



HP DEVICE-AS-A-SERVICE ENABLES PARTNER SUCCESS

The needs of IT and end-users are changing the way businesses acquire and manage devices. IT departments want devices that are secure, cost-effective, and efficient. End-users want devices that enable them to be more productive and that they can use anytime, anywhere.

As a result, businesses are moving away from traditional acquisition models in favor of as-a-service models. And to meet this growing need, HP created HP Device as a Service (DaaS), a solution that combines innovative devices, lifecycle services, and HP expertise, all for a per-seat, per-month cost.

Benefits of HP DaaS

HP's DaaS program benefits both resellers and their end-user customers.

"For end-users, the value of HP's DaaS program falls under three main pillars," said Tami Beach, Senior Director, AMS Personal Systems Services. "It enhances the way they acquire devices, it improves how they manage devices, and it optimizes the way they use devices."

With HP's DaaS program, end-users can free up cash by shifting from a capital expense procurement model to an operating expense model. It also helps them get a better handle on future costs.

"A lot of HP customers are dealing with spikes in IT costs," Beach said. "The per-month model allows them to better predict expenses, all while getting access to award-winning innovative technology on a regular refresh cycle."

The DaaS program doesn't just help end-users cut down on costs, it also helps them reduce support time, a major benefit for overburdened IT teams.

In an [IDC InfoBrief](#) sponsored by HP Inc., 78% of IT decision makers surveyed believe devices

are extremely important to the end-user experience, and half believe IT personnel spend too much time managing these devices.

HP's DaaS program addresses this problem by offering a full suite of device management lifecycle services. With everything from configuration and deployment to maintenance and device disposal, these services reduce costs and free up internal IT resources, all while improving end-user support and satisfaction. This gives internal IT teams the time they need to focus on more strategic priorities.

Additionally, HP's DaaS program offers workplace optimization tools like secure, always-ready devices from day one to end of life; active monitoring with proactive and predictive services; and fleet reporting, analytics, and insights.

And end-users aren't the only ones to benefit from DaaS. With the as-a-service model, resellers can become more solution-orientated and less transaction-orientated, Beach said. They can add value for their customers by wrapping services with hardware and become more of a trusted advisor. And because there's no cash outlay for end-users, resellers can get their customers into devices that are much more robust, increasing their margins and growing their business.

"HP is highly motivated to enable our channel partners to advance their efforts in the 'as a service' space by providing the capabilities and tools they need to be successful," Beach said. "Device as a Service is a win for both resellers and their end-user customers due to the tangible business value it delivers and the opportunities it brings."

To learn more about the HP DaaS program with SYNEX, call the HPI PSG business development team at 1-800-444-7380, option 1, email hppsg@synnex.com, or visit the [DaaS solutions page](#).