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A Playbook for Ethical Technology Governance. Dec 18, 2020 By Jake Dunagan & Ilana Lipsett ... Finally, we asked users to evaluate their policy choices and overall outcomes against their core civil service values. Through this process, we looked at multiple

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consequences, constrained possibilities to two outcomes at each stage, and forced users ...

## *IFTF: A Playbook for Ethical Technology Governance*

And we think a blueprint for how to build a sustainably profitable technology-as-a-service (XaaS) business is emerging. And so we have written a new book, *Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business*.

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18 Technology-as-a-Service Playbook creating a contract that is designed to create an MS partnership with the customer to achieve targeted business

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outcomes. When first exploring MS contracts that are designed to achieve specific business outcomes, we believe that attempting to craft a detailed contract that will drive customers to execute their side of the activities is not time well spent.

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The push by established datacenter tech vendors to get into the as-a-service game has accelerated in recent months, fueled in part by the COVID-19 pandemic and the need by organizations to more quickly embrace cloud services to help them adapt to the suddenly shifted business model that features a more widely distributed workforce, which brings a truckload of security and management issues.

*Pure Expands Its As-A-Service Playbook*  
In 2017 we experienced a crypto bubble,

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and that bubble burst in 2018. Bitcoin, the Godfather of all digital assets, was trading under \$1,000 in January 2017. Bitcoin then famously rallied to just ...

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