

Foreword

Two digit growth rates speak a distinct language. Application Management is gaining in meaning and importance. The information and communications technology is, for the success of today's enterprise, important. IT applications enable the user's access to IT systems, especially in the consumer market. Applications (so called apps) dictate the market success of telecommunications providers and are often the first to create the demand for new experiences in the internet. Applications must be easy to install and to use, thereby increasing the interest to use the technology.

It is similar in the world of enterprises. Application programs decide functionality and enables success in converging IT and business. Hereby IT is only a vehicle. It is not a purpose in itself, but serves the business. It supports and continually improves enterprise processes. Applications are expected to function friction free in the background and to be user friendly equally to the enterprise and the customer market.

Therefore demand on Application Management Services (AMS) are increased. On the one hand they must be proficient in a complex application landscape, a landscape which consists of solutions and systems of various types, and from different producers/makers, on the other AMS has to consider and be aware of the latest trends in technology e. g. Cloud Computing, Software as a Service (SaaS), Grid Computing und Mobility. In view of the short innovation cycles in the ICT (Information and Communications Technology) market the decision makers face the integral question: with all the various challenges and new approaches to an AMS business model, how to bring sustainable advantages to all participants.

A key part of the solution is, for example, the standardization and automation of AMS processes. Ultimately the differentiation in the market takes place by the efficiency with which the AMS provider solves his issues. IT providers can through the industrialization of service processes guarantee consistently high quality at competitive prices and so provide the advantages of efficiency to the customer.

The implementation of an extensive Knowledge Management System is key to realize the efficiency potential for the customer. The systematic availability of up to date knowledge and subject competencies is a differentiator for success in a highly competitive market. It becomes especially important with IT systems, which are vital for the core business processes within the enterprise.

Applications are often still based on decades old software code and programs. The developers of these codes and programs are gradually retiring from active work life. This raises a number of questions and necessitates short term innovative solutions. That is why the connection of development and maintenance of software and the integration in the application operation becomes central.

The present book shows, how application development, service management, and the running of applications over the complete application life cycle contributes to sustained success. The publishers have struck a chord between theory and practice. Exploring case studies from Europe, India and South America the aspects of the growing AMS market segment are examined- a valuable orientation guide for both those in the practical world and scientists.

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