



# Simplify hardware acquisition and management with Device as a Service

## Subscription model delivers flexibility and agility to hardware

Purchasing a product no longer involves going to a store and paying for it. It is time to rethink everything. Now consumers can buy using multiple channels and customize their experience using their smartphones. This is changing longstanding buying habits, with a focus on flexibility and convenience.

As people expect their cars to be always connected, automakers are finding new revenue streams in subscription-based services. Netflix and Spotify have changed the way content is consumed with their subscription-based models. Microsoft estimates that more than two-thirds of Office business accounts will be subscription in the near future.

The subscription model is expanding into more industries, including smart-devices and computers. This means businesses can realize significant benefits by moving to a Device-as-a-Service procurement and management model.

### Why you should consider DaaS

Device as a Service (DaaS): a company partners with a services organization to manage and reduce its costs by packaging typical employee devices (such as smartphones, tablets and notebook computers) with management services and software for a monthly subscription fee.

Companies get the right devices, reduced IT workload, better asset management, happy employees using current technology, and lower total cost of ownership.

**63%**

of IT Managers say their resources are drained by device management and they would prefer to focus on more strategic IT projects.



## DaaS advantages

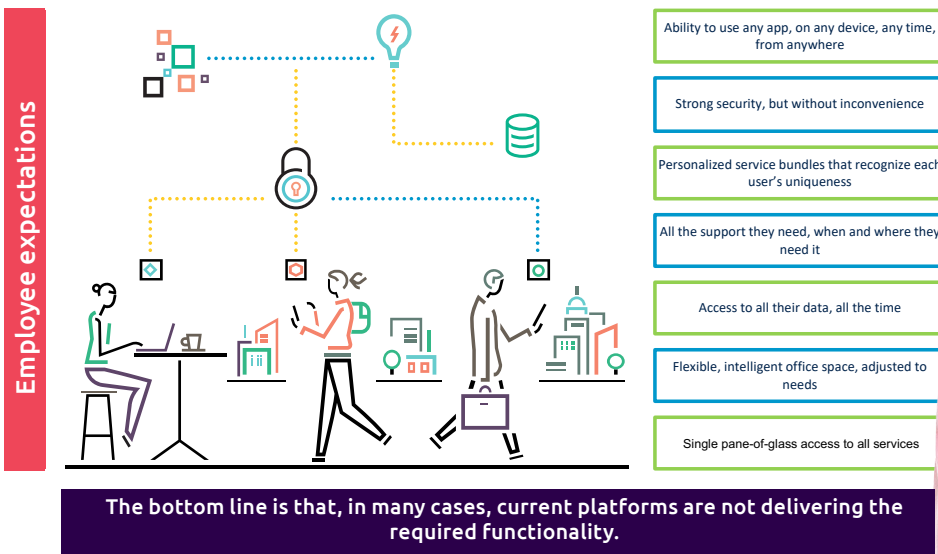
DaaS services from Capgemini and HP address the priorities of every sector of an organization.

**CEO/CIO:** cost management. DaaS clients replace the large capital outlays required for device refreshes with manageable monthly subscription payments. DaaS also generates lower total cost of ownership, especially in the area of outsourced technical support. Clients gain the benefit of moving expenditures from CapEx to OpEx.

**IT management:** reduce IT workload. IT managers need to spend time on long-term planning and improving business systems rather than managing hardware refresh, onboarding and support. A DaaS relationship frees senior talent to concentrate on generating fresh business value.

**Users:** access optimal hardware. Companies know that a three-year refresh cycle is ideal and that employees need current technology to operate at peak efficiency. DaaS ensures access to the right technology with appropriate training and support. It allows a company to focus on its core business rather than on productivity technology.

The result is a better Employee Experience and a happier and more productive workplace.



## Build personas to rightsize your fleet

Engaging with Capgemini and HP is an opportunity to refine your technology fleet. The best way to start is to create personas for your workforce. These are generalized grouped descriptions that detail the basic needs and goals of the people in your company.

For example, personas at a financial institution could include:

- C-suite executives
- Financial analysts and planners
- Customer-facing service representatives
- Branch managers
- Internal IT professionals
- Web and social-media professionals
- Company support staff

C-suite executives, for example, require mobile laptops and smartphones with ample data plans, financial analysts need powerful desktop computers and large monitors, while customer-service representatives may only need a tablet connected to the company's financial portal. Defining workforce technology requirements allows companies to rightsize their fleet.

## Financial institution

A typical financial institution would have between five and 10 personas. The three job functions below each have distinct and definable device requirements

### C-suite executive



Mobile laptop  
Smartphone

### Financial analyst



Powerful desktop computer  
Large monitor

### Customer-service rep



Tablet computer

A properly implemented DaaS initiative will create a unified and tailored IT environment for your workforce so employees can work anywhere, connect to co-workers and customers, and get the support they need within an environment that is responsive to long-term company objectives.

## The DaaS lifecycle

Starting from acquisition to management to usage, a DaaS arrangement handles devices from the time they enter your workplace until they reach end-of-life and exit the premises.

**Enhance device acquisition.** The DaaS provider is a trusted partner who supplies innovative technology on a regular refresh cycle, delivering improved cash flow and predictable TCO.

**Improve device management.** Lifecycle services are customized to your needs and provided on a consistent global basis, while freeing up internal IT resources and improving end-user support.

**Optimize device usage.** From day one to end-of-life, active monitoring and proactive predictive services couple with fleet reporting and optimized analytics to drive tangible daily benefits.

## Think differently about your devices

DaaS delivers predictability, security and workplace transformation.

- Improved productivity: users are happy with world-class devices
- Financial intelligence: know your true costs and manage TCO
- Satisfaction driven: deliver highly dependable service across the device lifecycle
- Global consistency: one provider and a single point of accountability
- Expert management: fleet is always monitored, secured, and policy-compliant
- Insightful control: analytical insight into inventory, location, and condition
- End-of-life predictability: get ahead with a solution that plans for end of life
- Strategically trusted: leverage Capgemini and HP expertise and scale to bring greater value to your business.

DaaS by Capgemini and HP offers the current technology you need, sourced for you, with the managed services and consulting that keeps everything running and secured for a set monthly fee.

Capgemini	HP
End-to-end business expertise	Device logistics
Defined service and governance models	Factory services
Integrated service-desk tools	SLA optimization
Sophisticated data analytics	Persona-based optimization
Tech Café (vending machines, lockers, walkup)	On-site services, including dispatch, deploy, refresh, and disposal



## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion (about \$14.4 billion USD at 2017 average rate).

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