

IRMPRESS 701 E. Chocolate Avenue, Suite 200, Hershey PA 17033-1240, USA Tel: 717/533-8845; Fax 717/533-8661; URL-http://www.irm-press.com

ITB11574

This chapter appears in the book, Internet Strategy: The Road to Web Services Solutions by Matthew W. Guah. © 2006, Idea Group Inc.

Chapter I

Application Service Provision

Matthew W. Guah, Warwick University, UK

Abstract

This chapter not only defines the application service provision phenomenon, but also details the issues surrounding its emergence as an Internet strategic module. It reports on several studies that concentrated on the application service provision module impact on the day-to-day operation of a business.

What is Application Service Provision (ASP)?

According to the ASP Industry Consortium, an ASP is a third-party service firm that deploys, manages, and remotely hosts software applications through centrally located services in a rental or lease agreement (ASP Consortium,

Copyright © 2006, Idea Group Inc. Copying or distributing in print or electronic forms without written permission of Idea Group Inc. is prohibited.

2000). Such application deliveries are done to multiple entities from data centres across a wide area network (WAN) as a service rather than a product, priced according to a license fee and maintenance contract set by the vendor.

ASP is considered by many to be the new form of IT outsourcing, usually referred to as **application outsourcing**. While the IT industry has become accustomed to selling software as a service, the ASP business model is different due to its scale and scope of potential and existing application software offerings to small, medium, and large customers. In addition, this model enables ASPs to serve their customers irrespective of geographical, cultural, organizational, and technical constraints. The apparent complexity of the ASP model led to a taxonomy including Enterprise ASP, Vertical ASP, Pure-Play ASP, Horizontal ASP, and ASP Enabler (Figure 1.1). An earlier evaluation of different ASP business models resulted into four broad categories of delivery, integration, management and operations, and enablement (Currie, Desai, & Khan, 2004).

An important debate surrounding all ASP models is the extent to which application outsourcing is different from traditional outsourcing. Figure 1.2 provides a breakdown of traditional and application outsourcing. Probably the



Figure 1.1. The evolution of the ASP models

Copyright © 2006, Idea Group Inc. Copying or distributing in print or electronic forms without written permission of Idea Group Inc. is prohibited.

5 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/application-serviceprovision/24658

Related Content

A Unifying Framework Design for the Management of Autonomic Network Functions

Laurent Ciavagliaand Pierre Peloso (2019). *Emerging Automation Techniques for the Future Internet (pp. 45-89).*

www.irma-international.org/chapter/a-unifying-framework-design-for-the-management-of-autonomic-network-functions/214427

Ambient Assisted Living and Internet of Things

Gonçalo Marques (2019). Harnessing the Internet of Everything (IoE) for Accelerated Innovation Opportunities (pp. 100-115).

www.irma-international.org/chapter/ambient-assisted-living-and-internet-of-things/221284

Ethernet to the Doorstep of Metropolitan Area Networks

Lampros Raptis, D. Kagklisand Yiorgos Patikis (2008). *Encyclopedia of Internet Technologies and Applications (pp. 185-191).*

www.irma-international.org/chapter/ethernet-doorstep-metropolitan-area-networks/16852

Granular VNF-Based Microservices: Advanced Service Decomposition and the Role of Machine Learning Techniques

Zhaohui Huang, Vasilis Friderikos, Mischa Dohlerand Hamid Aghvami (2021). *Design Innovation and Network Architecture for the Future Internet (pp. 250-271).* www.irma-international.org/chapter/granular-vnf-based-microservices/276702

Recommendations

Matthew W. Guah (2006). *Internet Strategy: The Road to Web Services Solutions (pp. 40-47)*. www.irma-international.org/chapter/recommendations/24661