



3 reasons to cultivate a Device as a Service partnership

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Stop for a minute and think about all the time your IT team spends maintaining employee IT equipment—including everything from notebooks to tablets. According to an IDC InfoBrief, sponsored by HP, **Transforming Device Lifecycle Management with Device as a Service**, March 2017, a full 14 percent of IT personnel's time is spent managing devices.

A Device as a Service (DaaS) solution can free up your IT staff by taking on the responsibility of device management, allowing them to focus on more strategic IT initiatives that will add to the bottom line. Beyond that, a good DaaS strategy should also help optimize your IT environment, providing your business with increased scalability and flexibility. It's an investment that will pay off, especially if you team up with a DaaS vendor, like HP, who will become a trusted partner for your organization—they will help your team deploy, maintain, and update IT hardware and software to meet the exact needs of your business, both in the short and long run.

In other words, DaaS isn't your average tech trend—it's an IT strategy that's here to stay. Here are three advantages to cultivating a DaaS partnership.

1. Scalability

HP's DaaS offering, in particular, simplifies the ability to scale up or down, depending on your hardware needs, as it works on a per-seat, per-month cost model. It's an advantageous strategy for businesses that have seasonal ups and downs, such as retailers, and companies that need to increase or decrease staff to address their business climate.

The ability to adjust quickly and respond to a changing sales climate is especially appealing to businesses that don't want to spend money on unneeded equipment or be caught without the proper resources during busy times. Because HP goes beyond simple vendorship and develops a strategic partnership with businesses, they will better understand your company's model and can proactively plan for that ebb and flow.

On top of that, HP DaaS offers global scalability. Retailers, for instance, typically have one main location with other, smaller stores spread out across towns, cities, or even countries. With so many individual locations behaving as satellites around headquarters, it's important that each location receives the right amount of IT attention—and that's where HP DaaS can step in as a partner to analyze the level of service needed and deliver it across your IT environment, globally and locally.

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2. Flexibility

If you're not sure about diving into DaaS headfirst, HP's model is perfect for testing the waters, as it doesn't demand you immediately commit to the strategy. It's a full-service solution that can scale rapidly, and in addition to computers, retail point-of-sale systems can also be bundled into the solution. Specifically, you should look for a vendor that can scale across multiple sites, operating systems, regions, and the globe, as needed to suit your business's unique needs—something only a true partner can identify and provide.

Solution providers, too, are including DaaS as part of their service portfolios. Increasingly, customers want to focus on the use of a product rather than buying it; they don't want to deal with refresh cycles or repairs. They just want devices that reliably work together. HP DaaS can play a big role as a partner here, as well—they can offer greater visibility into your fleet of devices and identify when a device is underperforming. From there, they can suggest the next step that's best for your business in terms of upgrading that device.

3. Optimization

While most DaaS solutions reduce the overhead of certain device management tasks, HP DaaS takes the service one step further to provide optimization. One of the ways they manage this is through analytics and proactive management.

HP's analytics and proactive management services provide a clear picture of how devices are performing and where they are located within your business. This allows IT to address concerns quickly, and instead of waiting to fix an issue after it occurs, IT can proactively address the issue before it even happens. When you team up with a partner who can offer this enhanced visibility for your company's devices worldwide, you can rely on them as the **point of contact** for questions and concerns, as well as upgrades, repairs, and refreshes.

There's no shortage of "as a Service" offerings in today's IT world, and there are likely more "as a Service" models coming around the corner. But the partnership of HP's DaaS solution—and the optimization that results from that partnership—sets it apart as a strong choice for your organization. You're not simply purchasing a product; you're building a relationship that will serve your IT needs precisely and reliably.

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4AA6-8878EEW, August 2017

