



Table of Content

Table of Content.....	i
Table of Figures	iii
List of Table	iv
1. Chapter 1: Introduction.....	1
1.1 Background	1
1.2 Research Problem Formulation	19
1.3 Research Question.....	20
1.4 Research Purpose	20
1.5 Benefit of the Research	20
1.6 Research Scope.....	21
1.7 Systematic Writing	22
2. Chapter 2: Literature Review.....	23
2.1 Cloud Computing	23
2.2 Cloud Service Brokerage.....	24
2.3 Strategic Alliance and Partnership	26
2.3.1 Partnership Life Cycle.....	27
2.4 Marketing Mix.....	34
2.5 Segmenting, Targeting and Positioning (STP).....	37
2.6 Blue Ocean Strategy	39
2.6.1 Value Creation	40
2.6.2 Value Innovation.....	42
3. Chapter 3: Research Method.....	44
3.1 Research Design	44
3.2 Sources of Data	45
3.2.1 Primary Data	45
3.2.2 Secondary Data	46
3.3 Data Collection Method	47
3.4 Research Instrument	48
3.4.1 Cost and Benefit Analysis.....	48
3.4.2 STP Analysis.....	49



4.	Chapter 4: Result and Discussion	51
4.1	Partnership Program Discussion	51
4.1.1	Cost for Each Cloud Partner	56
4.1.2	Benefits of Cloud Computing Partnership Program	57
4.2	STP Analysis Discussion.....	63
4.2.1	Previous STP.....	63
4.2.2	STP Analysis conduct by the external consultant.....	64
4.3	Value Creation and Value Innovation Discussion	69
4.3.1	Value Creation	69
4.3.2	Value Innovation Point of View	71
5.	Chapter 5: Conclusion and Recommendations	74
5.1	Conclusion.....	74
5.2	Recommendations	75
6.	References.....	77
7.	APPENDIX I	80
8.	APPENDIX II.....	84
9.	APPENDIX III.....	90