



***Device as a Service:  
The Hardware Revolution***



# Introduction

The “as a Service” model traces its origins to the emergence 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.

**Device as a Service (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 always having state-of-the-art devices running current software versions, refreshed as often as every 2 years, and fully supported through end of life.

**This eBook aggregates a variety of material** to help everyone understand the transformative power of DaaS. Whether you’re just beginning to explore DaaS or you’re already a fan and want to find content that you can share with your prospects and clients to educate them, this eBook has it all.

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# What Is DaaS? Obsolete Devices Forgotten!

**Device as a Service (DaaS)** has been heralded as a hardware revolution but is so much more. It's an exciting new business model and an innovative way to acquire desktops, laptops, tablets, notebooks, and smartphones. It's a complete, budget-friendly hardware, software, and services solution that is sure to please everyone in your organization by "refreshing" their devices more frequently, so they will always be working with the most current technology.



Instead of buying your devices, DaaS lets you take out a subscription that includes customizing the hardware with the software you require. Your subscription "bundle" also comes with services such as maintenance, support, and asset management – all at a predictable monthly fee.

*Obsolete Devices? Forgotten!*



You can get all new Windows 10 devices loaded with Office 365 software to enhance productivity and built-in security with M365.

Your IT team will love that!

*Security Concerns? Forgotten!*



Not to mention that DaaS mitigates your device costs and moves your budget outlay from an upfront Capital Expense (Cap Ex) to an Operating Expense (Op Ex).

Your CFO will love that!

*Cash Flow Concerns? Forgotten!*

## Components Frequently Included in a DaaS Subscription

- Windows 10 devices loaded with current software (e.g., Office 365, M365)
- Custom desktop images and encryption
- Installation and data migration
- Support, maintenance, remote management, patching
- Web and email monitoring
- Removal of old assets and secure data erasure

## DaaS Benefits

- **Cost management:** Shift hardware budget to Op Ex over a planned time period.
- **Productivity:** Gain access to the latest technology, greater mobility, and choice of devices.
- **IT:** Offload costly support, maintenance, and lifecycle management.
- **Flexibility:** Scale up and down to meet demand.
- **Security:** Add built-in protection with M365.

## The Future Is DaaS

As business models change and product offerings evolve, decision makers are quickly recognizing how Device as a Service benefits their organizations. The monthly consumption model offers the cost savings and flexibility that organizations simply can't achieve with traditional purchasing models.



**Choose DaaS to simultaneously increase productivity and reduce your IT spend. Worries? Forgotten!**

[Watch the "What Is DaaS" Video \(1 minute\)](#)

# Device as a Service

A complete IT hardware, software, and services solution at a regular monthly fee

**DaaS**  
Device as a Service



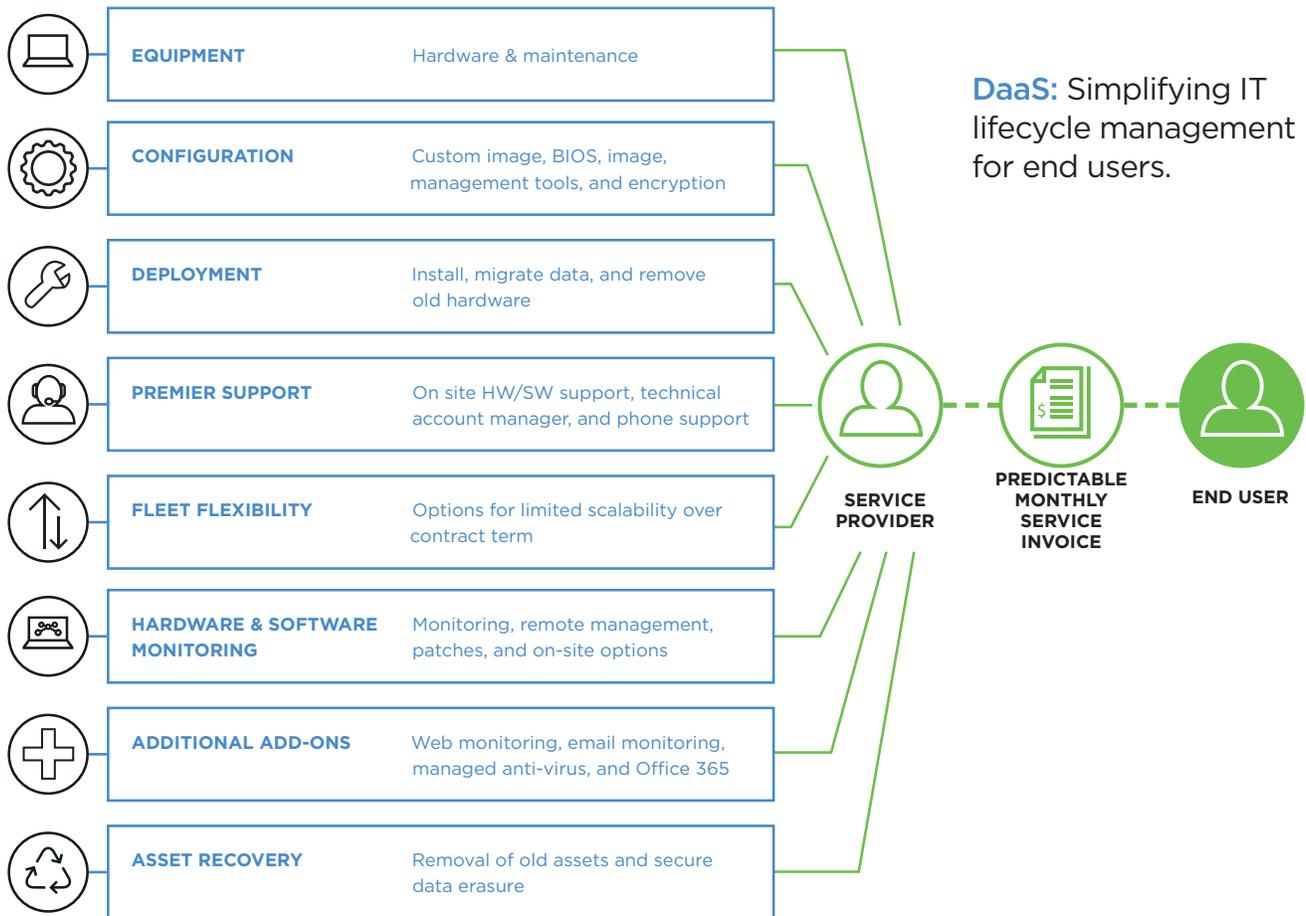
## WHAT IS DEVICE AS A SERVICE?

For organizations large and small, refreshing a fleet of personal computing devices every 3-4 years can involve substantial costs, especially when considering peripheral expenditures for procurement, deployment, training, support, recovery, and asset management.

Device as a Service (DaaS) helps organizations mitigate these costs by taking a typical hardware device (such as a laptop, desktop, tablet, or mobile phone), bundling it with a variety of software and services, and offering it to a customer for a predictable monthly fee. It gives customers one contract and just one provider to hold accountable.

And unlike hardware leasing, organizations get a holistic solution that allows for broad flexibility to scale the hardware over time. Customers are also given the ability to leave the challenges of lifecycle management to the DaaS provider, allowing the organization to stay focused on its core business.

A RECENT IDC SURVEY FOUND THAT  
**40.2%**  
OF RESPONDENTS HAVE ENGAGED OR ARE PLANNING TO ENGAGE IN DAAS IN THE NEXT 12 MONTHS TO ADDRESS THEIR IT NEEDS.



# What DaaS Means for You: Benefits Galore!

Officially, technically, DaaS stands for Device as a Service. But it could just as easily stand for Delight as a Service. That's because the benefits of DaaS will delight everyone in your organization.



## DaaS Will Delight Your IT Team

Maintaining and supporting aging devices 24x7 keeps technical support up at night and busy on weekends. The benefits of DaaS for your IT team include the ability to:

- Bundle configuration, deployment, maintenance, and monitoring into a single subscription
- Offload technical support; streamline asset recovery and data erasure
- **Stop spending 30% more to repair older devices compared with newer ones<sup>1</sup>**



## DaaS Will Delight Your Entire Staff

Creating a superior user experience (UX) means placing the most up-to-date hardware and software at everyone's fingertips, in order to:

- Drive enhanced productivity and higher employee engagement
- Move to a modern workplace that exists inside and outside of your physical space
- **Retain the 42% of workers surveyed who indicated that they would quit their jobs over poor workplace technology<sup>2</sup>**



## DaaS Will Delight Your Accounting Team

Managing costs and cash flow as well as unplanned and unexpected expenses related to device purchases creates financial headaches. But with DaaS, your accounting team will:

- Eliminate upfront Cap Ex for hardware and software purchasing costs
- Acquire devices at a fixed monthly subscription to create predictable Op Ex
- **Enjoy as much as a 66% reduction in total cost of ownership (TCO)<sup>3</sup>**

## The Future Is DaaS

Device as a Service is taking the business world by storm. The subscription model provides an exciting way to leverage the latest innovations in desktops, laptops, tablets, notebooks, and smartphones. DaaS is also budget-friendly and a complete hardware, software, and services solution – so the technology never grows old.

**Join the DaaS revolution today to create a tech-enabled workforce and to free up your internal IT resources.**



### Citations

<sup>1</sup> Lenovo DaaS\_WhitePaper\_US\_rev\_180627

<sup>2</sup> US Future-Ready Workforce Study, 2016

<sup>3</sup> Extract from IDC research on PCaaS MCS worldwide study, 12/2016

[Watch the "What DaaS Means for You – Delight as a Service" video \(1 minute\)](#)

# The Business Benefits of DaaS

## CASH FLOW MANAGEMENT

For organizations struggling to remain competitive in their industry, conducting business in the post financial crisis world often means a higher cost of capital and deeper constraints on liquidity.

Typically, organizations are required to incur huge, upfront capital expenditures when refreshing their devices. Many organizations today simply do not have additional capital to spend on non-revenue driving activities which forces

them to delay device updates at the cost of productivity. The DaaS model allows organizations to shift large IT budget allocations to more manageable cash flows over a planned period of time. It also presents a lower total cost of ownership (TCO) figure to decision makers and allows them to make more strategic decisions regarding the organization's future investments.

## FLEXIBILITY

DaaS provides options for an organization to quickly scale up or down based on the current operating environment and business need.

Whether growing or downsizing, organizations can pay for exactly what they need, when they need it. Organizations will no longer be stuck with obsolete hardware, especially

as technological innovation continues to outpace the average life span of devices. This means avoiding accelerated depreciation schedules and financial losses related to poor liquidation values at the end of a device's life.

## ENHANCED PRODUCTIVITY

Industry experts agree that a three-year refresh cycle is the optimal length of time for computing hardware.

This allows the company to avoid unnecessary costs related to energy efficiency, security and most of all, workforce productivity. According to research conducted by Intel Corporation, small business workers lose more than one work week per year due to antiquated PCs, not to mention the morale killing effects and employee frustration that come with using outdated technology.

Additionally, those same businesses are spending 30% more to repair PCs that are four years or older compared to newer PCs. In many cases, repair costs for older personal computers can exceed the purchase price of new PCs. With DaaS, the organization always has access to the latest technology and avoids costly repairs and productivity delays from aged devices.

## MOBILITY

Work styles and environments are changing. Corporate cultures are rapidly shifting from a sedentary, fixed-schedule structure to a "work anywhere, anytime, with any device" mantra.

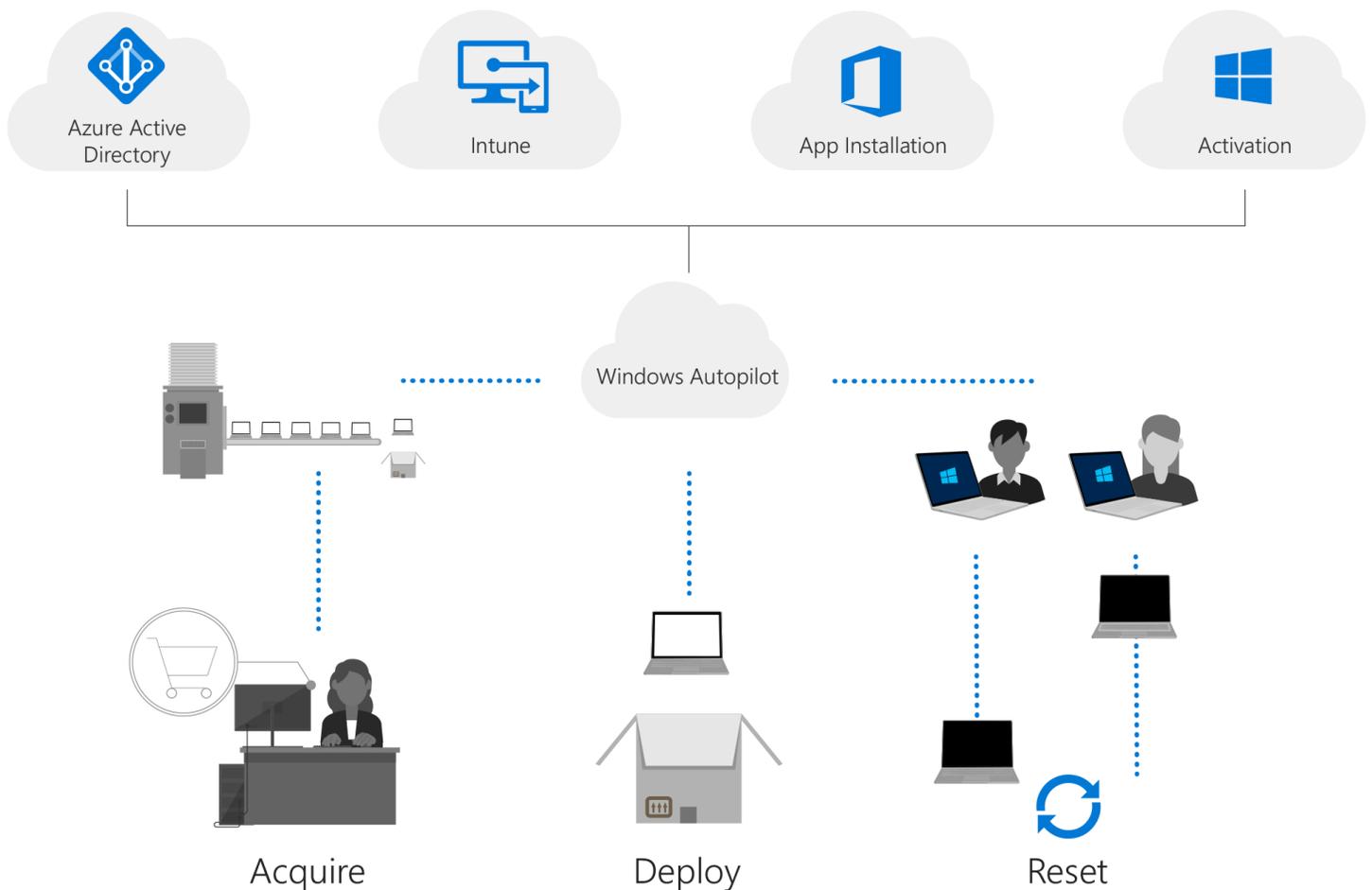
Following this trend, software companies have begun to shift from products made for laptop/desktop PCs to fully

functioning mobile apps that allow users to be mobile as they work. DaaS providers are also following these trends and are bundling a variety of software and services designed to enhance a user's mobile experience and reduce the costs to an organization interested in providing such an environment to its workforce.

# Microsoft Embraces Device as a Service with the Winning Combination of DaaS + Windows Autopilot

Microsoft has introduced a new process to deploy Microsoft 365 devices called the Windows Autopilot deployment service – this allows you to work with your hardware providers to configure your devices so that the moment they connect to the Internet from any location during Windows 10 initial setup, you can begin customizing the device and experience.

**Windows Autopilot deployment** adds a new level of convenience to your DaaS monthly subscription. Autopilot enhances your DaaS “bundle” of hardware, software, and services by incorporating productivity, security, and manageability applications.



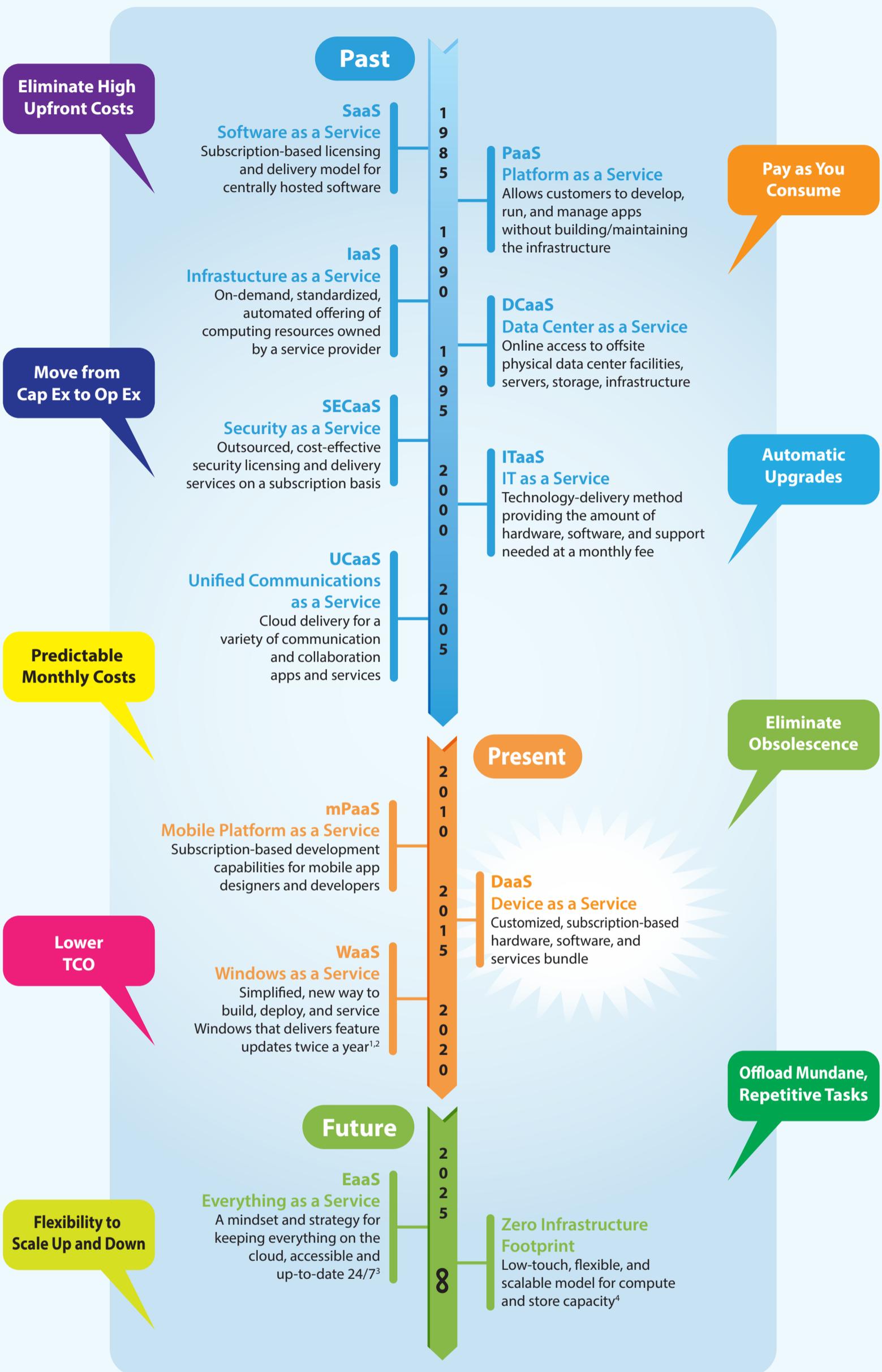
**Windows Autopilot** brings together Enterprise Mobility and Security Suite, Office 365, and Windows 10 into a single, cohesive experience for IT as well as end users. With the latest updates, Windows Autopilot now spans each step in your device’s lifecycle from acquiring and deploying devices to ongoing resets. This is useful whether you need to transfer ownership of a device from one user to another or break/fix a malfunctioning device. The goal is to give you a zero-touch IT experience so that you can reset your devices and bring them back to a fully business-ready state with the click of a single button in Microsoft Intune.

## DaaS + Windows Autopilot = A Winning Combination

[Watch the “State-of-the-Art Today, Obsolete Tomorrow” video \(2 minutes\)](#)

# 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.

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

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

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

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

## In Conclusion: The Everything as a Service World

In the beginning there was Software as a Service (SaaS), a revolutionary new model for delivering and acquiring software without purchasing it. What we didn't know then, but we know now, is that SaaS was paving the way for an Everything as a Service future world.

Let's imagine what that world might look like.

Device as a Service (DaaS) is no longer new. It's the norm now and not just for corporations. DaaS is also the way individual consumers acquire hardware bundled with software and services.

There's a generation of computer users who are too young to remember a time when there wasn't "a computer on every desk and in every home." And Satya Nadella's vision of a democratized cloud, one that everyone across the globe can take advantage of, has come to fruition.

In this future world, digital transformation has been universally achieved. There are new frontiers, promising new opportunities, to explore. And there's excitement in the air about the next big thing, whatever that may be. Only time will tell.

