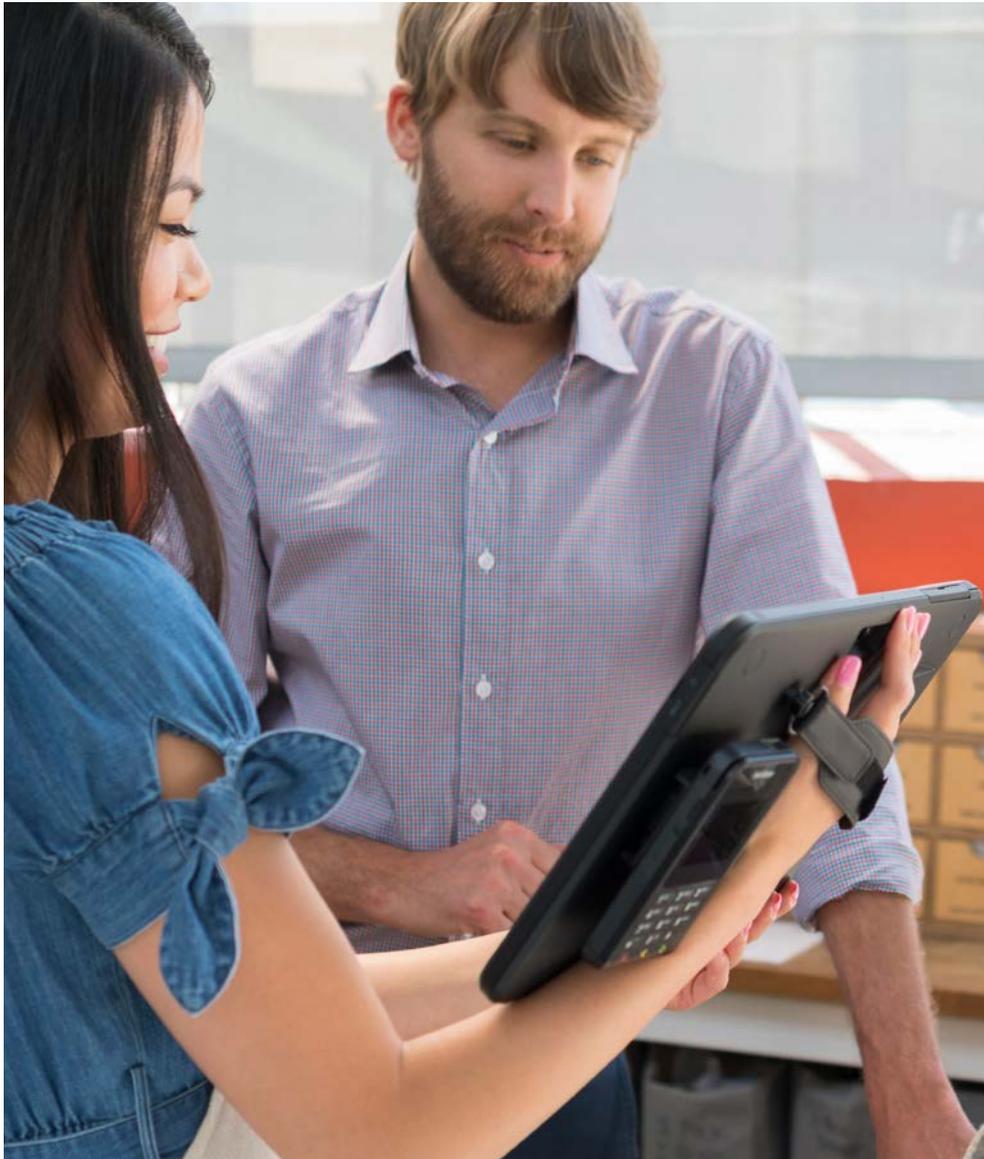# From SaaS to DaaS: revolutionizing IT, one service model at a time

Just as Software as a Service has transformed businesses worldwide, the ground-breaking new model Device as a Service can enhance how you deploy and manage hardware, simplifying IT, optimizing resources, cutting costs and driving innovation.

In 2011, software engineer Marc Andreessen wrote his now famous "Why Software Is Eating the World" essay in The Wall Street Journal. He opened by discussing how the former Hewlett-Packard planned (at the time) to jettison its PC business to invest more heavily in software—and why it was a smart move. What drove this shift? To start, software reduced infrastructure maintenance costs.

"My own theory is that we are in the middle of a dramatic and broad technological and economic shift in which software companies are poised to take over large swathes of the economy," he wrote. Okay, Andreessen, you had our attention.

How Software as a Service made business better

The initial influx of Software as a Service (SaaS) gave IT's busy hands a bit of a break. Businesses no longer needed to build, manage, maintain, and upgrade their own software manually or in-house. This opened up a vast trove of opportunities for startups, entrepreneurs, and large corporations to create disruptive, scalable products and services in just about any industry, even those that haven't historically fallen under the tech umbrella. Can you think of even one vertical that isn't completely overrun with technology?

Andreessen had a big vision and makes a strong case for how software and SaaS companies—like Amazon, Netflix, Google, and Skype—were "eating" their non-software competitors. The same potential extended to enterprise infrastructure, but change has been slow.
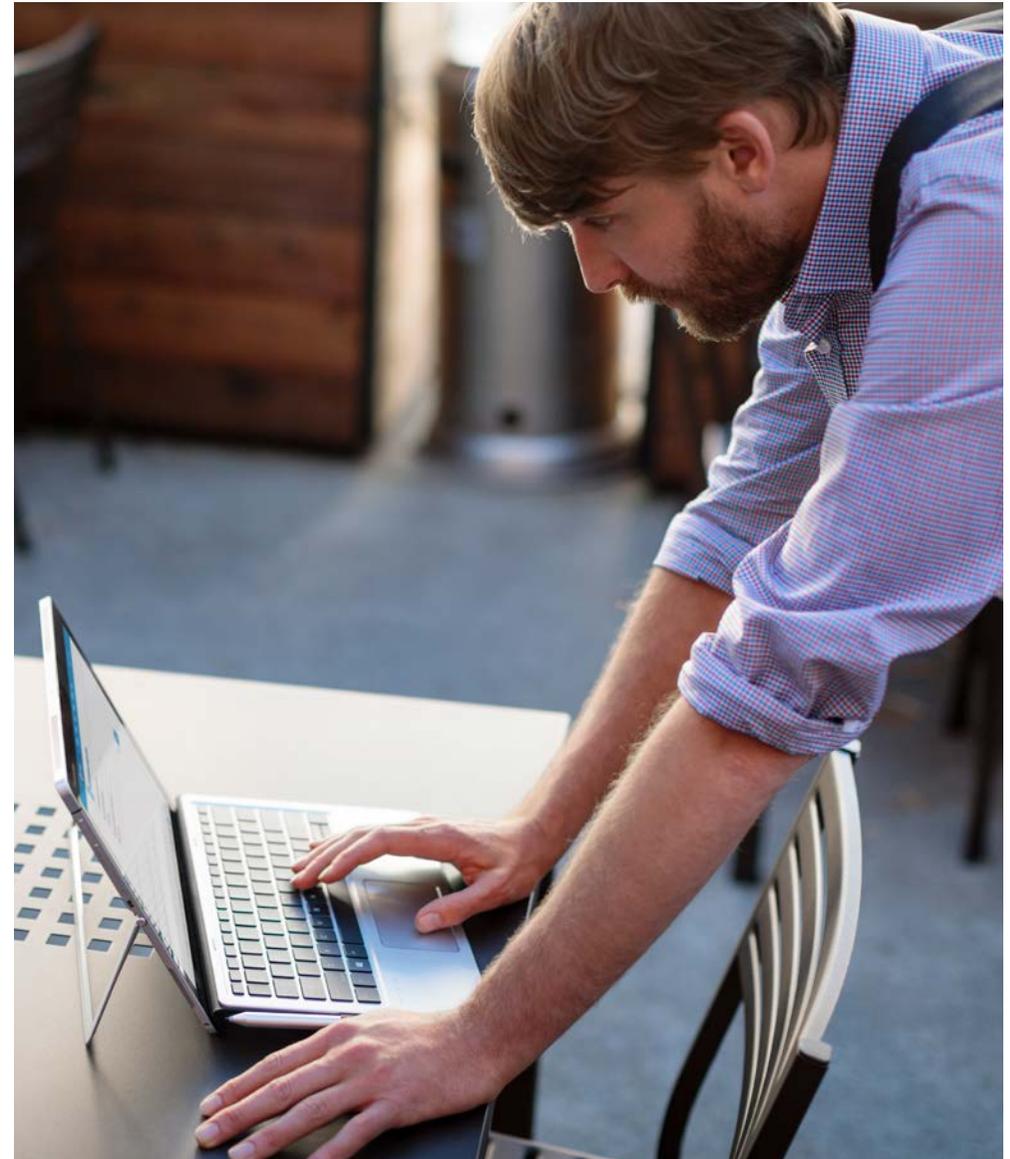
Remember the horse in the mud in The Neverending Story?

That's us, stuck in legacy land. But to remain competitive in today's market and to stay lean, agile, and ahead of the curve, organizations of all sizes are turning to other tech solutions delivered in the "as a Service" model, such as Infrastructure as a Service (IaaS) and Device as a Service (DaaS).

"To remain competitive in today's market, organizations of all sizes are turning to solutions such as a Device as a Service."

Leave legacy land for good

The great software migration is driven by the ever-present desire to cut costs while boosting efficiency—the calculus that governs the lives of all IT decision-makers. The reality is infrastructure can be a huge pain to maintain. Embracing SaaS and DaaS could usher in a world where infrastructure takes a backseat and allows software to drive the car.

Let's think about that for a moment. IT managers handle an infinite number of moving parts to ensure office infrastructure runs smoothly. Managing office infrastructure can feel like a Game of Thrones-esque feat, where chaos is always a hair's-breadth away. Many organizations just don't have enough IT resources to keep up with the steady parade of needs. This hurts in plenty of ways. It can be difficult to predict costs, which makes it difficult to make and stick to budgets, in turn, making it harder every time you hold that budget discussion—not to mention the security implications of aging technology and more mobile endpoints… need I go on?

Smart SaaS and DaaS investments can alleviate some of this burden by taking care of the nitty-gritty management details, freeing up valuable IT time to focus on more strategic initiatives. Partnering with trusted, expert vendors, like HP for DaaS, helps organizations allocate resources more effectively and make smarter decisions.

"Smart SaaS and DaaS investments free up valuable IT time and help organizations allocate resources more effectively."

These solutions can significantly reduce infrastructure maintenance costs by having these experts analyze how to optimize your IT environment for efficiency. An HP DaaS solution, for example, includes actionable analytics and reports that help you manage and plan. All this frees up capital to put toward modernization investments, which is critical given the rapid pace of technological advancement. In short, SaaS and DaaS can enable flexibility and agility.

Put IT in the driver's seat

According to Gartner, the SaaS market is growing exponentially, with cloud system infrastructure services projected to grow to $72.4 billion in 2020, compared to $34.7 billion last year and $25.4 billion in 2016. Cloud application services are expected to grow to almost $100 billion in three years' time – up from $58.6 billion last year.

"Organizations are pursuing strategies because of the multidimensional value of cloud services, including values such as agility, scalability, cost benefits, innovation, and business growth," said Sid Nag, research director at Gartner. Research by Computer Economics reveals that organizations utilizing cloud computing spend 21% less on IT as a percentage of revenue and 16% less on IT on a per-user basis than other businesses in their sector.

What does this look like in practice? HP's DaaS offering is a useful example: this one-stop solution combines hardware and lifecycle services to make a company more efficient, improve the employee experience, boost productivity and free up IT resources. Not only can it help keep devices in tip top shape, but the insightful analytics and proactive management at device level allow you to pinpoint when a device is underperforming. From there, you can proactively address issues, minimizing downtime. The model also optimizes IT spending by offering flexible,

predictable plans that can be scaled up or down to meet your changing needs. In one IDC survey, IT leaders estimated that HP DaaS could deliver cost savings of 25%.

Not only does this type of solution save money, but picture how much time it could save your team. Just as SaaS unearthed a treasure trove of opportunity for businesses, so DaaS could unleash a stream of innovation from an IT team released from constant maintenance. And, with software eating the world, as Marc Andreessen put it, maybe it's time for all IT decision-makers to grab a spoon.

Take your IT team and business to the next level with HP DaaS – the one-stop solution that unleashes a multitude of possibilities. Contact us today by clicking below.

"HP DaaS can optimize IT spending. In one survey, IT leaders estimated that the model could deliver cost savings of 25%."

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