The benefits of DaaS address IT's biggest challenges

By Megan Williams

The benefits of DaaS, or Device as a Service, have the potential to address a significant, looming problem. IT departments are facing a unique challenge within the industry: the convergence of multiple shifts in the technology paradigm.

IT environments are becoming complex, multi-device, and multi-platform—and they're encompassing more urgent requirements and demanding IT take on a new, more strategic position within businesses. At the same time, the concept of the department itself is increasingly decentralized, with decision making frequently happening outside the traditional scope of IT control.

To meet these challenges, traditional technology will only go so far, and a different approach to IT's relationship with how technology is used within the organization will become necessary. One of the most comprehensive advances in this area is DaaS, an approach that allows IT decision-makers to tackle multiple challenges with one, simple decision that opens the door to multiple benefits.

Back user demands for technology that works

This new era of IT means the decisions made in the IT sphere impact the entire organization at deeper levels. Take, for example, user needs for tech. As millennials begin to move to even more prominent positions within the workforce, their tech dependence will add growing pressure for more advanced and well-designed tech offerings to attract the best talent and encourage overall organizational performance. A 2016 **Nimble Storage** report revealed that 77 percent of millennials saw poor application performance as having an impact on their job performance (contrasted with half of baby boomers).

According to a **Forbes** article, sponsored by Paycom, this generation sees tech as a key contributor to their personal growth as employees and a strong facilitator of their need for communication. Traditional models of device procurement would make keeping up with demands like these prohibitively expensive and force organizations to weigh whether consistent outlays for the most modern technology solutions would provide sufficient ROI.

With DaaS, these questions shift. Thanks to DaaS vendors who offer lifecycle management, like HP, the IT team can more readily see what devices are underperforming and in need of upgrades, simplifying a regular refresh of your fleet of devices.

Navigate growing IT complexity

As these device fleets and overall IT environments grow larger, they only become more diverse and complex, leaving IT managers and decision makers searching for solutions to better handle

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device management. What can make that solution even easier? Relying on one vendor or trusted advisor to help them through this transition.

Furthermore, vendors that can offer a flexible approach to end-user device management will allow IT managers to meet the changes and demands the modern enterprise presents. For instance, **HP's DaaS solution** provides the ability to support multiple operating systems, while also granting IT a high-level overview of where devices are, what they're doing, and how they operate in your environment.

In terms of device acquisition, **HP DaaS** also allows IT departments to keep up with the device refresh cycle without worrying about the frequently cut capital budget. In other words, you only pay for what you use in a predictable, **monthly service agreement**. With this type of service-level agreement set up via a service provider, executives could receive a higher level of support compared to the service offered by a desk worker.

Optimize your environment

According to an IDC InfoBrief, sponsored by HP, **Transforming Device Lifecycle Management with Device as a Service**, March 2017, up to 14 percent of IT staff's time is spent managing devices. When this time is freed up, it can be used on more strategic IT efforts. But in order to free up that time, you need a perfectly optimized IT environment.

While most DaaS providers stop at device management, you can build a more comprehensive partnership through HP, as they offer **device optimization** across the business. Your service provider, for instance, can help with the ongoing management of software updates—saving a lot of labor for your IT team, as they won't need to monitor software updates regularly.

And, in the case of HP's proprietary tools, active monitoring can be facilitated through analytics and proactive management services, allowing IT leaders to predict and prevent incidents from happening in the first place. This can result in greater user satisfaction, helping IT position itself as an organizational hero and demonstrate the value they deliver back to the business.

In short, DaaS can allow your IT team to move away from the reactive "break-and-fix" mentality and devote more time and resources to innovation. With one point of contact, HP DaaS can help you tackle device acquisition, management, and optimization, allowing you to enhance, improve, and optimize your IT environment to meet your exact needs.

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