



NEED TO KNOW: DEVICE AS A SERVICE

HP Device as a Service Opinion White Paper





REINVENTING HOW YOU WORK WITH AND PAY FOR YOUR TECHNOLOGY

IT operational models are heading in a new direction. Anything “as a Service” is becoming the order of the day, fuelled by the rise of the cloud and the desire to simplify access to technology and harness attractive financial efficiencies. It heralds the arrival of the subscription economy in enterprise IT; the idea that technology will be acquired based on need and consumption to eliminate waste. Experience in our personal lives with services like Netflix and Spotify is also helping to normalise the approach.

The appetite for “X as a Service” is naturally prompting all corners of the technology industry to consider the possibilities of the approach and create innovative new services. PC and device provision are no exception.



What is Device as a Service?

Device as a Service (DaaS) turns the acquisition and lifecycle management of personal computing hardware into a subscription service. A device (such as a PC, laptop, or tablet) is bundled with a variety of services and software and combined into a monthly per-user fee. Unlike a lease, which still leaves the technology in the hands of the IT team, DaaS offers a compelling alternative to conventional end-to-end device management.

DaaS enables organisations to strategically outsource an important element of IT delivery and not be saddled with the responsibility of managing and maintaining devices. When device refresh typically occurs every three to four years, a service approach of this kind smooths not only the commercials but the upheaval surrounding arriving at a workable solution. Customers benefit from the accountability of just one provider and one contract for a completely tailored service.

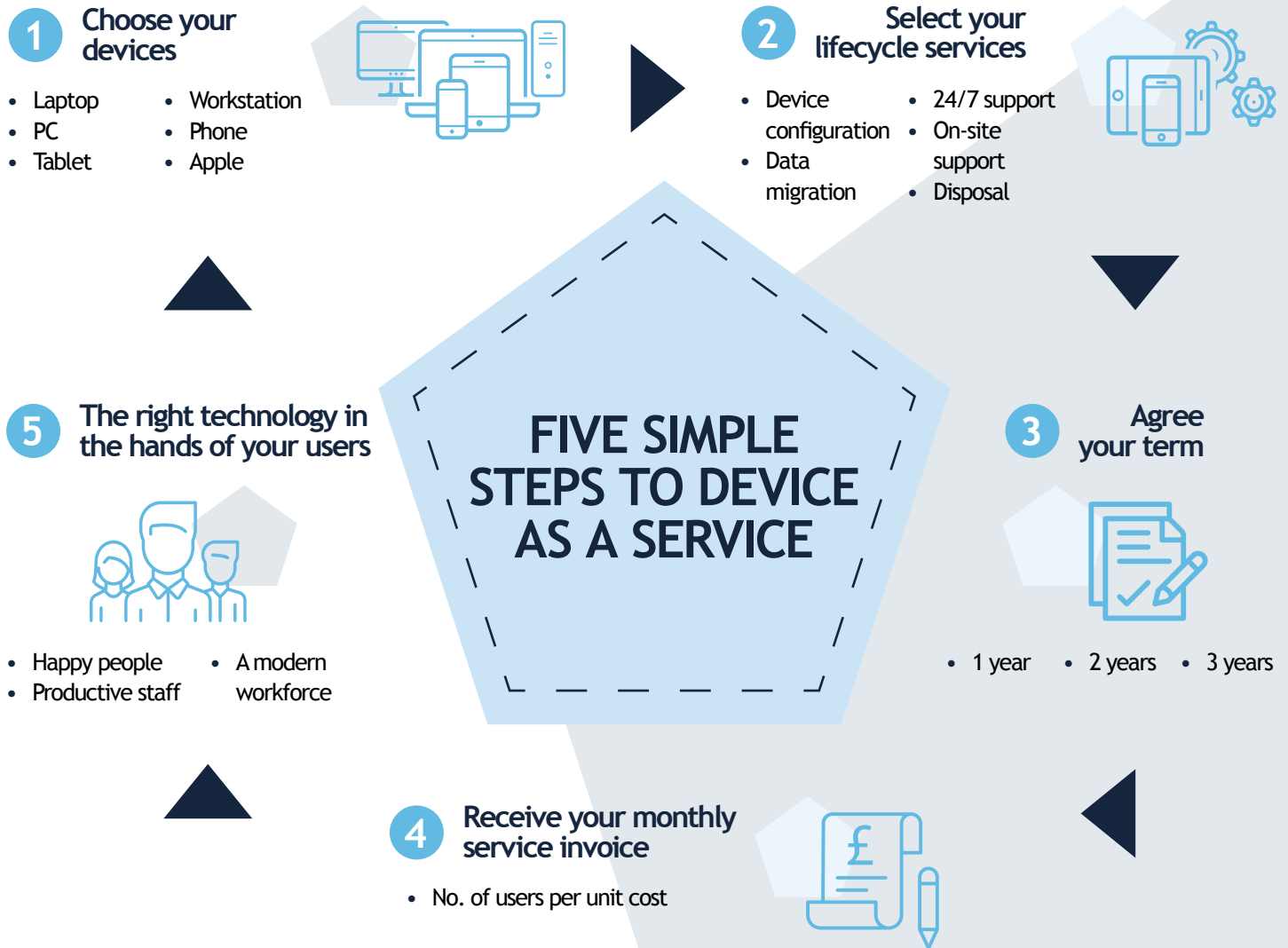
In fact, acquiring devices in this way matches the model many organisations are adopting for other parts of their IT, especially software, where services like Microsoft’s Office 365 have achieved exceptional market acceptance.

While DaaS has been talked about for the last few years, it now appears to have come of age and emerged as a serious business proposition. According to analyst IDC, one third of all PCs will go through a DaaS service by 2020.

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of all device shipments will be via Device as a Service by 2020 - IDC

Five Simple Steps to Device as a Service



What can DaaS do for your organisation?

Better User Experience

First and foremost, DaaS ensures you put the right technology in the right hands. Armed with the right technology, staff are more productive and the morale sapping effects of poor, unworkable, or obsolete technology are removed.

Corporate cultures are changing and the work anywhere philosophy is now commonplace. DaaS enables a faster response to new working practices as services can be constructed to result in more

appropriate device selection and to guarantee earlier refresh, which avoids technology innovation outpacing hardware lifespans.

The result of having a single provider for device acquisition and management is that they are incentivised to deliver the best possible service. Sophisticated service analytics and automation enable powerful predictions to occur that help IT become proactive rather than reactive. Clearly, this has direct and positive impacts on user experience.



Smart Financials

The primary attraction of DaaS is that it means device expenditure can be shifted from a capital expense (CAPEX) to an operational expense (OPEX). Lots of organisations simply don't have the spare capital to get all the technology they need, so cut corners and make do. Converting these costs to OPEX allows limited budgets to be more efficiently allocated and better managed. It also releases capital, so cash can potentially be redirected to where it matters most.

When acquiring devices by conventional models, it's easy for organisations to overlook the lifetime cost of managing devices. Total Cost of Ownership (TCO) is an important metric. HP suggests that 80% of the true device cost occurs after purchase and is the result of the management and maintenance of the device throughout its working life.

Therefore, arriving at a single monthly cost for managing this component of IT greatly improves cashflow management, providing organisations with greater stability of cost and true visibility. Likewise, there is no need to forecast future refreshes as this is built into the DaaS solution. This means that trends to try and sweat assets over increasingly longer periods of time can be reversed and new technology can be accessed faster.



Protect Internal IT Teams

Enabling a modern workforce inevitably means supporting multiple different devices and platforms. For overtaxed IT teams there is often little time left to invest in making sure this works for the good of the user. DaaS means that the responsibility and burden of these tasks can be offloaded to an expert. It goes one step further however, by helping to align the right expertise and scale necessary to manage this part of IT. Valuable time is no longer spent handling day-to-day management or fielding helpdesk calls. Instead, liberated IT teams can invest resource into more strategic initiatives that drive revenue growth and help the organisation innovate faster.

Stronger Security

Security is a cornerstone of DaaS. Every device is monitored, including their physical location in the world. Similarly, analytical tracking of inventory means that devices can be closely monitored for security and policy compliance as well as alerting to potential hardware failure before it has a chance to impact data integrity. Furthermore, physical data breach can be overcome at disposal as secure retirement services can be built into agreements. This is especially important in light of new European GDPR regulations.



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More Productive People

The right technology can improve how employees do their jobs, making them more efficient and unburdening tedious or repetitive tasks. Armed with appropriate technology, people can better collaborate with one another to get work done. DaaS also creates the opportunity to offer staff the chance to choose their own device (CYOD). Research proves that a direct link between technology choice and productivity exists, and DaaS can accelerate the adoption of these practices. And with trends like mobility having such an influence in the modern workplace, ensuring people are able to embrace different workstyles is critical. Device choice will have a big hand in keeping people productive who need to work in this way.



Attract and Retain Talent

Unsurprisingly, technology has more influence over generation Z and millennials than any other group. And as workplace demographics change in favour of this group, organisations will need to think about the technology they make available to their people to attract and retain talent. A recent survey by mobile device management company Jamf revealed that 77% of enterprise workers are more likely to choose or stay at a company that offers device choice. With employees making career choices based on the technology they are asked to use, IT has become a HR issue as it impacts how people feel about their jobs. DaaS ensures organisations can respond to these challenges and simply offer staff the freedom of device choice.

77%

of enterprise workers are more likely to choose or stay at a company that offers device choice

Greater Flexibility

Conventional device acquisition models offer limited flexibility as organisations change. Scaling up means buying and managing more devices, but what happens when the business needs to scale back? Should redundancies occur, or seasonal changes be part of the normal business cycle, the organisation is left with surplus assets, which is both inefficient and uneconomical. By comparison, DaaS ensures only the exact number of devices is paid for at any moment in time and the service is ready to grow and down-scale as fortunes dictate.

In the same vein, organisations don't get stuck with obsolete technology or face low end-of-life asset values. The ability to bundle together all sorts of different devices plus other value-adding services and software means a complete solution can be built that is perfectly aligned to how the organisation operates. DaaS works equally well whether an organisation wants to mix and match devices or arrive at a standard hardware setup.

The Future of Workplace IT

DaaS offers vast transformational qualities to organisations of almost any size. But for enterprise businesses who have mixed workforces, it presents considerable benefits to simplify the delivery of workplace IT. A monthly subscription model offers huge financial incentives, exceptional customisation, and never-before-seen flexibility compared to traditional device purchasing models. It stands to reason therefore, that device shipment reports and analyst forecasts suggest we're reaching the tipping point for DaaS going mainstream.



WHY SERVIUM FOR DEVICE AS A SERVICE?

Servium has a strong history delivering client computing solutions and pairing users with the right devices. Through our industry-leading Services Ecosystem we have assembled a stable of world-class partners, enabling us to bundle extraordinary services for almost anything into your DaaS solution. We've chosen to build our DaaS solutions with HP, firstly because of the quality of their devices and the technology that supports them but also because of the experience they have amassed delivering Print as a Service into the same enterprise customers now looking to capitalise on DaaS. This is an important credential for both us as a Service Provider and our customers who seek peace of mind as they embark on a new approach to device acquisition and management. Finally, Servium is a HP Gold Partner which means we know their technology inside and out and are well-placed to advise our customers as they seek to build out their DaaS solution.

THE NEXT STEP

If you would like to know more about Device as a Service or take the first steps towards building your very own solution then speak to your Account Manager, email us at hello@servium.com or call on **+44 (0)303 334 3000**.

ABOUT SERVIUM

Servium is dedicated to creating great IT experiences - we seek to win the hearts and minds of IT strategy-makers, professionals and users. Our attitude is that no challenge is too big, no detail too small. We tackle both the ordinary and the extraordinary with the same focus and originality of thought that ensures solutions make a difference. It means we're one partner ready to assemble all the technology and know-how every medium to large organisation relies on. Matched by straight-talking, real-world experience and amazing service, our customers enjoy exceptional value; the product of the best innovation, latest thinking and a thriving ecosystem of technical experts.

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