Offering Definition…

…is when a company outsources the computing devices'; procurement, maintenance and lifecycle management, to a vendor with value added expertise, into a single all-inclusive contract, offered per month/seat basis. The hardware is offered on a lease/subscription basis, where the vendor takes responsibility for monitoring and maintenance of the computing devices.

Or…

…the vendor maintains ownership of devices and provides value added maintenance services for customer use. The customer pays for usage only on a monthly basis.

Context

In the pre-DaaS world, you would have to find three entities to cobble together the solution.

- One: the HARDWARE PROVIDER,
  (Dell, Apple, Lenovo etc.)

- Two: the IT SERVICES COMPANY,
  (Accenture, CompuCom, etc.)

- Three: a LEASING AGENT
  (bank, finance company, or an OEM like HP that has a finance solution)

CompuCom®

Client Pain Points:

Finding a provider that has a solution that is easy to understand, and a consumption model that is flexible enough to support their specific business needs

Multiple vendor management for hardware, IMAC, Imaging, Leasing and Maintenance

Skills and resources

Inability to stay with current technology

IT Business alignment

opt for latest technology, when needed and not wait till asset gets retired

Difficulty in managing device estate manually or internally

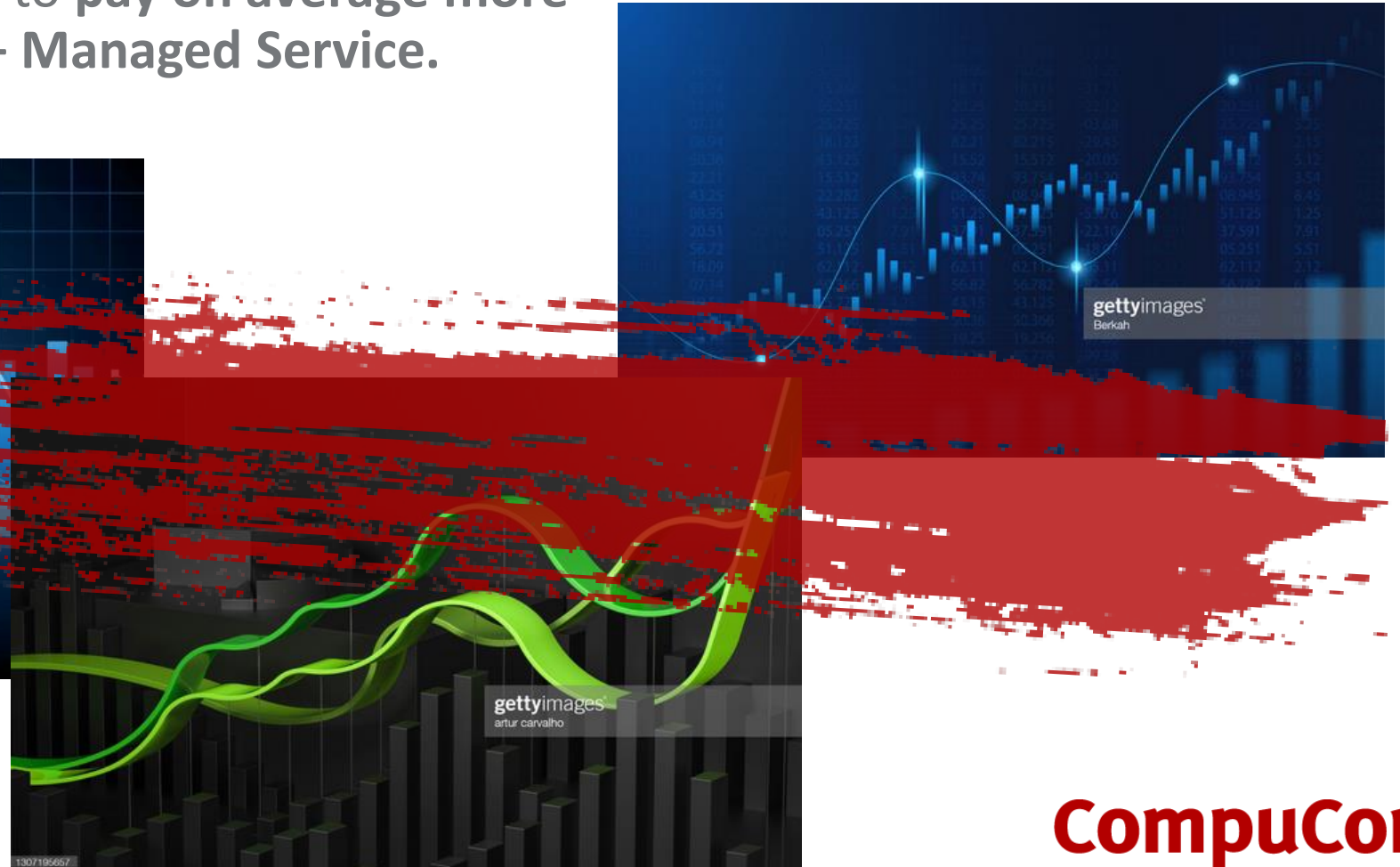Limited budgets/funds but surge in demand for computing devices

Employee productivity

DaaS

CompuCom.

Implications

Companies that don't participate in a Device as a Service offering, will continue to **pay on average more for the aggregate Hardware + Managed Service.**

CompuCom's Device as a Service

Simplified. Fully managed. Faster. Predictable. Scalable. Low cost. Single contract. Pay per use monthly. Flexible financing options.

DaaS

CompuCom combines hardware, managed services, device life cycle into a single solution provided at a fixed monthly cost to help you lower total cost of ownership, increase customer satisfaction and workplace productivity.

CompuCom®

CompuCom's Device as a Service **features:**

DaaS

- Multi Device Management
- Managed Service
- Proactive Maintenance
- Self Service Portal
- Procurement & life cycle management
- Inventory Management
- Asset Tracking
- Imaging, configuration, staging,
- Deploy and install with data transfer
- Move-Add-Change
- Hardware Break-Fix and Support
- Redeployments
- Analytics
- Leasing

PROCUREMENT & CONFIGURATION
Image custom SOE, Configure BIOS, load (management tools)

DEPLOY
(Install new machine, migrate data, remove old machine)

HARDWARE SOFTWARE MONITORING
Managed Services, Proactive Maintenance, Monitoring remote management, multi-vendor, (patches, onsite options

PREMIUM SUPPORT
Single end-user phone line, Technical Account (Manager, multi-vendor, onsite fix)

ASSET DISPOSITION
Removal of old assets and secure data erasure

WEB MONITORING & ANALYTICS
Web monitoring, Email monitoring, Managed Anti-Virus, Office 365

CompuCom®

Benefits:

- Greater flexibility in device acquisition with lower buyout costs with device & brand of your choice
- Quick Device break fix repairs and proactive maintenance
- Optimize device usage and TCO.
- Create greater customer experience & workplace productivity
- Higher security and timely updates
- Gives internal IT focus on strategic role
- Single contract per month per device basis
- Allow companies to scale up or down device deployments as employee needs changes
- Reduced computing device end of life penalties
- Streamlined IT asset planning
- Improved asset tracking and reduced shrinkage
- Detailed insights into equipment performance

"DEVICE + MANAGED SERVICES + SUPPORT

AS A SERVICE

CompuCom®

Differentiators:

Customize to fit your needs

- CompuCom's ability to deliver consistent Device Management + Manage Services, no matter who the OEM manufacture is

- Our ability to combine a different OEMs into our solution, keeps the client from selecting hardware first, and then settling for the manage services that go with that specific hardware set. In other words, relying on HP Managed Services, to support your legacy Dell hardware could be a challenge.

- 99.99% accuracy in asset management

- 5.15 million end user supported; 6.4 million devices supported; 6000+ field techs

- Offers no restrictions on device type: HP, Samsung, Dell, Intel, Lenovo, Fujitsu etc.

- Device type: PC, Laptop, Tablets, Mobile, Printer, Routers, POS, IoT, Camera

- Never pay for inventory or storage. Pay for use.

- Leader in Gartner Magic Quadrant 2017 in Managed Workplace Services.
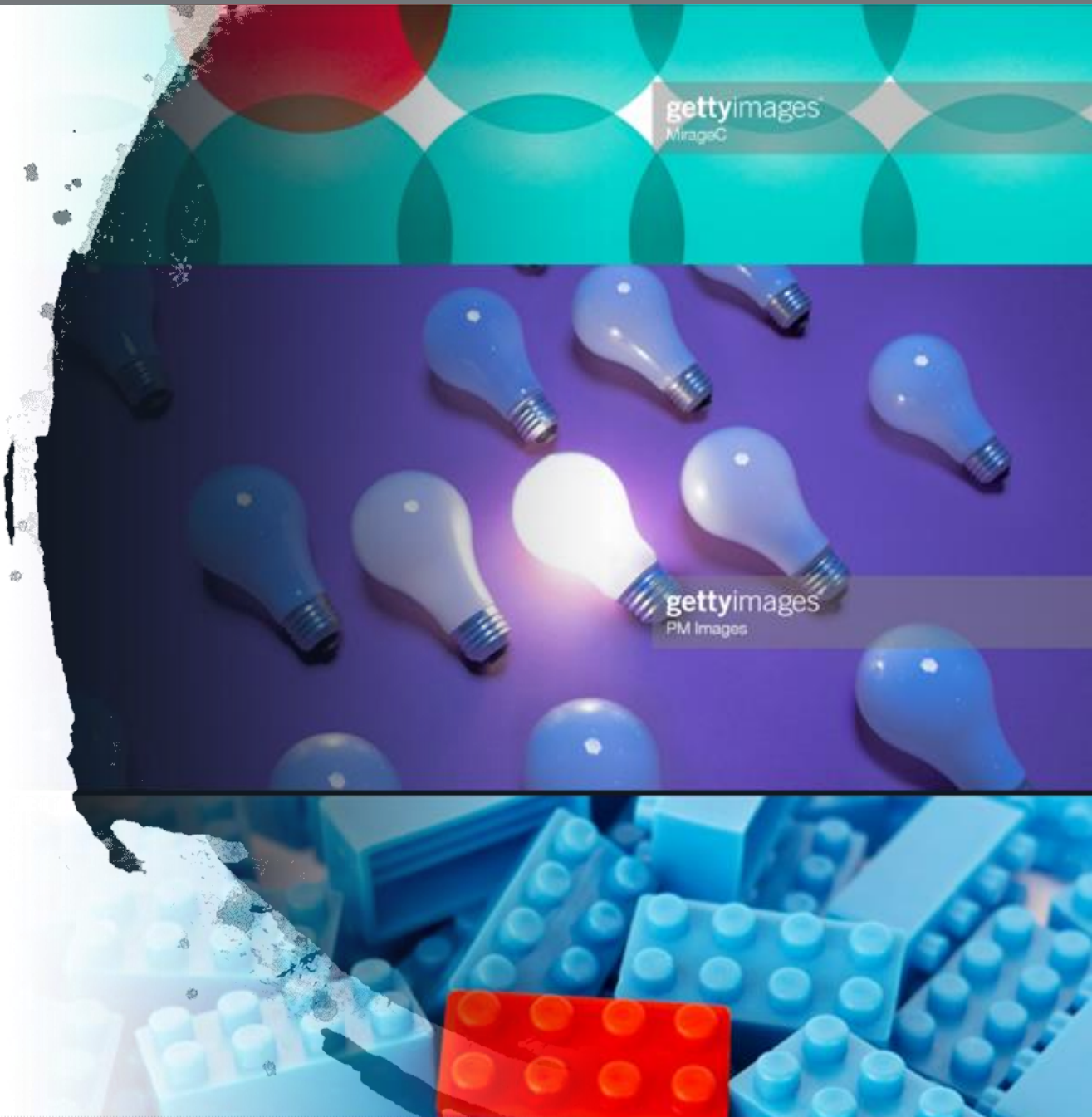
Buyer Personas

DaaS

BRIAN
*Buyer Persona It :
CTO, VP IT*

Who wants to control technology resources, performance, security and cost efficiently.

KATE
*Buyer Persona Finance:
CFO*

Who wants to improve cash flows, manage fixed costs, compliance, data security device asset utilization and avoid penalty of traditional leasing.

PAUL
*Buyer Persona
CIO:*

Who wants to improve compliance and data security through better asset tracking and reduction in lost or misplaced assets.

BRITA
*Buyer Persona Employee
End User:*

Who wants self service Amazon like computing device order experience with timely delivery, easy & single point of technical support.

Device as a Service: Competitive Landscape

	CompuCom	DELL EMC	HP	Lenovo	Microsoft
Choice of Devices	✓ 100 Device Types/ 25+ Brands	X Only Dell Products	✓ HP Products and other Brands	X Only Lenovo Products	X Only Surface Devices
Persona Modelling	✓	✓	X	X	X
Choice of brands	✓	X	✓	X	X
Vendor /OEM Agnostic	✓	X	✓	X	X
PC/Laptop/Tab/Mobile as a Service	✓	✓	✓	✓	✓
Printer/ Copier/ Scanner/ POS/ Network Devices/Camera	✓	X	✓	X	X
Number of end user supported	5.15 M	5.3M	NA	NA	NA
Number of devices supported	6+ M	2.19M	NA	NA	NA

Our ability to combine different OEMs into our solution, keeps the client from selecting hardware first, and then settling for the manage services that go with that specific hardware set. In other words, relying on HP Managed Services, to support your legacy Dell hardware could be a challenge.
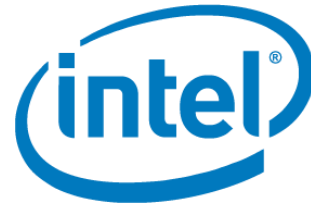
CompuCom's Featured Product Lines

DELLEMC

DaaS

- **Program Name:** PC as a Service

- **Device Offered:** Dell Products [workstations to ultra-light laptops, monitors and accessories, Dell Optiplex, Dell Latitude, and Dell Precision]. Dell/EMC bundles PC as a Service with hyperconverged infrastructure portfolio (open scale cloud flex), open scale flex storage, and VDI solutions.

- **Software/Tools Offered:** ImageAssist (custom cross-platform image), SupportAssist Technology (automated, proactive and predictive technology for problem resolution), TechDirect (self-service online portal), and Dell Client Command Suite (client systems management tools).

- **Support/ Services Offered:** Deployment services (ProDeploy), Support Services (ProSupport and ProSupport Plus), Managed Services (onsite and Remote), Asset recovery services, Asset return and recycling.

- **Financing/ Leasing Offered:** Through Dell/EMC Financial Services with 3-year term.

- **GTM:** Partner-led approach, no direct sales. No specific partner names.

- **Key Verticals:** NA

- **Pricing:** Per user per month.

- **Messaging:**
  - Dell PC as a Service solutions combine hardware, software, PC lifecycle services and financing into one all-encompassing service – providing a single, predictable price per seat per month.
  - It helps reduce the burden and cost of IT management over the complete lifecycle of the PC. At the same time, it allows IT to focus on more of the strategic priorities and gets end-users into new technology faster.

- **Taglines:**
  - The Smart way of IT Provisioning
  - A simplified service for the modern workforce
  - Optimizing the PC Lifecycle

- **Program Name:** HP Device as a Service (DaaS)

- **Devices Supported:** All devices under HP portfolio and few other brands (PC brands: Dell, Lenovo, Acer, Apple®. Printer brands: Lexmark, Xerox, Canon. Service coverage may vary by country/region).

- **Software Offered:** NA

- **Support/ Services Offered:** End-to-End Lifecycle services (Discover and Design, Configure, Deploy, Optimize, Maintain and Dispose), Next-day break/fix service, Accidental damage protection etc. Additional lifecycle services to deliver end-to-end solutions such as: Design and planning, installation & asset tagging, imaging, Tech Cafe, and secure wipe and recycle solutions. "Proactive" analytics and management and even a new artificial intelligence-based solution recommendation tool aimed at preventing downtime and increasing worker productivity.

- **Financing / Leasing offered:** Options from HP Financial Services (HPFS) with terms of 1, 2, 3, 4, or 5 years.

- **GTM:** Partner-led approach, no direct sales. Focusing on Mid-market segment. HP Partner First members like NWN, Infosys, Compugen, Technology Integration Group (TIG), Staples, Accenture, TCS, DXC, Wipro, HPE, Dinatech, Landscape Printing Systems Ltd., OGA Group, CB Technologies, and Future Tech.

- **Key Verticals:** NA (However, based on customer stories, Hi-tech, Manufacturing, FMCG.

- **Pricing:** NA

- **Messaging/ Definition**
  - HP Device as a Service (DaaS) combines world-class computing devices and accessories, lifecycle services, and HP value-added expertise into an all-inclusive solution offered in a single contract on a per-seat, per-month basis.

- **Taglines:**
  - Reinventing how technology works for you
  - Get the most out of your IT environment
  - Your workplace transformation begins with HP DaaS.

- **Program Name:** PC as a Service (PCaaS)

- **Devices Offered:** Tablets, laptops, desktops and workstations [Lenovo ThinkPad Notebooks and ThinkCentre Desktops]. Optional upgrades for Monitor, Dock & Mouse upgrade for Tablets & Notebooks.

- **Software/ Tools Offered:** Web monitoring, Email monitoring, Managed Anti-Virus, Office 365, Patch Management.

- **Support/ Services Offered:** Lenovo Project Management Operations (PMO) team that takes care of the configuration, deployment, management, and disposal of your hardware. Key Services: Procurement, configuration & deployment, support, asset management, disposal, asset recovery and resale. Single end-user phone line, Technical Account Manager, multi-vendor, onsite fix.

- **Financing/ Leasing Offered:** Financing for a period of 3 years.

- **GTM:** Combination of Direct and Partner-led approach. No specific partner names.

- **Key Verticals:** NA

- **Pricing:** Per user per month. For partners, From October 1st, 2016, PCaaS Bundles will now earn $10 LPA for PCaaS services sold, this is in addition to hardware LPA. For example, consider the partner pricing for Lenovo's PCaaS through Allied Digital.

- **Messaging:**
  - Lenovo PC as a Service (PCaaS) provides a fully-managed, fixed monthly cost prescription model combining hardware and services into a single solution. A complete end-to-end IT management service that bridges your IT support gap.
  - PCaaS allows customers to streamline their asset planning and IT management burdens and operate with reliable high performance. PCaaS reduces capital outlay and the unforeseen costs of outfitting an organization with a fleet of hardware, and helps with management, so you can redirect resources to core competencies.

- **Taglines:**
  - Let Lenovo manage your IT hardware and service needs in a single solution with a fixed monthly subscription fee.
  - PCaaS can better serve the consumerized expectations of your next-gen workforce
  - Take back your time, capital, and resources to focus on what you do best.
  - Lenovo PCaaS provides efficiency to every stage of ownership, giving your customers a convenient lower Total Cost of Ownership (TCO) solution.
  - Outsource your end-user headaches to Lenovo's scalable, expert operations team.

Microsoft

DaaS

- **Program Name:** Surface as a Services

- **Device Offered:** Only Surface devices and Accessories [Surface Book, Surface Pro 4, Surface accessories]

- **Software/Tools Offered:** Office 365 and other proprietary software [Windows 10, ISV software]

- **Support/ Services Offered:** Configuration and deployment, Replacement and exchange, Warehousing and logistics, and Next Generation Support

- **Financing / Leasing offered:** Yes (Leasing for 12-, 24-, or 36-month contract).

- **GTM:** Partner-led approach, no direct sales. Microsoft Cloud Solution Providers (CSP) partners who are Surface Authorized Distributors and Resellers. Key partners are ALSO, Ingram Micro (in UK), Tech Data, Acrodex, and some solution integrators like IBM, Booz Allen Hamilton, Dell and HP.

- **Key Verticals:** Financial services, CPG (consumer packaged goods), Government/ Public sector and Healthcare.

- **Pricing:** Per user per month. Depends on components and subscription period.

Key Recommendations

- Leverage the keywords, messaging themes to create a broad and detailed marketing collaterals around CompuCom's "Device as a Service" offering.

- Leverage market statistics from IDC to indicate the growing adoption of "device as a service" especially among mid-market segment.

- Focus on total cost of ownership and savings on devices using "as a service" model and traditional device procurement model.

- Contract should be simple to understand and if possible, highlight the exclusions.

- Take a phased approach to push devices as a service model in client environment.

- Leverage analytics (through persona portal) to cross-sell services and devices in existing customers. Automation would be key competitive differentiator and help in keeping costs down.

- Bundle with other managed services like print services, security services etc.

DaaS