



Value as a Service: Embracing the Coming Disruption

Rob Bernshteyn

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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?

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