



Designing Delivery: Rethinking IT in the Digital Service Economy

By Jeff Sussna

Download now

Read Online ➔

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

↓ [Download 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

- Rank: #623575 in eBooks
- Published on: 2015-06-03
- Released on: 2015-06-03
- Format: Kindle eBook

 [Download Designing Delivery: Rethinking IT in the Digital S ...pdf](#)

 [Read Online Designing Delivery: Rethinking IT in the Digital ...pdf](#)

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

Editorial Review

About the Author

Jeff Sussna is Founder and Principal of Engineering.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:

Hattie Leclair:

Reading a guide can be one of a lot of activity that everyone in the world really likes. Do you like reading book thus. There are a lot of reasons why people enjoy it. First reading a reserve will give you a lot of new facts. When you read a guide you will get new information since book is one of a number of ways to share the information or even their idea. Second, looking at a book will make you actually more imaginative. When you examining a book especially hype book the author will bring that you imagine the story how the figures do it anything. Third, you may share your knowledge to others. When you read this Designing Delivery: Rethinking IT in the Digital Service Economy, it is possible to tells your family, friends and also soon about yours book. Your knowledge can inspire the others, make them reading a publication.

Howard Foster:

Do you have something that that suits you such as book? The guide lovers usually prefer to select book like comic, brief story and the biggest one is novel. Now, why not hoping Designing Delivery: Rethinking IT in the Digital Service Economy that give your enjoyment preference will be satisfied simply by reading this book. Reading habit all over the world can be said as the way for people to know world considerably better then how they react when it comes to the world. It can't be said constantly that reading addiction only for the geeky man but for all of you who wants to become success person. So , for all you who want to start reading as your good habit, it is possible to pick Designing Delivery: Rethinking IT in the Digital Service Economy become your starter.

Al Fraire:

A lot of book has printed but it differs from the others. You can get it by world wide web on social media. You can choose the most effective book for you, science, comedy, novel, or whatever by searching from it. It is identified as of book Designing Delivery: Rethinking IT in the Digital Service Economy. You can contribute your knowledge by it. Without departing the printed book, it might add your knowledge and make anyone happier to read. It is most essential that, you must aware about guide. It can bring you from one place to other place.

Anthony Koch:

Reading a e-book make you to get more knowledge from that. You can take knowledge and information from a book. Book is created or printed or created from each source in which filled update of news. With this modern era like today, many ways to get information are available for an individual. From media social similar to newspaper, magazines, science reserve, encyclopedia, reference book, fresh and comic. You can add your understanding by that book. Ready to spend your spare time to open your book? Or just seeking the Designing Delivery: Rethinking IT in the Digital Service Economy when you desired it?

Download and Read Online Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna #0G4F7M58A1R

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

0G4F7M58A1R: Designing Delivery: Rethinking IT in the Digital Service Economy By Jeff Sussna