

## Case study

# Accenture delivers Device as a Service for predictable low costs and simplicity



HP and Accenture's new versatile, scalable model enables unprecedented flexibility for their customers

### Industry

Professional Services

### Objective

Companies must adapt quickly to ever-changing market conditions, but often their IT environment can hold them back. Accenture and HP wanted to find a more flexible, cost-effective way for clients to deploy the latest technology, freeing them to focus on business objectives

### Approach

As long-term partners with HP, Accenture has collaborated to develop the Device as a Service model. This enables customers to enhance device acquisition and outsource the lifecycle management of user devices into one simple monthly payment

### IT matters

- By removing the burden of management and maintenance from in-house IT teams, Device as a Service frees them to focus on more strategic matters
- Accenture's consulting, strategy, design and implementation skills, coupled with HP's leading-edge hardware and deployment services, deliver global capability

### Business matters

- Device as a Service offers certainty of costs over the lifecycle of hardware fleets
- Accelerates time to market and provides greater innovation by offering the flexibility to scale and evolve as required



**“The DaaS business model will be paramount to our customers in the future. Organizations are being pressured to deliver cloud, big data, analytics, mobility – all along with the necessary security – and so IT staff are being strained. DaaS enables our clients to focus on more strategic objectives with Accenture’s guidance while outsourcing the task of managing the infrastructure, as well as the workplace environment, to HP.”**

– Chuck Simmons, everything as a service lead, Accenture North America



## Accenture and HP join forces to provide a cost-effective Device as a Service solution

As long-term partners for more than 25 years, Accenture and HP have built a strong partnership, which enables both companies to innovate together. The latest innovation is the Device as a Service model, which allows companies to cost-effectively outsource the lifecycle management of their devices. This new approach has the potential to bring a variety of benefits to the modern business environment.



## Challenge

### An evolving marketplace

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 384,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

“DaaS transforms Sprint Connect’s financial model from a capital expenditure to an operating expenditure, allowing it to deploy more stores with less cash. That provides the ability to open 500 stores in just 39 months. Only HP had the ability to deliver that.”

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Accenture’s clients are facing a wide variety of challenges, chief among them is the velocity of change in the business marketplace. Today, companies are evolving quickly and need to adapt to competitive threats, as well as rapidly changing economic environments.

“HP and Accenture’s Device as a Service offering frees up our clients’ IT departments, enabling them to focus on their strategic objectives,” explains Chuck Simmons, everything as a service lead, Accenture North America. “IT can then focus on introducing a new era of service delivery in which applications, infrastructure and processes are all brought together under an As a service model.”

Accenture works with leading technology vendors to help enable its customers to introduce service-based delivery models. For over 25 years, it has partnered with HP to bring the best end user device technology to its client base.

“Accenture chose HP based upon their industry-leading devices, including tablets, PCs, thin clients, retail Point of Sale and workstations as well as printers,” adds Simmons. “Equally important to Accenture is HP’s global delivery services, which include depot and deployment services for our multinational customers.”



## Solution

### A strategic partnership

Accenture's strategic alliance with HP allows it to identify and invest in market-leading solutions for its clients, such as Device as a Service (DaaS). By combining both companies' offerings, it allows them to deliver complete lifecycle services via a single contract. This means productive, secure and instant access to devices from day one to end-of-life, combined with proactive monitoring and predictive repair services courtesy of the in-built fleet reporting, analytics and insight provided by HP. This helps Accenture offer innovative technology, built-in security and a regular refresh cycle to our clients, as well as a new model for using technology that improves cash flow and helps it achieve predictable ownership costs.

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“We combined HP hardware and software with Accenture's services portfolio, shortening our clients' time to market and ability to offer an end-to-end solution,” continues Simmons. “Our customers no longer want to own assets and would rather have a service that allows them to change the financial model from a capital expenditure to an operating expenditure.”

One such customer is leading telecoms provider Sprint, which recently launched a new retail outlet, Sprint Connect. This entailed equipping 500 new stores with over 7,000 different pieces of equipment, from printers to Point of Sale systems and laptops. Under the HP DaaS model, getting new outlets up and running is both simple and cost effective.

“Sprint Connect is a newly-formed entity and its business plan called for a rapid deployment of 500 stores. Yet they were limited in capital,” says Simmons. “It wanted to go to the marketplace lean and go rapidly. Leveraging Accenture's capabilities, including design and build and deploy, we were able to deliver the entire back office platform, the IT infrastructure and the operations and support resources with minimal investment. Additionally, HP accelerated their time to market by providing all the hardware, deployment and installation resources on a service-based model.”

## Customer at a glance

### HP services

- Device as a Service

## Benefits

### Enabling rapid growth for Sprint Connect

DaaS offers many enhancements, most importantly a significant reduction in overall cost by shifting investment from a capital expenditure to an operating expenditure. Secondly, it accelerates time to market and provides award-winning innovation on a regular refresh cycle.

It also offers improved flexibility and scalability, allowing organizations to grow and add continually optimized devices as needed. This cost-effective scalability is proving particularly successful with Sprint Connect.

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“DaaS transforms Sprint’s financial model from a capital expenditure to an operating expenditure, allowing it to deploy more stores with less cash, which gives us a predictable TCO,” comments Simmons. “That provides the ability to open 500 stores in just 39 months. Only HP had the ability to deliver that.”

Accenture expects a growing number of its clients to transition to a DaaS model in the coming year, as companies increasingly seek to relieve themselves of the burden of purchasing, maintaining and upgrading complex devices. It provides a full suite of globally consistent lifecycle management services customized to the needs of customers, which reduces costs, improves end-user support and frees up internal IT resources.

“The DaaS business model will be paramount to our customers in the future. Organizations are being pressured to deliver cloud, big data, analytics, mobility – all along with the necessary security – and so IT staff are being strained,” remarks Simmons. “DaaS enables them to focus key resources on more strategic objectives, outsourcing the task of managing the infrastructure, as well as the workplace environment, to HP.

“In fact, Sprint Connect’s experience with the DaaS model has proven so successful that its parent company is migrating certain existing Sprint stores to the new contract. Recently, 15 stores in Miami were converted in a single day, bringing predictable, stable and simplified costs, allowing them to focus on sales, not IT.

“As demand grows, we’re looking forward to partnering with HP and delivering this new DaaS capability to our global clients,” concludes Simmons. “Accenture’s professional services, which include consulting, strategy, design and implementation, coupled with HP’s leading-edge hardware platforms, as well as its depot and deployment services, enable us to deliver this capability today on a global scale.”

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