

Inleiding Hyperscale and microcare

Thanks to open source, the Cloud and API's, it is easier than ever before to build and release software products to a global audience. As a result, competition is tough, prices are under pressure. The good old recipe of just adding more functionality to your product does not work anymore.

In this book, Peter Verhasselt and Nick Boucart will explore **what it takes to build winning digital products today**. They'll focus on the idea that one should stop building software, and build digital services instead, effectively **combining hyperscale with microcare**: the ability to establish an intimate relationship with each and every of your thousands of users.

Do you want to know more about this book? Or do you want to exchange thoughts with the author and the participants? Take part in our next Management aan Tafel session on Wednesday 27th March and go home with a signed copy of the book!