



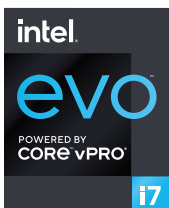
How the 3 Ps of DaaS help today's IT decision-makers

When analyzing the findings from its global survey, [“The Future of Work and Digital Transformation,”](#) Lenovo uncovered a major opportunity gap: **63% of IT leaders were interested in using a Device as a Service (DaaS) model but only 10% had deployed one.**

IT leaders know the benefits of DaaS

The survey asked these leaders (including those who are not using DaaS model) what they saw as the best reasons to deploy DaaS. Here's how they ranked the benefits:

- Frees up time to focus in-house IT team on more strategic projects
- Ability to scale hardware needs over time
- Easier to maintain more up-to-date hardware
- No need to worry about the details of managing hardware lifecycles
- Move expenses from capital expenditures to operational expenditures
- One provider to hold accountable for both hardware and software
- One company to contract with



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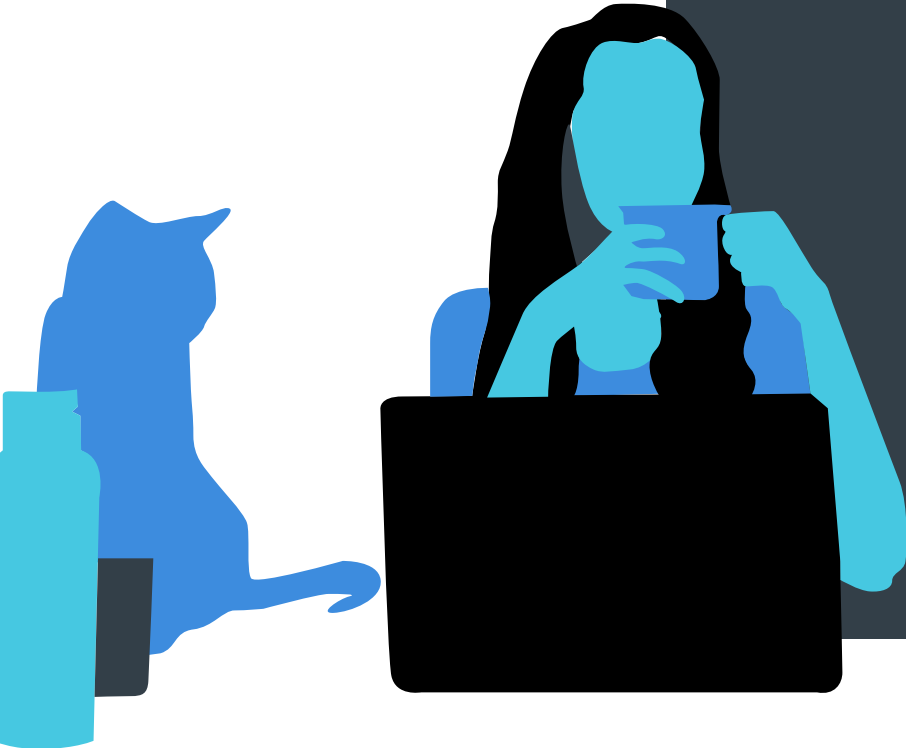
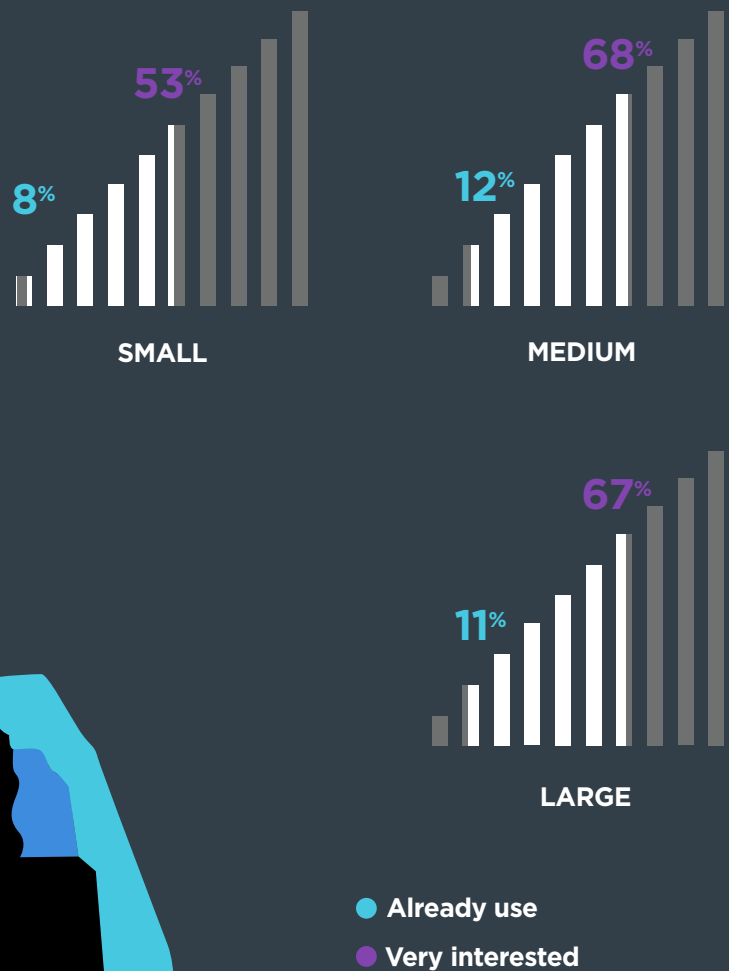
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So what stops IT pros from using DaaS?

If respondents know and value these benefits of the DaaS model, then what's the reason behind the gap between DaaS users and the curious? DaaS can solve for new tech challenges that have been amplified and exacerbated by a sudden shift to a remote, fully distributed workforce.

Is the gap simply because there's a more urgent need for a solution like this than ever before?

DaaS interest gap by business size



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A DaaS decision depends on personalization, protection, and price

The business pains of the pandemic are only part of the story. IT leaders also attributed their DaaS hesitancy, despite seeing the value, to concerns that it could add extra management time or that it wouldn't be able to flex for a company with a wide range of hardware and software needs.

These hesitations — as well as other tech concerns related to the remote revolution — can be allayed with the right DaaS model. Here's what to consider:

Personalization

Pain point

Each worker needs unique hardware and software.

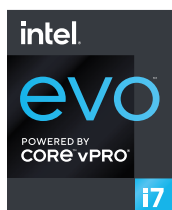
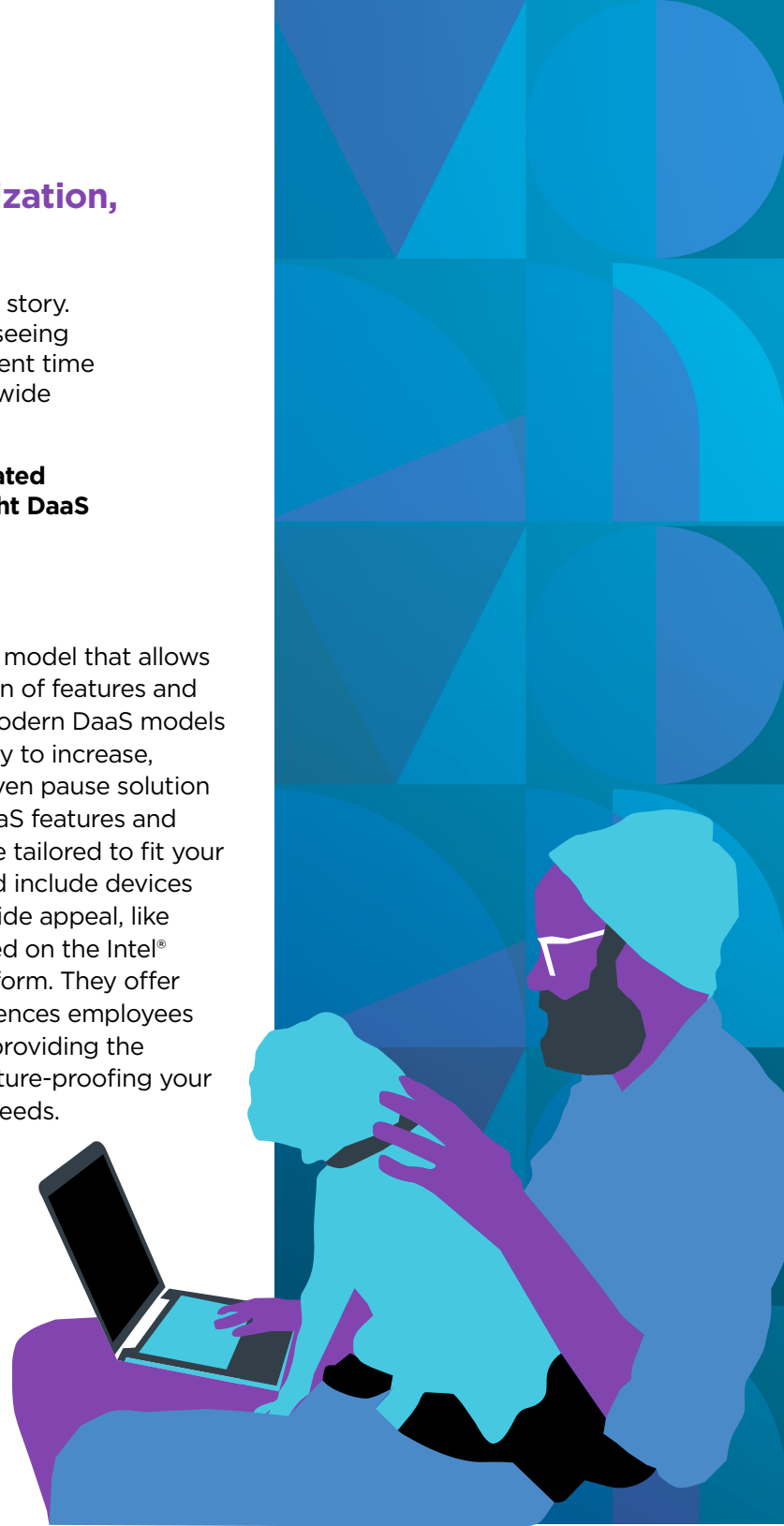
Counterpoint

A DaaS model bundles hardware, software, and services that are then paid for on a predictable periodic fee schedule. Unlike hardware leasing, organizations get a holistic solution that allows for broad fleet flexibility to scale the hardware over time.

The right DaaS solution is not a one-size-fits-all approach. It offers customers the flexibility they crave.

Bonus points

Look for a DaaS model that allows for customization of features and service levels. Modern DaaS models support flexibility to increase, decrease, and even pause solution deployment. DaaS features and service levels are tailored to fit your organization and include devices with business-wide appeal, like systems designed on the Intel® Evo™ vPro® platform. They offer premium experiences employees want while still providing the flexibility and future-proofing your IT department needs.



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Protection

Pain point

A hybrid workforce presents new security concerns.

Counterpoint

The Future of Work study found that nearly 40% of companies are refreshing their PCs only every four years — or longer.

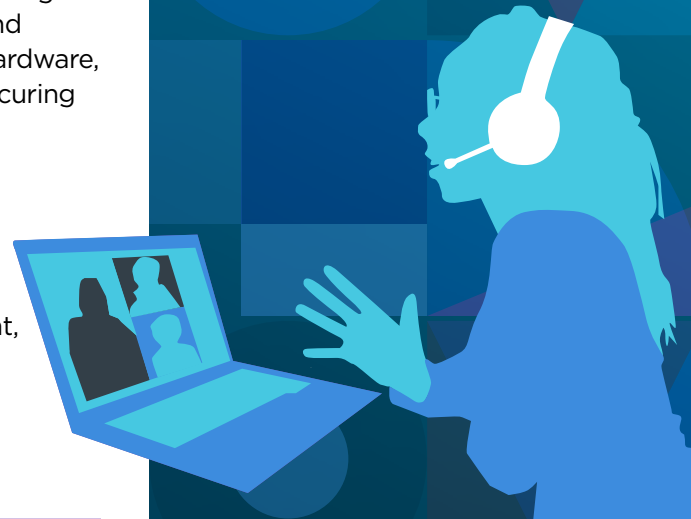
A DaaS model can help you realize a faster refresh cycle. In turn, you'll prevent the costly security side effects of obsolete devices. A tech kit that's up to date helps secure worker morale and productivity, but, more tangibly, it's an integral aspect of protecting your data — and security was the top concern

for IT leaders of all business sizes in the Future of Work study.

Business continuity plans in a post-pandemic world must include products and services centered on data security and redundancy. A DaaS model can streamline device deployment by migrating data and removing old hardware, monitoring and maintaining software and hardware, removing old assets, and securing data erasure.

Bonus points

Look for a DaaS model with a managed IT solution that uses AI-powered data protection to detect, prevent, and autonomously recover from advanced attacks.



Price

Pain point

Fear of extra management time and associated costs.

Counterpoint

For organizations looking to streamline an increased workload brought on by a hybrid approach, a DaaS model is an ideal fix. DaaS simplifies purchasing with only one contract and one provider to hold accountable. Plus, the software and services bundled with hardware that a DaaS model offers allow an organization to completely rid

itself of the PC support lifecycle — reducing the burden on internal teams and, importantly, on the organization's profitability.

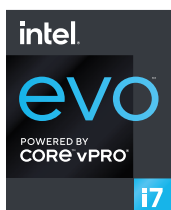
Technological innovation continues to outpace the average lifespan of devices.

Energy inefficiencies can be expensive to fix, and obsolete hardware can result in financial losses related to poor liquidation values at the end of a device's life. The DaaS model allows organizations to shift large IT budget allocations to more

manageable cash flows over a planned period of time. It also presents a lower total cost of ownership figure to decision-makers and allows them to make more strategic decisions regarding the organization's future investments.

Bonus points

Look for a DaaS model that optimizes an organization's device catalog with no upfront investment and predictable monthly payments.



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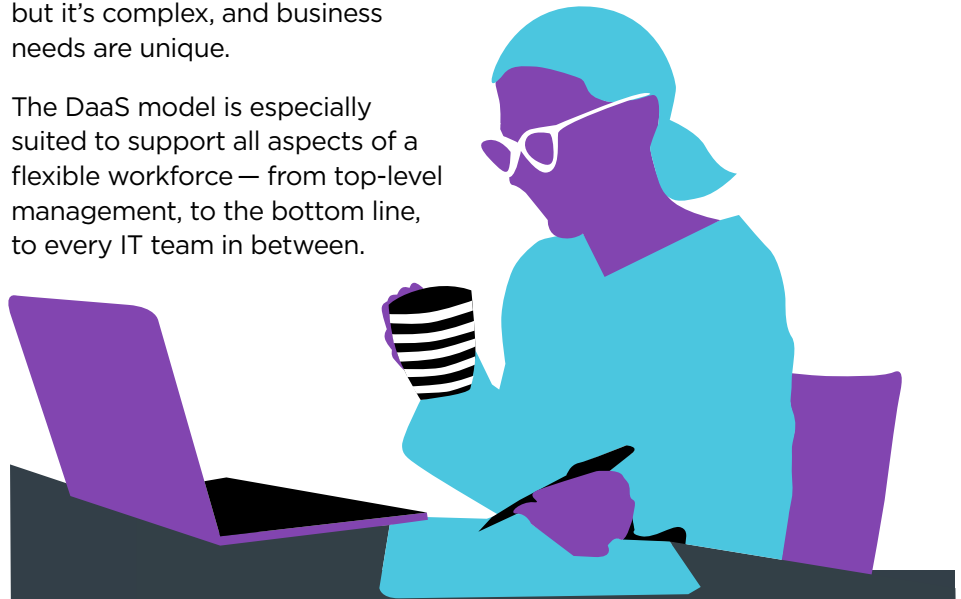
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Find a DaaS model that fits

All companies need help easing the burden of cost or time spent managing internal processes, but it's complex, and business needs are unique.

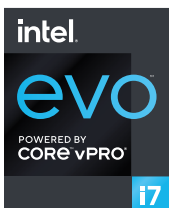
The DaaS model is especially suited to support all aspects of a flexible workforce — from top-level management, to the bottom line, to every IT team in between.



Get solutions for your future of work

Lenovo is here to help with modern solutions running Microsoft Windows 10 Pro and powered by the Intel® Evo™ vPro® platform, built for what IT needs and users want. Contact your Lenovo Account Representative or local Business Partner.

Visit www.lenovo.com/PursueTheNew for more digital transformation strategies.



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Zero to DaaS in six steps

Empower employees to work from anywhere, deploy and secure their devices remotely, and free up your IT team to work on more strategic tasks with a Device as a Service (DaaS) model. Here's how:

1. Make the case

DaaS combines hardware, services, and software into a single, configurable solution with a predictable periodic fee, turning a capital expenditure into an operating expense.

2. Define your hardware needs

Lenovo DaaS offers a wide array of modern devices and data centers and can incorporate other OEM hardware, allowing you to control IT costs and boost productivity.

3. Define your service needs

Lenovo Premier Support manages routine support tasks as well as advanced hardware and software support, freeing IT to focus on strategic efforts.

4. Define your security needs

Lenovo DaaS customers are protected with secure devices, AI-powered endpoint protection and response, and security management solutions with flexible options for endpoint control and device visibility.

5. Research options for your business size

Lenovo has DaaS solutions for any organization looking to simplify IT management and improve performance with faster device refresh.

6. Define your payment preferences

Optimize your device catalog with no upfront investment and predictable monthly payments with Lenovo DaaS. Increase, decrease, or pause your Lenovo DaaS deployment — it's refreshingly simple.

Assess your solutions with expert support

How your team responds to the future of work will differentiate your company from competitors. Lenovo is here to help with modern solutions running Microsoft Windows 10 Pro and powered by the Intel® Evo™ vPro® platform, built for what IT needs and users want.

Contact your Lenovo Account Representative or local Business Partner to explore how a DaaS model can help achieve your business objectives and save time and money in the process. Visit www.lenovo.com/PursueTheNew for more hybrid workplace strategies.



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