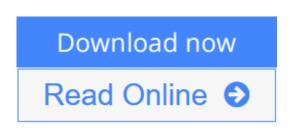


Designing Delivery: Rethinking IT in the Digital Service Economy

By Jeff Sussna



Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna

Now that we're moving from a product economy to a digital service economy, software is becoming critical for navigating our everyday lives. The quality of your service depends on how well it helps customers accomplish goals and satisfy needs. Service quality is not about designing capabilities, but about making—and keeping—promises to customers.

To help you improve customer satisfaction and create positive brand experiences, this pragmatic book introduces a transdisciplinary approach to digital service delivery. Designing a resilient service today requires a unified effort across front-office and back-office functions and technical and business perspectives. You'll learn how make IT a full partner in the ongoing conversations you have with your customers.

- Take a unique customer-centered approach to the entire service delivery lifecycle
- Apply this perspective across development, operations, QA, design, project management, and marketing
- Implement a specific quality assurance methodology that unifies those disciplines
- Use the methodology to achieve true resilience, not just stability

<u>Download</u> Designing Delivery: Rethinking IT in the Digital S ... pdf

Read Online Designing Delivery: Rethinking IT in the Digital ...pdf

Designing Delivery: Rethinking IT in the Digital Service Economy

By Jeff Sussna

Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna

Now that we're moving from a product economy to a digital service economy, software is becoming critical for navigating our everyday lives. The quality of your service depends on how well it helps customers accomplish goals and satisfy needs. Service quality is not about designing capabilities, but about making—and keeping—promises to customers.

To help you improve customer satisfaction and create positive brand experiences, this pragmatic book introduces a transdisciplinary approach to digital service delivery. Designing a resilient service today requires a unified effort across front-office and back-office functions and technical and business perspectives. You'll learn how make IT a full partner in the ongoing conversations you have with your customers.

- Take a unique customer-centered approach to the entire service delivery lifecycle
- Apply this perspective across development, operations, QA, design, project management, and marketing
- Implement a specific quality assurance methodology that unifies those disciplines
- Use the methodology to achieve true resilience, not just stability

Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna Bibliography

- Sales Rank: #299868 in Books
- Brand: imusti
- Published on: 2015-07-17
- Released on: 2015-07-07
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .53" w x 6.00" l, 1.47 pounds
- Binding: Paperback
- 232 pages

<u>Download</u> Designing Delivery: Rethinking IT in the Digital S ... pdf

<u>Read Online Designing Delivery: Rethinking IT in the Digital ...pdf</u>

Editorial Review

About the Author

Jeff Sussna is Founder and Principal of Ingineering.IT, a Minneapolis consulting firm that helps companies adopt post-industrial IT practices. Jeff has nearly 25 years of IT experience. He has led high-performance teams across the Development/QA/Operations spectrum. He specializes in driving quality improvements through practical innovation. Jeff has done work for a diverse range of companies, including Fortune 500 enterprises, major technology companies, software product and service startups, and media conglomerates.

Jeff combines engineering expertise with the ability to bridge business, creative, and technical perspectives. He has the insight and experience to uncover problems and solutions other miss. He is a highly sought after speaker and writer respected for his insights on topics such as Agile, DevOps, Service Design, and cloud computing. His interests focus on the intersection of development, operations, design, and business.

Users Review

From reader reviews:

Kathryn Sheffield:

Information is provisions for anyone to get better life, information today can get by anyone with everywhere. The information can be a expertise or any news even a concern. What people must be consider while those information which is from the former life are difficult to be find than now could be taking seriously which one would work to believe or which one the actual resource are convinced. If you obtain the unstable resource then you understand it as your main information you will have huge disadvantage for you. All of those possibilities will not happen within you if you take Designing Delivery: Rethinking IT in the Digital Service Economy as the daily resource information.

Thomas Moore:

Your reading sixth sense will not betray an individual, why because this Designing Delivery: Rethinking IT in the Digital Service Economy guide written by well-known writer who knows well how to make book that can be understand by anyone who else read the book. Written within good manner for you, still dripping wet every ideas and publishing skill only for eliminate your own personal hunger then you still question Designing Delivery: Rethinking IT in the Digital Service Economy as good book not merely by the cover but also from the content. This is one book that can break don't assess book by its protect, so do you still needing yet another sixth sense to pick this specific!? Oh come on your reading sixth sense already told you so why you have to listening to an additional sixth sense.

Johnny Hoffman:

Many people spending their moment by playing outside together with friends, fun activity using family or just watching TV all day every day. You can have new activity to shell out your whole day by studying a book. Ugh, think reading a book can really hard because you have to use the book everywhere? It fine you can have the e-book, getting everywhere you want in your Smart phone. Like Designing Delivery: Rethinking IT in the Digital Service Economy which is getting the e-book version. So , try out this book? Let's observe.

Christopher Wilkerson:

A lot of e-book has printed but it differs from the others. You can get it by web on social media. You can choose the very best book for you, science, comedian, novel, or whatever simply by searching from it. It is named of book Designing Delivery: Rethinking IT in the Digital Service Economy. You can include your knowledge by it. Without leaving behind the printed book, it can add your knowledge and make anyone happier to read. It is most crucial that, you must aware about e-book. It can bring you from one spot to other place.

Download and Read Online Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna #LU5SIF3KYB0

Read Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna for online ebook

Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna 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 Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna books to read online.

Online Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna ebook PDF download

Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna Doc

Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna Mobipocket

Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna EPub