



Value as a Service: Embracing the Coming Disruption

By Rob Bernshteyn

Download now

Read Online 

Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn

Making predictions about the future is always tricky. But there is one prediction that author Rob Bernshteyn is quite confident in making: Across a host of industries, we will move to a model that he calls *value as a service*.

It is already common knowledge that many traditional-products companies are converting the delivery of their offerings to the *as-a-service* model. With the completion of this transition assumed, the coming disruption will focus less on the delivery model and more on the value delivered.

Value as a Service is the simple idea that measurable value delivered for customers will be the ultimate competitive battleground. Every customer will want to understand the exact value that they are being provided. They will want a quantifiable difference as they compare their options.

Is your business ready to embrace this coming disruption? Are you ready?

 [Download Value as a Service: Embracing the Coming Disruptio ...pdf](#)

 [Read Online Value as a Service: Embracing the Coming Disrupt ...pdf](#)

Value as a Service: Embracing the Coming Disruption

By Rob Bernshteyn

Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn

Making predictions about the future is always tricky. But there is one prediction that author Rob Bernshteyn is quite confident in making: Across a host of industries, we will move to a model that he calls *value as a service*.

It is already common knowledge that many traditional-products companies are converting the delivery of their offerings to the *as-a-service* model. With the completion of this transition assumed, the coming disruption will focus less on the delivery model and more on the value delivered.

Value as a Service is the simple idea that measurable value delivered for customers will be the ultimate competitive battleground. Every customer will want to understand the exact value that they are being provided. They will want a quantifiable difference as they compare their options.

Is your business ready to embrace this coming disruption? Are you ready?

Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn Bibliography

- Rank: #373503 in Books
- Brand: Bernshteyn Rob
- Published on: 2016-08-26
- Original language: English
- Dimensions: 8.60" h x .90" w x 5.50" l, .0 pounds
- Binding: Hardcover
- 190 pages

 [Download Value as a Service: Embracing the Coming Disruptio ...pdf](#)

 [Read Online Value as a Service: Embracing the Coming Disrupt ...pdf](#)

Download and Read Free Online Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn

Editorial Review

Review

"At some point, every one of your customers is going to ask, 'What is the exact value you are providing us?' And they are going to want a quantifiable answer. Rob Bernshteyn explains why that day is going to come sooner than you think. More importantly, he lays out in a step by step fashion how you and your company can provide value as a service." -**William A. Sahlman**, Harvard Business School, Class of 1955 Professor of Business Administration

"Practical, convincing, and even startling in its perceptiveness! If you're serious about succeeding in newly quantifiable ways, take the advice in *Value as a Service* and run with it!" -**Marshall Goldsmith, The Thinkers 50 #1 Leadership Thinker in the World**

"Value disruption is inevitable. With global hypercompetition, sustained revenue growth is becoming more elusive. Gaining greater operational efficiencies is the new battleground where real leverage is required for every dollar spent. Bernshteyn's book offers a no nonsense guide on how to approach this developing business dynamic." -**Roger Siboni**, chief executive officer of Epiphany, chief operating officer of KPMG

"Honed on the cutting edge of the software industry's ongoing transformation, *Value as a Service* is an insightful, practical, and indispensable guide to success in the new digital era of business. Rob Bernshteyn explains in masterful clarity why the winners in the as a service enterprise future will be those who truly engage customers in creating and sustaining measurable business value." -**Phil Wainwright**, cofounder of Diginomica

"There is a new customer contract emerging that Rob Bernshteyn calls value as a service. If your business is not organized around this principle, it is at risk. At MDV and Wildcat Technology Ventures, we invest in companies that use next generation technology to release value that cannot be realized because it is trapped inside of legacy processes designed for a prior era. That's what customers want to buy. That's what companies like Coupa are committed to deliver." -**Geoffrey Moore**, author of *Crossing the Chasm*, *The Gorilla Game*, and *Inside the Tornado*

"Rob Bernshteyn masterfully explains in *Value as a Service* that we are going to have to move beyond providing software as a service; we must provide real value as a service, where you can quantify exactly what you are providing to your customers." -**Keith Krach**, chairman and chief executive officer of DocuSign, cofounder of Ariba

"Rob Bernshteyn's *Value as a Service* illuminates the future of business exchange: quantifiable value. Provide it and compete, or offer vague assurances, busy work, and mere customer 'satisfaction' on the road to irrelevance. Bernshteyn's firm grasp of business realities can be yours." -**Whitney Johnson**, Thinkers50 World's Most Influential Management Thinkers, author of critically acclaimed *Disrupt Yourself: Putting the Power of Disruptive Innovation to Work*

"In our postsale, on demand, attention economy, we no longer live in a world of products or services. Customers seek outcomes, and the brand promise is paramount. *Value as a Service* precisely highlights this shift to an outcomes based value approach, and Rob provides readers with a pathway to disruption." -**Ray Wang**, author of *Disrupting Digital Business*; principal analyst, founder, and chairman of Silicon Valley based Constellation Research, Inc.

"Today's competitive advantage is value disruption. *Value as a Service* offers a no nonsense guide to transitioning from an industry of products and services to one of quantifiable value, which will ultimately lead to the longevity of any company that adopts this shift in framework." --**Robert B. Tucker**, president of The Innovation Resource consulting group, best selling author of *Innovation is Everybody's Business*

"*Value as a Service* offers a useful roadmap to sustainable competitive advantage. Recommended for any leader looking for a path through today's increasingly turbulent times." -**Scott Anthony**, managing partner of Innosight, author of *The Little Black Book of Innovation*

"Bernshteyn offers a incisive look into the transition from products to services and the inevitable shift toward quantifiable value. *Value as a Service* provides a compelling view into how businesses will be measured in the future and a roadmap for how to excel in this new landscape." -**Scott Clark**, cofounder and CEO of SigOpt

"Value is a word we take for granted because there is an assumption that we get it when we buy products and services. Bernshteyn provides a wealth of distinctions to help us see how to provide more value as a supplier and to assure we get it as a consumer. This book is very timely in a world of digital transformation where value and convenience are shifting commodities." -**Scott Klososky**, Founding Partner of Future Point of View, and author of *The Velocity Manifesto*

"Drawing on his extensive business experience, Bernshteyn's book makes a compelling argument that value as a service isn't just the best way to do business but the only way." --**Byron Reese**, author of *Infinite Progress*

About the Author

Rob is the chief executive officer and president of Coupa, and he drives the company's strategy and execution. Since 2009, Rob has led Coupa to a 100 percent revenue growth and over-95-percent customer renewal rate for six consecutive years. Rob has over two decades experience in the business software industry. He came to Coupa from SuccessFactors, where he ran global product marketing and management as a member of the executive management team as the company scaled from an early start-up to a successful public company. Prior to that, Rob directed product management at Siebel Systems, where he helped build Siebel ERM into one of the company's fastest-growing product lines. Rob also did a stint in management consulting at McKinsey & Company, and he spent four years at Accenture, where he focused on global SAP systems implementations.

Rob is a guest lecturer at Harvard and Stanford business schools and a frequent contributor to Forbes and Fortune magazines. He can often be heard providing commentary on major news programs, including Bloomberg's Money Moves and NPR's Morning Edition. Rob holds a BS in information systems from the State University of New York at Albany and an MBA from Harvard Business School.

Users Review

From reader reviews:

Daniel Campbell:

The book *Value as a Service: Embracing the Coming Disruption* can give more knowledge and information about everything you want. Why then must we leave a very important thing like a book *Value as a Service: Embracing the Coming Disruption*? A few of you have a different opinion about e-book. But one aim this book can give many details for us. It is absolutely appropriate. Right now, try to closer using your book. Knowledge or information that you take for that, you are able to give for each other; you could share all of

these. Book Value as a Service: Embracing the Coming Disruption has simple shape nevertheless, you know: it has great and big function for you. You can appear the enormous world by open up and read a book. So it is very wonderful.

Vincenza Nagel:

The book untitled Value as a Service: Embracing the Coming Disruption is the publication that recommended to you to read. You can see the quality of the reserve content that will be shown to you. The language that author use to explained their way of doing something is easily to understand. The article writer was did a lot of analysis when write the book, therefore the information that they share for you is absolutely accurate. You also might get the e-book of Value as a Service: Embracing the Coming Disruption from the publisher to make you more enjoy free time.

Dale Eich:

This Value as a Service: Embracing the Coming Disruption is great reserve for you because the content that is full of information for you who have always deal with world and have to make decision every minute. This specific book reveal it details accurately using great arrange word or we can state no rambling sentences in it. So if you are read it hurriedly you can have whole facts in it. Doesn't mean it only provides you with straight forward sentences but challenging core information with splendid delivering sentences. Having Value as a Service: Embracing the Coming Disruption in your hand like keeping the world in your arm, info in it is not ridiculous one. We can say that no book that offer you world within ten or fifteen second right but this reserve already do that. So , this really is good reading book. Heya Mr. and Mrs. occupied do you still doubt this?

Nicholas Riley:

The book untitled Value as a Service: Embracing the Coming Disruption contain a lot of information on that. The writer explains your girlfriend idea with easy method. The language is very simple to implement all the people, so do definitely not worry, you can easy to read it. The book was compiled by famous author. The author brings you in the new period of time of literary works. You can easily read this book because you can read on your smart phone, or model, so you can read the book inside anywhere and anytime. If you want to buy the e-book, you can available their official web-site along with order it. Have a nice examine.

Download and Read Online Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn #JTR7S89F0Y6

Read Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn for online ebook

Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn books to read online.

Online Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn ebook PDF download

Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn Doc

Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn Mobipocket

Value as a Service: Embracing the Coming Disruption By Rob Bernshteyn EPub