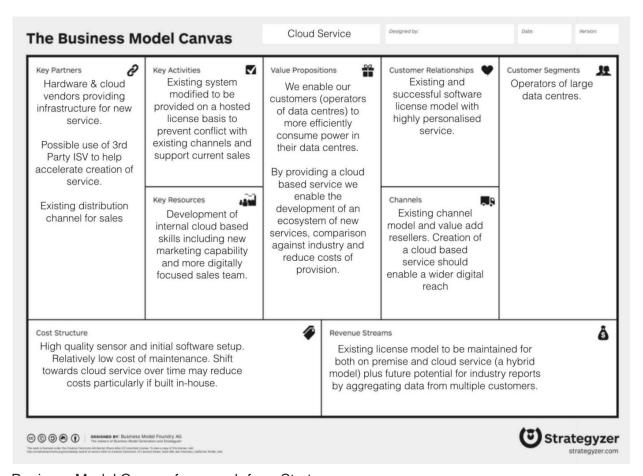
premise service and the company will promote this hybrid model of public or private alternatives. The public service will run on a major cloud provider, using emerging DevOps practices. The core algorithms and logic of Phoenix will be maintained but adapted to this new world. The business model was then explored including a business model canvas (figure 163) outlining the new service.

Figure 163 — Business Model Canvas



Business Model Canvas framework from Strategyzer

Technology changes