

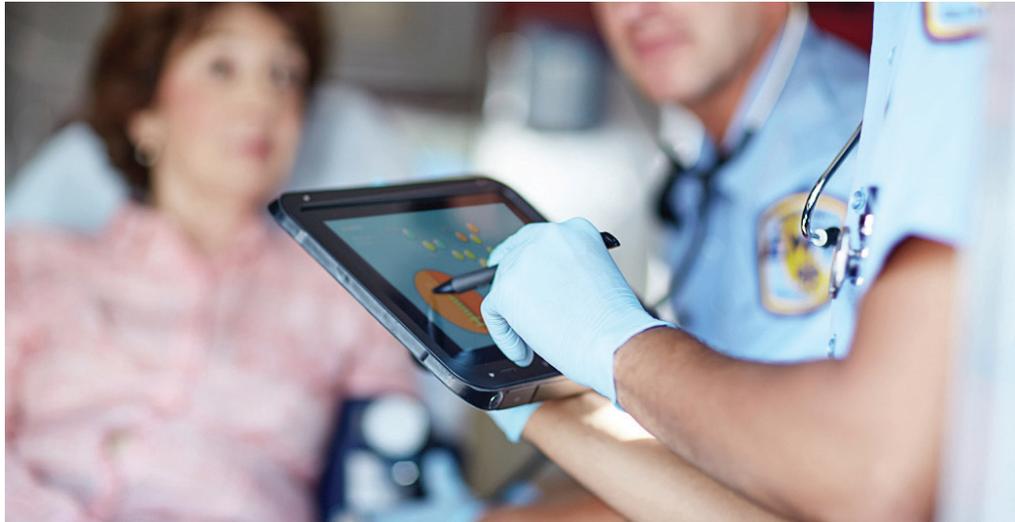


DaaS solutions solve real challenges in myriad industries

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No IT team faces the same exact challenges, especially those in completely different verticals. What unites technology professionals in all modern day industries are security and device management concerns. According to the IDC InfoBrief, sponsored by HP, titled, “**Transforming Device Lifecycle Management with Device as a Service**,” March 2017, 34 percent of IT professionals surveyed identified ensuring a secure IT environment as a major challenge, followed closely by supporting user demands for different or new tech (25 percent) and IT resource availability for managing devices (21 percent).

This is where Device as a Service (DaaS) comes in. **DaaS solutions** can offload the time-consuming but incredibly important tasks of device support, security, and lifecycle management—and bundle it all under a single contract with a fixed price per device, if you turn to a vendor like HP. In other words, your IT team can rest easy knowing your devices are up to date, allowing the team to save time, better optimize resources, and focus on larger, more strategic IT initiatives that can benefit the business’s bottom line.

A DaaS solution is a simple but effective approach to overcoming IT complexity—a challenge all industries are facing. DaaS’s ability to provide easier device management and implementation in any vertical opens the door to a customized partnership that can mold itself to any IT strategy.

This type of solution has the potential to boost efficiency and improve performance in almost every vertical. Specifically, let’s take a look at how these benefits can cascade across the finance, health care, and retail industries:

Prioritize finance’s visibility needs

Facing the two-headed challenge of increased security demands from consumers and a call for more convenient and diverse products and services, IT leadership in banking sits in a position where a new approach to device strategy is all but mandatory for success.

According to the recent CGI report, “**Understanding Financial Consumers in the Digital Era**,” 61 percent of banking customers surveyed prioritized “anytime, anyplace” access to their balance—a consumer priority that came in second only to rewards for business. This desire undoubtedly contributes to the **implementation challenges** many banks face when launching new products or initiatives that place strain on legacy systems.

DaaS directly addresses these challenges by giving banking organizations room to boost their efficiency and free up IT resources to drive growth where it matters most for their customers. Opting for standardized devices eliminates the security issue of multiple operating systems, for instance. This way, banking organizations—from

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corporate to retail locations—can operate at their full potential without worrying about unmanaged devices or unsecured endpoints.

HP DaaS, in particular, aligns with the finance industry's best practices for institutions in today's security-conscious environment, including customizability, a customer-oriented focus, and the 24-hour, 7-days-a-week, 365-days-a-year availability that will be a requirement as the finance vertical continues to evolve. Specifically, HP DaaS can provide:

- Predictable monthly costs—thanks to a single contract with a fixed price per device
- Business continuity and asset protection
- Visibility at the device level through analytic and proactive management, allowing IT to address device health concerns before they become larger issues
- Greater IT support for remote and branch offices, without needing an IT person on-site at all times
- Automation of software downloads and updates across devices from a single control unit, which can improve internal productivity and end user experience
- Vital flexibility through a pay-per-seat relationship that results in scalable, multi-vendor fleet management

Assist with health care regulatory requirements with DaaS solutions

Of all the DaaS industries, health care might face the most unique challenges. Health care leadership is on an eternal quest to lessen the impact on IT and optimize infrastructure, even as demands for quality outcomes and technology grow. This leaves IT staff facing device-based challenges that directly impact patient well-being, data security, and financial pressures.

According to **Health Care IT News**, health care organizations are challenged every day to keep up with compliance, security, and risk from government regulations protecting patient information. This is all in addition to the need for enterprise-class, multi-layered security solutions. These organizations must avoid overspending on device management—while controlling an increasingly complex device infrastructure that comprises clinical devices, IoT technology, and expanding geographic locations thanks to telemedicine innovation.

DaaS offers the flexible security solutions the health care industry needs, along with the benefit of simplified budgeting, predictable monthly expenses, and infrastructure solutions that can be customized for any facility or organization's demands. HP's approach to DaaS focuses on security awareness that goes beyond malware protection, managing device usage for shadow IT, insecure processes, and more—thanks to the larger picture HP DaaS's analytics and proactive management services provides of each and every device in the organization.

Health care IT teams can move on to more strategic priorities by handling management of security policies and enforcement while taking advantage of automatic parts replacement and remote assistance. Beyond security, HP provides a smarter way to manage and monitor health care device fleets, so end users can enjoy more uptime—and more reliable access to the devices and information they need to help people feel better. For instance, DaaS can support the mobile devices needed to check in patients, verify forms, and update patient information. And if your hospital systems merge together with another organization's fleet, DaaS can flex according to the new amount of devices, whether that number is added to or reduced.

Release the pressure on retail IT leaders

Consumer demand likely runs the highest in retail compared to any other industry. According to *CIO*, **today's retail associates** are expected to be high-tech hubs, with immediate access to the latest information, ranging from consumer buying preferences to recent purchases and online shopping histories. Between these demands and the need for a seamless mobile payment user experience, the pressure on retail IT leaders is rising to keep both devices and infrastructure up to date while also giving associates and staff the options to optimize their effectiveness and consumer interaction.

For instance, consider when your point-of-sale system goes down in the world of retail: Money immediately starts going with it. DaaS helps retail IT leadership stay on top of the right devices for every job and also ensures the uptime and scalability that today's agile retail organization needs. Specifically, a solution like HP DaaS can offer retail:

- Quick deployment with easy transition from old systems to new, updated solutions

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- Maximum system uptime supported by HP's 60,000 installation locations, which enable simple and immediate on-site attention for repairs and replacement
- Round-the-clock access to HP Service Agents
- Analytics and proactive management services that will identify issues before they occur, instead of after the fact
- Better device lifecycle management that allows your IT department to leave the "wait until it breaks" mentality in the past—where it belongs
- Regardless of the industry, HP has broad standard service capabilities across the globe that align to organizations with large geographic footprints. This presence upholds a support model based on your location and end user site population, so troubleshooting is efficient, effective, and—most importantly—easy for you and your staff. Across all DaaS industries, SLAs are tailored to your vertical best practices, bringing you smart, simplified computing that supports a forward-thinking IT strategy.

DaaS solutions provide a number of varied benefits across industries. If your IT team needs a break from device management, consider the advantages of DaaS—and start saving time today.

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