

"Refreshingly honest and pragmatic about the ASP model, Jon Toigo's book gets to the essence of how companies can make the right decisions regarding their ASP direction."

**— Louis Columbus, Senior Analyst,
AMR Research**

The Essential Guide to Application Service Providers

- **The complete guide to defining—and using—the right ASP solutions**
- **How to manage the risks and opportunities of ASP relationships**
- **How to ensure performance, security, and reliability in ASP-supported applications**

JON WILLIAM TOIGO

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