their business, and more importantly, how to implement it in their organization. The authors have done an excellent job clearly explaining a complex topic, which will surely help this book's readers readily embrace the many benefits the cloud can provide." -- Jean-Philippe Courtois, President, Microsoft International "The cloud powers business solutions for building tomorrow's enterprise and this book offers a simple, well-structured, and high-level process map for cloud adoption."-- Kris Gopalakrishnan, Executive Co-Chairman, Infosys Limited "To the Cloud is a boon for CEOs evaluating the information technology needs of an organization. The easy-to-understand tone, tables, charts, and visuals allows non-techies to grasp concepts and decide how the cloud can benefit an organization--going a long way in helping a CEO decipher the language of the CIO!" -- Rajesh Dalal, Former CEO, Johnson & Johnson Medical India "To the Cloud is a practical and timely primer, clarifying the concepts and many paths to the cloud. The cloud will elevate IT to a new plane--one which is transformational and plug-and-play--and the authors paint a vision of how it can help realize long-elusive IT productivity gains. Simply put, To the Cloud brings cloud computing down to earth." -- Ravi Kastia, Global Head, Aditya Birla Group Cloud computing is full of tremendous opportunity, but is also riddled with hype and confusion. Business and technology leaders know the cloud is essential, but they lack clarity and experience. To the Cloud cuts through the noise and addresses the Why, What, and How of enterprise cloud adoption. This unique guide lays out a four-step framework, leveraging the experience and best practices of Microsoft's own IT group. The book delivers end-to-end business and technology guidance, describing how to analyze application portfolios to identify good cloud candidates, choose the right cloud models, consider architecture and security, and understand how shifting operations to the cloud affects budgeting and staffing. Applicable to all cloud platforms and providers, this practical resource debunks myths, revealing that real clouds are more than just web hosting, virtualization, or the Internet itself rebranded. It takes a balanced approach, addressing concerns and hybrid adoption scenarios alike. Based on the authors' proven expertise working for Microsoft's CIO on cloud migration and with cloud platform development teams, the book is supported by clear frameworks, graphics, tables, summaries, and checklists to provide a true practitioner's guide to the cloud. To the Cloud helps you: Explore cloud computing to understand its promise and challenges Envision how cloud computing can transform your organization Enable your organization with the necessary resources and skills Execute the design, development, and operation of cloud workloads To the Cloud is essential for IT professionals seeking to lower total cost of ownership, improve the return on IT investment of existing services, and help the business bring new products to market more quickly. Platform-as-a-service is the rising new star of cloud computing. As such, there is still quite a bit of confusion around what it is and what it is not. Because it was a by-product of the drive to software-as-a-service solutions, the line between SaaS and PaaS solutions are still extremely blurred. The fact that the term "platform is used in general terms quite often doesn't help the problem. Platform Management is one of the fastest growing segments of the information technology (IT) industry because it provides a more cost-effective alternative for enterprises to achieve their business objectives than traditional packaged applications. This book covers just about every aspect of Platform Management, from high-level overviews of the different technologies that might be

appropriate for upper management, to a very nice series of "hands on" chapters that walk you through experimenting with several of the Platform Management options. Whether you need a quick primer on Platform Management so you can talk shop with those with more detailed knowledge, or want to get a sense of the benefits of the different technologies and how they fit into the big picture of the data center, this book is an invaluable resource. It gives you the vocabulary and understanding of how all the pieces fit together than websites and technical manuals often miss. All of the major Platform Management technologies are discussed, along with the various drivers for implementing Platform Management, and how to manage migrating to a Platform Management environment. This book delivers precisely what CEOs, CIOs, IT managers, and technologists need to know.

Are you looking to start or grow a customer success team? Customer success is no longer just for companies with large teams and resources. It's a company mindset that can unlock the biggest opportunities in business. Customer success can help streamline experiences, grow product engagement and loyalty, and more importantly - retain business. In *The Startup's Guide to Customer Success*, Jennifer Chiang presents a guide on how to plan, execute, and grow your own customer success team and the actionable steps that you can take to champion the customer at your company. Learn insights such as: \* The four attributes Shreesha Ramdas, CEO and Co-Founder of Strikedeck, says are must-haves when hiring your first customer success team\* How Jamey Jeff, Managing Director of Customer Success Solutions at Coastal Cloud, reevaluated QBRs to derive more value for his customers with less work\* How Maranda Dziekonski, VP of Customer Success at Pared, manages her time wisely to not only get everything done, but fight fires and plan ahead This book is for everyone from new customer success leaders, CEOs and VPs who want their company to be more customer-centric, to start-ups who are starting their own customer success teams

With a huge proportion of any organization's expenditure invested in human resources and economic pressures demanding that companies become leaner than ever, it has never been more important for HR professionals to think and act strategically to turn their people planning into profit. Focusing on HR as a key driver of competitive advantage and sustainable success, *HR Strategy*, second edition, demonstrates how to create a winning human resource strategy by predicting the results you expect to see and developing a workable, measurable plan for managing human capital. All of this requires an ability to tap into the needs of individual employees to unleash their maximum value. This concise, easy-to-read text takes a practical, how-to approach, covering both the wide-angle theory and the day-to-day practice. This new edition includes: Updated case studies to demonstrate how strategies work in different organizational contexts Thorough revision throughout to incorporate the latest theories, developments, tools and measures Increased focus on the questions you need to ask about how your organization is configured, its values and principles, and what changes can be made from the ground up

*Industry X.0* takes an insightful look at the business impact of the Internet of Things movement on the industrial sphere. Eric Schaeffer combines deep analysis with practical strategic guidance, and offers tangible and actionable recommendations on how to realise value in the current digital age. Based on extensive research and insights into the six core competencies that have been identified by Accenture, *Industry X.0* explores critical aspects of the Industrial Internet of Things (IIoT), discussing and defining

them in an engaging and accessible manner. These include managing smart data, handling digital product development, skilling up the workforce, mastering innovation, making the most of platforms and ecosystems, and much more. Meticulously researched and clearly explained, Industry X.0 makes a stringent case for companies to actively shift mind-sets away from products, towards services, value and outcomes. Complemented by a wealth of case studies and real world examples, this book provides invaluable, practical 'how-to' advice for business organizations as they embark on their journeys into the era of the IIoT.

A brand new collection of state-of-the-art guides to more effective supply chain management... 4 pioneering books, now in a convenient e-format, at a great price! 4 up-to-the-minute books help you build and optimize agile, flexible, efficient global supply chains — in the face of any challenge! As a supply chain or operations professional, you face unprecedented challenges in delivering the agile, resilient, efficient supply chain your company needs. This indispensable 4-book package gives you unprecedented resources, best practices, tools, and case studies for managing each of these challenges. Global Macrotrends and Their Impact on Supply Chain Management shows how to manage supply and demand in the face of massively disruptive emerging societal, technological, geopolitical, and environmental macro trends. You'll find a complete decision framework and practical tools, insights, and guidance for systematically mitigating new risks and building long-term competitive advantage. Step by step, you'll walk through assessing and responding to population growth, migration, urbanization; socioeconomic change, global connectivity, environmental issues, geopolitics, growing scarcity, transportation congestion, aging infrastructure, and more. Next, Supply Chain Network Design helps you use strategic network design techniques to drive dramatic new savings throughout your supply chain. The authors, who are experts at IBM and Northwestern University, combine rigorous principles and practical applications, helping you optimize the right number, location, territory, and size of warehouses, plants, and production lines; and optimize product flow through even the most complex global supply chains. They help you manage tradeoffs such as cost vs. service level, improve operational decision-making through analytics; and re-optimize regularly for even greater savings. Then, Demand and Supply Integration shows how to implement world-class demand forecasting management, and effectively integrate it into comprehensive Demand and Supply Integration (DSI) processes. You'll learn how to recognize failures of demand/supply integration, approach Demand Forecasting as a management process, and choose and apply the best forecasting techniques. You'll discover how to thoroughly reflect market intelligence in forecasts; measure forecasting performance; implement advanced demand forecasting systems; manage Demand Reviews, and more. Finally, The Supply Chain Management Casebook brings together 30 up-to-date, focused case studies illuminating every aspect of modern supply chain management — from procurement to warehousing, strategy to risk management, IT to supplier selection and ethics. Contributors present key challenges in industries ranging from pharmaceuticals to fashion, and preview issues ranging from the “limits of lean” to the potential of 3-D printing. Both qualitative and quantitative cases are included; quantitative cases are supported by completed numerical solutions, and, where applicable, associated spreadsheets. From supply chain experts Chad W. Autry, Thomas J. Goldsby, John E. Bell, Michael Watson, Sara Lewis, Peter Cacioppi, Jay Jayaraman, Mark A. Moon, and Chuck Munson

Praise for ON TOP OF THE CLOUD "21st-century CIOs have a dual responsibility: driving down costs and creating new business value. Managing this seeming dichotomy is the domain of top business executives everywhere, and CIOs everywhere are learning to step it up. The original research contained in Hunter's book serves as a practical road map for IT strategy in today's ultra-competitive markets." —Randy Spratt, EVP, CIO, and CTO, McKesson Corporation "This is a thoughtfully written book, and the timing is perfect. Hunter really understands the challenges confronting transformational CIOs in today's markets, and he captures the choices they face as they work to create value for their organizations while driving down the costs of doing business in the modern world. The wealth of information contained in this book makes it truly valuable to career IT leaders and future CIOs alike." —Mark Polansky, Senior Client Partner and Managing Director, Information Technology Center of Expertise, Korn/Ferry International, North America "The cloud involves more than just technology. It's really more of a new business model. Hunter grasps the central truth about cloud computing, and that's why this is a valuable book. Hunter understands the issues and conveys them in a conversational tone that is truly refreshing." —Dave Smoley, SVP and CIO, Flextronics International "You may think this is a book about technology; well it's not. It's a book about leadership, packed with stories about real leaders finding new customers and markets, transforming the way their organizations work, and adding value—with the next generation of technology as the enabler. The cloud holds real potential. Read this book to see how top CIOs are positioning their companies." —Tony Leng, Managing Director, Diversified Search "Hunter has the unique ability to distill the best thinking of world-class CIOs into something you can act on. If you are a technology executive trying to find the right balance between generating business value and managing IT costs, this is the right book for you. On Top of the Cloud will be especially useful for transformational CIOs tasked with developing their company's strategies for technology-driven business growth." —Randy Krotowski, CIO, Global Upstream, Information Technology, Chevron Corporation

The essential roadmaps for enterprise cloud adoption As cloud technologies continue to challenge the fundamental understanding of how businesses work, smart companies are moving quickly to adapt to a changing set of rules. Adopting the cloud requires a clear roadmap backed by use cases, grounded in practical real-world experience, to show the routes to successful adoption. The Cloud Adoption Playbook helps business and technology leaders in enterprise organizations sort through the options and make the best choices for accelerating cloud adoption and digital transformation. Written by a team of IBM technical executives with a wealth of real-world client experience, this book cuts through the hype, answers your questions, and helps you tailor your cloud adoption and digital transformation journey to the needs of your organization. This book will help you: Discover how the cloud can fulfill major business needs Adopt a standardized Cloud Adoption Framework and understand the key dimensions of cloud adoption and digital transformation Learn how cloud adoption impacts culture, architecture, security, and more Understand the roles of governance, methodology, and how the cloud impacts key players in your organization. Providing a collection of winning plays, championship advice, and real-world examples of successful adoption, this playbook is your ultimate resource for making the cloud work. There has never been a better time to adopt the cloud. Cloud solutions are more numerous and accessible than

ever before, and evolving technology is making the cloud more reliable, more secure, and more necessary than ever before. Don't let your organization be left behind! The Cloud Adoption Playbook gives you the essential guidance you need to make the smart choices that reduce your organizational risk and accelerate your cloud adoption and digital transformation.

Are we getting digital right? CXOs, Silicon Valley, IT professionals, individuals and governments are asking the same question. Technology is changing business and society in dramatic ways and with a speed that makes strategy challenging. Seeing Digital addresses issues such as the dual-disruption agenda with world class digital insights presented in a unique visual format. Its proven mix of topical breadth, powerful images, original insights, and actionable exercises is being used by many organizations and individuals around the world. The Leading Edge Forum works with more than 100 large organizations from all parts of the globe, engaging with CEOs, COOs and CIOs, digital marketing teams, product innovation groups, IT and human resource professionals, business strategists, technology suppliers, venture capitalists, government officials and digital enthusiasts. LEF's highly visual research approach quickly and powerfully conveys ideas, concepts and decision-making frameworks to help the modern organization succeed and ¿See Digital!¿

The Top 10 Ways The Unofficial Guide® to Maui Can Help You Have the Perfect Trip: Candid, critical, and objective information covering Maui, Molokai, and Lanai All major hotels and resorts rated and ranked for quality and value—plus, proven strategies for getting the best rates and tips for B & B and condo stays Detailed reviews and ratings for 30 diverse restaurants, with a culinary guide to Hawaii's regional dishes The inside story on the top attractions, including Haleakala National Park and other natural wonders, ancient temples and historic homes, museums and art galleries, even a winery A complete guide to exploring the awe-inspiring islands of Maui County, from winding cliffside drives to strolls along the beach Advice for families on how to have a Maui vacation that keeps everyone thrilled The best places to shop for haute couture and kitsch alike, especially local art, aloha shirts, and Hawaiian music Where to get wet: the best beaches for tanning, surfing, snorkeling, and scuba diving All the details on Maui's world-famous golf courses The complete rundown on Maui nightlife, from bonfire luaus to bars and clubs Get the unbiased truth on hundreds of hotels, restaurants, attractions, and more in The Unofficial Guide® to Maui—the resource that helps you save money, save time, and make your trip the best it can be.

The first edition of this book and is regarded as a classic in its field. Now, in an expanded and updated version of The Art of Service's book, the authors once again present a step-by-step guide to Storage Management. Using Cloud computing in Storage Management is not just a new IT fad. The concept is a highly viable solution for any company seeking to enhance their presence across geographic markets without too much overhead or capital expenditures; or for companies overwhelmed by their current capital expenditures. Storage as a service is highly seductive from a business perspective because it removes the cost and responsibility of maintaining large infrastructures from the customer and places it on the provider. Storage Management is one of the fastest growing segments of the information technology (IT) industry because it provides a more cost-effective alternative for enterprises to achieve their business objectives than traditional packaged applications. This book covers just about every aspect of Storage Management, from high-level overviews of the different technologies that might be appropriate for upper management, to a very nice series of "hands on" chapters that walk you through experimenting with several of the Storage Management options. Whether you need a quick primer on Storage Management so you can talk shop with those with more detailed knowledge, or want to get a sense of the benefits of the different technologies and how they fit into the big picture of the data center,

## Read Book The Ceos Guide To Cloud Computing

this book is an invaluable resource. It gives you the vocabulary and understanding of how all the pieces fit together than websites and technical manuals often miss. All of the major Storage Management technologies are discussed, along with the various drivers for implementing Storage Management, and how to manage migrating to a Storage Management environment. This book delivers precisely what CEOs, CIOs, IT managers, and technologists need to know.

This book takes a pragmatic and hype-free approach to explaining artificial intelligence and how it can be utilised by businesses today. At the core of the book is a framework, developed by the author, which describes in non-technical language the eight core capabilities of Artificial Intelligence (AI). Each of these capabilities, ranging from image recognition, through natural language processing, to prediction, is explained using real-life examples and how they can be applied in a business environment. It will include interviews with executives who have successfully implemented AI as well as CEOs from AI vendors and consultancies. AI is one of the most talked about technologies in business today. It has the ability to deliver step-change benefits to organisations and enables forward-thinking CEOs to rethink their business models or create completely new businesses. But most of the real value of AI is hidden behind marketing hyperbole, confusing terminology, inflated expectations and dire warnings of 'robot overlords'. Any business executive that wants to know how to exploit AI in their business today is left confused and frustrated. As an advisor in Artificial Intelligence, Andrew Burgess regularly comes face-to-face with business executives who are struggling to cut through the hype that surrounds AI. The knowledge and experience he has gained in advising them, as well as working as a strategic advisor to AI vendors and consultancies, has provided him with the skills to help business executives understand what AI is and how they can exploit its many benefits. Through the distilled knowledge included in this book business leaders will be able to take full advantage of this most disruptive of technologies and create substantial competitive advantage for their companies.

The ultimate guide to assessing and exploiting the customervalue and revenue potential of the Cloud A new business model is sweeping the world—the Cloud. And,as with any new technology, there is a great deal of fear,uncertainty, and doubt surrounding cloud computing.Cloudonomics radically upends the conventional wisdom,clearly explains the underlying principles and illustrates throughunderstandable examples how Cloud computing can create compellingvalue—whether you are a customer, a provider, a strategist,or an investor. Cloudonomics covers everything you need toconsider for the delivery of business solutions, opportunities, andcustomer satisfaction through the Cloud, so you can understandit—and put it to work for your business. Cloudonomicsalso delivers insight into when to avoid the cloud, and why. Quantifies how customers, users, and cloud providers cancollaborate to create win-wins Reveals how to use the Laws of Cloudonomics to define strategyand guide implementation Explains the probable evolution of cloud businesses andecosystems Demolishes the conventional wisdom on cloud usage, IT spend,community clouds, and the enterprise-provider cloud balance Whether you're ready for it or not, Cloud computing is here tostay. Cloudonomics provides deep insights into the businessvalue of the Cloud for executives, practitioners, and strategistsin virtually any industry—not just technology executives butalso those in the marketing, operations, economics, venturecapital, and financial fields.

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