



Why are Companies Moving to Device as a Service?

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Biography

It all began with Andrew, and his brother Philip, creating the game 'Movie Producer' for the Dragon 32 computer in 1983. From there they started a mail order games business and then progressed to custom building PCs for their customers. Following a meeting with a local car leasing company, Andrew and Philip couldn't understand why there wasn't anyone using this concept for computers. After testing interest with an advert placed in Computer Shopper, they were inundated with enquiries from businesses who wanted to lease their computer equipment – and so HardSoft Computers (<https://www.hardsoftcomputers.co.uk/>) was born.

Around ten years ago, Andrew and Philip saw a shift towards Mac and became one of around 50 Apple Authorized Resellers in the UK. HardSoft now has a mix of Mac and PC customers and recently re-launched their custom built PCs.

Keywords IT procurement, Device as a Service (DaaS), Managed services, Productivity, Cash flow, Asset management, Total Cost of Ownership (TCO)

Paper type Opinion

Abstract

Device as a Service (DaaS) is fast becoming the new model for procuring and managing IT in businesses. Replacing IT devices every three to four years can involve substantial costs, especially when considering peripheral expenditures for procurement, deployment, training, support, recovery, and asset management. As the author of this article explains, combining hardware leasing and end-to-end lifecycle services into a single, per-device monthly contract gives organizations greater flexibility when it comes to scaling-up or down IT in the business. But it is important to be mindful that not all IT suppliers offering DaaS are the same.

Introduction

As cloud computing and automation is on the increase, many businesses and long-standing organizations will need to assess their operating models and look at making changes to stay ahead of the game. If not, they risk being overtaken by new start-ups who are embracing Device as a Service (DaaS) models and reaping the benefits.

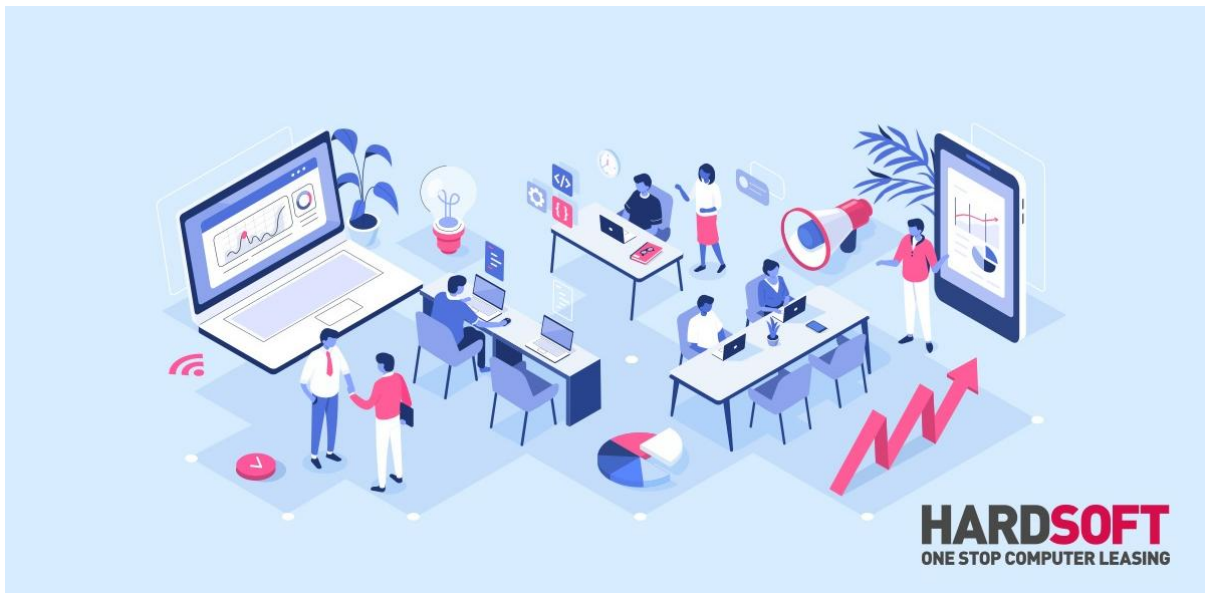
Investing in managed services such as DaaS, provides businesses with benefits including flexibility, accessibility and lower costs. If they choose to move to these smart solutions, it will help them reach their goals faster and maintain a competitive edge.



What is Device as a Service (DaaS)?

The term Device as a Service (DaaS) is quite literally devices made available as a service through cloud computing. For example, DaaS allows businesses to pay a single monthly subscription fee for multiple devices, rather than buying computers and devices outright. This allows businesses to renew devices when they need them and return old devices that are no longer in use.

Another example is Software as a Service (SaaS). This is a model that is centrally hosted and provides software licences to customers on a subscription basis. Before SaaS, businesses would have to buy the software they needed outright and make manual installations and updates.



What are the benefits of Device as a Service?'

1. Improved mobility

Our “work anywhere, anytime, and on any device” mantra has changed workplaces. As our society becomes a cloud-focused and mobile centralized environment, it’s important for businesses to keep up. By storing on the cloud and embracing DaaS companies are able to keep things up-to-date 24/7. It also allows for remote work without losing quality, or productivity. DaaS providers can service the mobile workforce whilst reducing the costs to an organization by bundling a variety of software and services designed specifically to enhance the user’s mobile experience.

2. Flexibility

In a world of technology and constant change, it’s crucial that businesses can adapt and provide the best service they can. DaaS models allow businesses to change as and when they need to, personalizing their processes and scaling up, or down, to fit the needs of their business.



3. **Always up-to-date**

Technological innovation continues to outpace the average life span of devices, and no one wants to fall behind or use old technology. DaaS models, businesses can ensure they always have the best device, the best software and the best processes. It also means that businesses can avoid depreciation schedules and the financial losses normally related to poor liquidation values at the end of a device's life.

4. **Improved cash flow**

Typically, organizations are required to incur huge, upfront capital expenditure when refreshing IT within the business. DaaS shifts that cost from the capital expenditures to operational expenditures column on the financial controller's spreadsheet. This gives companies greater stability and visibility, on their IT costs and presents a lower Total Cost of Ownership (TCO) figure to decision-makers that allows them to make more strategic decisions regarding the organization's future investments.

Figure 1: DaaS vs Purchase

| | Devices for Teams <small>FROM HARDSOFT</small> | DAAS <small>FROM HP</small> | LEASE | PURCHASE |
|---------------------------------------|--|--------------------------------|-------|----------|
| OpEx | ✓ | ✓ | ✓ | ✗ |
| Inclusive Servicing/Support | ✓ | ✓ | ✗ | ✗ |
| Return single devices | ✓ | ✗ | ✗ | ✗ |
| Add single devices | ✓ | ✗ | ✗ | ✗ |
| Zero Admin Fees | ✓ | ✗ | ✗ | ✗ |
| No Penalties to Add or Remove Devices | ✓ | ✗ | ✗ | N/A |
| Cancellable without fees | ✓ | ✗ | ✗ | ✗ |

Is D4T not just a Lease?

The dictionary meaning of a lease is "a financial arrangement in which a company pays to use land, a vehicle, equipment etc. for a particular period of time" ... So the answer is NO as there is no particular time and no particular commitment.



Technology and Innovation

Almost a quarter of corporate technology budgets are consumed by purchasing hardware¹. With DaaS subscription, businesses can avoid upfront costs and only pay for what they use. This means they can balance cash flow with predictable monthly costs, and instead of trying to forecast the need for future hardware refreshes, those refreshes are built into the service plan.

5. **Increased productivity**

Research¹ shows that businesses are losing more than one work week per year due to old IT devices. Not only does this represent significant drop in staff productivity, but the morale-killing effects and the frustration that comes from using outdated technology is not good for staff wellbeing.

Technology is a key competitive differentiator in keeping staff happy and productive, and with the right devices, the right software and the right support, there will naturally be an increase in productivity and morale in the workplace.

6. **Full support**

With most DaaS models and subscriptions, businesses not only have access to the latest technology, but they also receive full support with updates and maintenance. This means the end of the days of costly IT repairs and productivity delays associated with aged devices.

But not all Device as a Service providers are the same. For instance, here at Hardsoft we pride ourselves on our flexible approach. Our Devices for Teams² ensures that businesses always have the latest Apple and PC device, and our flexible DaaS subscription is tailored to provide customers with multiple devices for a single monthly fee.

Ideal for businesses with between 50 – 400 people and devices, our devices for Teams DaaS model allows for additions, renewals and device returns. By only paying for what is used, our customers have access to the latest technology when they need it to help their businesses grow.

15 Apple devices for £90

5
4
3
2
1

devices for teams

Devices which enhance staff productivity are a key factor in business growth, which is why we offer a 360-support wrapper and a three year inclusive



support package so that any user problems can be identified and solved swiftly. Our support helpdesk is available to help with any IT issues, and we provide a full imaging service, based on role types and IT requirements.

There are many benefits in moving to DaaS. Not least around security. Many DaaS providers allow for the location tracking of devices, remotely lock missing devices, and in some cases, even remotely wipe any sensitive data on lost or stolen devices.

Conclusion

Customer behaviour continues to change, and business customers now demand flexibility and customization – they no longer want mass market products, but products and services customized to fit their specific needs, that can be quickly scaled-up or down based on their current operating environment.

Businesses no longer need to compromise on productivity. They can now run their businesses at optimal levels with the confidence. As business models change and product offerings become more customized, decision makers are recognizing how DaaS will benefit their organizations. The world of PC-buying is changing, and the Device as a Service model is the future.

Reference

- 1 <https://business-iq.net/whitepapers/2531-transforming-device-lifecycle-management-with-device-as-a-service?v=cioatwork>
- 2 <https://devicesforteamshardsoftcomputers.co.uk/>

For more information on HardSoft's DaaS service and Devices for Teams, contact Sophie Morgan on 020 7111 1643 or email sophie.m@hardsoft.co.uk, or see the website at <https://devicesforteamshardsoftcomputers.co.uk/>