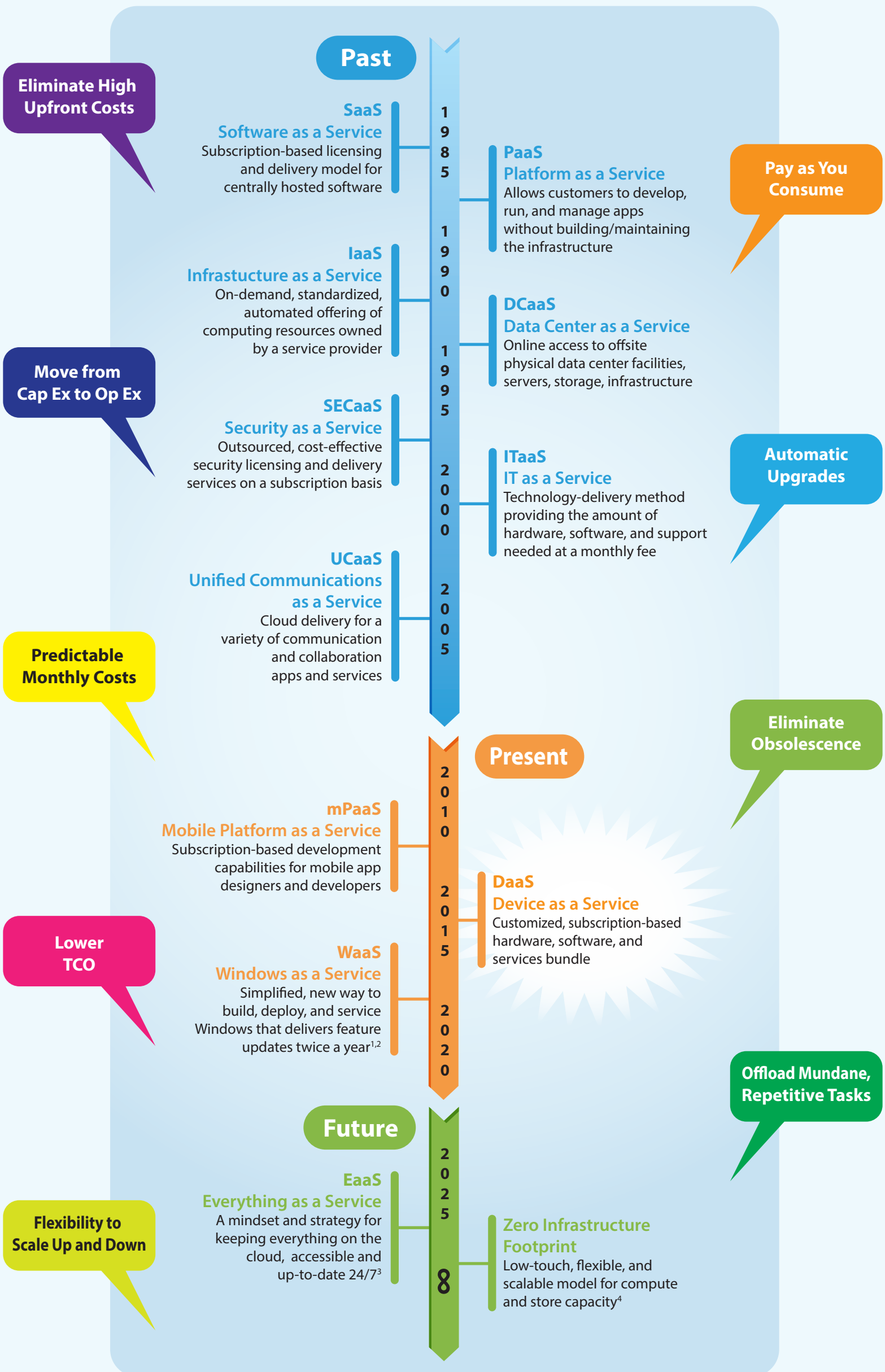


The Past, Present, and Future of the “XaaS” Model

The “as a Service” model traces its origins to the introduction of Software as a Service (SaaS) in the mid-1980s. SaaS was quickly followed by Platform as a Service (PaaS), Infrastructure as a Service (IaaS), and ultimately dozens of other “as a Service” offerings as providers large and small began to realize the market potential and the benefits that they, and their clients, would reap. While each offering comes with unique benefits, they have all contributed to the digital transformation of companies striving to remain competitive and relevant in a digital world.



Spotlight on Device as a Service (DaaS)

DaaS, a relative newcomer to the “as a Service” model, is a game changer for companies that have traditionally purchased their hardware and assumed the burden of maintenance, support, upgrades, and end-of-life issues. Under a DaaS subscription, which typically includes preloaded software and a complete array of services, the user experience (UX) is enhanced by having state-of-the-art devices running current software versions, refreshed as often as every 2 years, with full lifecycle support.

The Future of “as a Service”

Imagine an Everything as a Service world, where non-tech enterprises can focus 100% of their time on running their businesses, instead of worrying about the technology that makes it all possible. Imagine a monthly subscription that covers everything from hardware and software to compute and storage. Imagine new levels of productivity and security. Digital transformation has been universally achieved. New frontiers offer new opportunities. And there’s excitement in the air about the next big thing, whatever that may be. Only time will tell.

¹<https://docs.microsoft.com/en-us/windows/deployment/update/waas-overview?ocid=tia-258261000>

²<https://www.informationweek.com/software/operating-systems/windows-10-microsoft-attempts-a-saas-model/a/d-id/1321473>

³<https://www.forbes.com/sites/danielnewman/2017/06/27/why-the-as-a-service-model-works-so-well-for-digital-transformation/#1ed4e4f96490>

⁴<https://www.strategyand.pwc.com/media/file/Zero-infrastructure-Anything-as-a-service.pdf>