



How the Device as a Service model tackles today's biggest IT challenges

By Megan Williams



There's another "X as a Service" model brewing out there—but this is possibly the biggest one yet. The Device as a Service model, also known as DaaS, is so in line with the device-driven way we connect with tech that it has the ability to pull off what should be a principal goal of most IT departments: manage technology to allow people to do what they do best. This shift belongs on your radar, especially because it's picking up speed faster than many expected.

The only thing people like more than something new is something familiar. The genius of DaaS is in how it transforms IT processes by combining both—and businesses are starting to pay attention. DaaS reinvents and simplifies device acquisition and deployment by combining devices (including mobile, PC, and workstation), packaging them under one point of contact, adding the expertise needed to manage those devices, and attaching them all to a single contract. The result? Reduced complexity, added services, and an optimized system.

You've likely seen the same thing happening in the world of printers and copiers, where machines are leased for a specific period of time at a set monthly fee. The combination of using a familiar model to tackle new and pressing challenges is the reason HP's seen **double-digit growth in DaaS** curiosity over the last two years. It's also why so many IT managers are expressing interest in **DaaS**.

IT decision-makers are turning their heads

On a deeper level, the **Device as a Service model** is capturing the attention of IT decision-makers, because it addresses specific business problems affecting today's organizations. Take health care, for example. Their problems are big and, frankly, more complicated than most industries. Spend some time talking to health care professionals, and you'll hear a mix of concerns around data security, cost issues, varied and constantly shifting regulations, and—perhaps to a lesser extent—changes in workforce demographics and care models.

In previous years, the answers to those challenges wouldn't have intersected, but DaaS is different. The transformative nature of this model brings with it:

- Increased and centralized security that's much easier to keep up to date
- Devices that can be easily switched out to meet federal and state regulatory requirements
- Hardware options fitting a wide range of education, experience, and responsibility levels within an organization
- The opportunity to manage volatility and fast-changing business needs

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The ability to connect with multiple touch points also opens up a door to amazing opportunities for feedback that may not exist with other IT solutions. The process of setting up a DaaS relationship requires a deep understanding of a client's ongoing needs. Before, a vendor partner could simply make a sale and not have a lot of communication again until it was time to deploy new hardware or upgrades. The DaaS model facilitates constant connection that expands into the **analytics-enabled prediction** of security and hardware needs.

Measuring the advantages of DaaS

Besides bragging rights, how will DaaS affect businesses and their challenges? Let's start with costs: Since DaaS allows companies to pay on a per-seat, per-month basis, it's easier to predict costs over a device's lifecycle. That means no more unfortunate depreciation of capital expenditures. Now, everything falls under operating expenses—so companies can redirect cash to where it matters most.

Businesses that have invested in DaaS can also expect an uptick in their chances of retaining the best employees. Ask any employee who's per-

formed with clunky, outdated, improperly secured devices, and you'll likely hear a knock against their employer. Tech solutions that are flexible and reflect an organization's mission and strategy are an excellent way to attract competent, creative talent—and having up-to-date tech solutions will become increasingly important as millennials and Gen Z become a larger portion of the workforce.

Then, there's security. According to **Juniper Research**, cybercrime is on track to cost businesses a full \$8 trillion by 2022. DaaS proactively protects businesses from attacks to their data by monitoring every device and how it adheres to security policies, data access, and approved apps. Another bonus: It allows for analytical perspective on inventory, device location and condition, as well as end-of-life disposal to prevent physical security breaches.

The bottom line? DaaS is uniquely able to let IT staff get back to doing what matters most. Time and labor previously used updating devices and tracking hardware can be spent investing in strategic initiatives and supporting other employees in their goals. With the momentum behind it, you can expect to see DaaS transforming a workplace near you and becoming the hero of strategic IT departments everywhere—sooner rather than later.

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