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BENEFITS OF DaaS BOOST BUSINESS WITH DEVICE-AS-A-SERVICE

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BENEFITS

BOOST BUSINESS WITH DEVICE-AS-A SERVICE

BY CHRISTY GORDON, EDITOR

For years, the way businesses procure and handle technology has been more or less the same. They pay upfront for devices, they maintain the devices, and they dispose of the devices at the end of their lifecycles. But now all that's changing thanks to device-as-a-service (DaaS).

With DaaS, end-users can obtain devices on a subscription basis, all for a monthly cost that is both affordable and predictable. This new model offers a wealth of benefits for both resellers and their customers and is transforming the way businesses procure technology.

Benefits of Device-as-a-Service

For resellers, DaaS is a unique way to drive growth with a robust suite of services wrapped around their technology offerings. Resellers can get full revenue on the initial transaction, built-in refresh sales, and the ability to co-term additions and extend the subscription as needed. In some cases, they may also have access to many different vendors and products.

End-users enjoy several benefits of their own. For example, if their workforce grows or their business needs shift, they can scale their devices up or down as needed. DaaS also allows end-users to shift from a capital expense procurement model to an operating expense model, freeing up cash and ensuring more predictable monthly costs.

"They like the subscriptions more because they can change on the dime, and increase and decrease in certain areas," SYNnex partner and Varnex member Kirit Desai, CEO of Derive Technologies, **told CRN**. "Customers are looking to get away from the high-stakes, on-premise stuff."

End-users also have the flexibility to refresh technology on a regular basis without paying for everything upfront. This

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means they get the latest and greatest at a price they can afford, a benefit that often comes as a surprise.

“I work with a sheriff’s office, and my customer was sure there was no way in heck he could afford all the devices and technology he needed for his vehicles,” said Steve Rogers of **ProLogic ITS**, an end-to-end technical solutions provider in Acworth, Georgia. “He thought he had to pay for it everything upfront. But then I said, ‘Wait, I’ve got a solution for you.’”

ProLogic ITS was one of the first companies to utilize SYNnex’ new Device-as-a-Subscription program. Steve, a sales rep, helped Georgia’s Gilmer County Sheriff’s Office equip their vehicles with devices and mounts via a three-year DaaS term. And Steve believes he’ll close a lot of similar deals in the future.

“After doing a lot of research, I’ve come to believe that device-as-a-service will be the norm,” he said. “The industry is moving in that direction.”

Other end-user benefits include managed services like patching, monitoring, tracking, and help desk assistance. These services ease the burden on end-users’ IT teams, enabling them to focus on higher-level projects. DaaS also offers end-of-life device recycling so businesses aren’t saddled with equipment they can no longer use.

“There is a lot of upside,” NWN CEO Skip Tappen **said in an interview with CRN**. “It is all about ease of consumption. More and more customers don’t want to own the product, they

just want to consume it.”

Founded by Varnex Advisory Council member Mont Phelps, NWN is an IT solutions and services company with several locations throughout the country. Skip also reported that NWN’s device as a service sales pipeline has more than doubled over the last year.

SYNNEX Device-as-a-Subscription Program

SYNNEX’ Device-as-a-Subscription program launched in March and enables resellers and their end-customers to obtain devices on a true subscription basis. The program is available in both the U.S. and Canada and includes many types of devices, including desktops, notebooks, 2-in-1s, and handhelds.

For more detailed information about the SYNnex Device-as-a-Subscription program, **turn to page 10**, or contact Nolan Pulley at **NolanP@synnex.com**. For a quote, please reach out to your SYNnex sales representative.