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RE INVENTING BUSINESS

Application
Service
Providers



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ASPs Reinvent Business /48

Every now and then, an invention comes along that revolutionizes business processes. Electricity, the

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Well project management and collaborative software for the upstream oil and gas industry.



Henry Ford

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POTRERA

Web-hosted professional services automation and e-business applications.



Alexander Graham Bell



steam engine, and the internet—to name a few—each dramatically altered the course of modern business. Now application service providers join their ranks, forever changing the way businesses think about—and purchase—software applications. / *By Michael Miley*

Cover illustration: Benjamin Franklin, by Andrea Ventura



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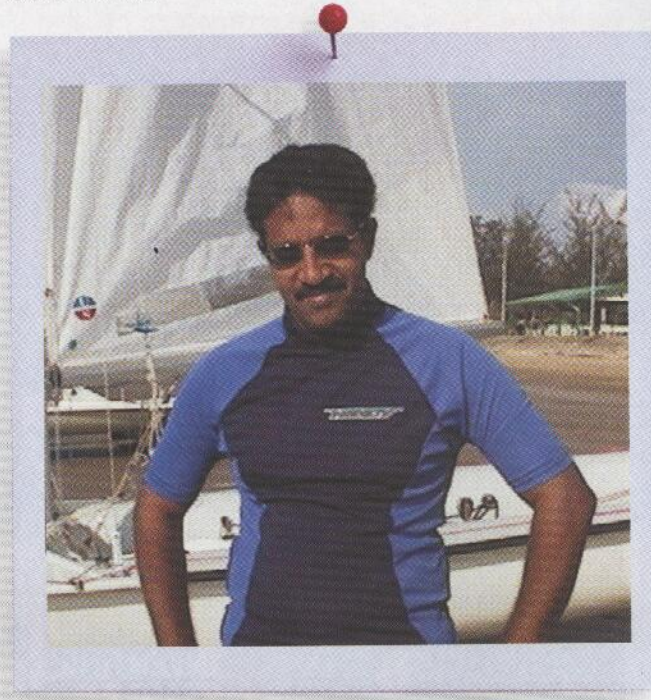
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MAGAZINE

EDITORIAL

Editorial Director

Leslie Steere
leslie.steere@oracle.com

Editor in Chief

Jeff Spicer
jeff.spicer@oracle.com

Editor

Dave Clarke Mora
david.mora@oracle.com

Managing Editor

Blair Campbell
blair.campbell@oracle.com

News Editor

Carol Tady
carol.tady@oracle.com

Senior Features Editor

Patricia Waddington

Customer Features Editor

Jeanne Hoffman

Art Directors

Jan Rogers
janet.rogers@oracle.com

Nathalie M. Valette

Senior Designer

Kate Henke

SUBSCRIPTION INFORMATION

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ORACLE MAGAZINE CUSTOMER SERVICE

oracle@halldata.com
fax +1.847.647.9735
phone +1.847.647.9630

ORACLE RESOURCES

Oracle Press

Anne Ellingsen
anne_ellingsen@mcgraw-hill.com

Oracle Products and Services

+1.800.672.2531 or +1.650.633.4000

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