



Device as a Service

# SYNNEX Partner Playbook

## The business imperative for modern devices

Employees rely on technology in the workplace to share ideas, work together, and get things done. So it's no wonder that workers care about having access to the best and most efficient tools. In fact, 42 percent of employees say they would quit their jobs over poor workplace technology,<sup>1</sup> while 75 percent say their employers don't give them the tools they need to work efficiently.<sup>2</sup>

But in a traditional IT setting, offering the latest and greatest devices to employees is costly. Not only does it require a substantial CAPEX investment up front, but provisioning new devices every three to five years also places a heavy burden on IT departments.

Just maintaining hardware is a full-time job: older PCs experience problems nearly twice as frequently as newer PCs, further draining IT staff efficiency and employee productivity. Today, the total cost of owning a four-year-old PC is \$2,397—and maintaining 15 older PCs costs small and mid-sized businesses (SMBs) more than the price of 20 newer PCs.<sup>3</sup>

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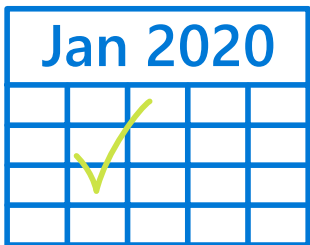
<sup>1</sup>PSB. "US Future-Ready Workforce Study." 2016.

<sup>2</sup>Staples. "The Staples Business Advantage Workplace Index: Measuring Workplace Trends and Work Culture." 2016.

<sup>3</sup>Techaisle. "SMP PC Study." 2018.







Plus, Windows 7 end of support is coming January 2020. After January 14, Windows 7 will continue to start and run, but users will no longer receive free updates or support—leaving businesses at risk for serious cyberattacks and lost productivity. To prevent any gaps in protection, it's crucial that businesses modernize now—and that partners start helping customers shift from outdated devices.

That's why more businesses are opting for Device as a Service (DaaS) for their hardware and software needs. In addition to continuous security coverage and uninterrupted productivity, businesses are guaranteed the latest devices at a predictable OPEX cost, no more large capital expenditures hit their bottom line, and no more heavy burden weighs on IT's shoulders. Companies that transition to a DaaS model report a 66 percent reduction in TCO and a seven-month reduction in IT refresh.<sup>4</sup> Additionally, they see gains in employee satisfaction and operational efficiency, all at a reduced spend.

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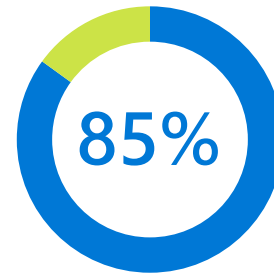
<sup>4</sup> IDC. "PCaaS MCS Worldwide Study." 2018.





## The partner play

Microsoft estimates that Windows 7 end of support will present a PC refresh opportunity worth \$25 billion in the United States alone. Resellers can capitalize on this occasion to sell modern workplace solutions, including DaaS, but you need to act soon to maximize the opportunity's potential. Otherwise, customers may get incomplete and ineffective solutions from someone else, hurting their businesses and costing you possible revenue.



But for resellers ready to offer DaaS to their customers, the opportunity is robust. Many of your customers likely have outdated IT that's hampering productivity and leaving them vulnerable to cyberthreats—it's estimated that 85 percent of SMBs are running devices that are at least four years old.<sup>5</sup> Aging devices become harder to maintain and secure, and rarely do they support the latest operating systems.

<sup>5</sup>Techaisle. "SMP PC Study," 2018.



As you begin evaluating which customers are ready for a device refresh, target those with the oldest hardware and who could benefit the most from Office 365, Microsoft 365, new operating systems, or managed services. SYNnex and Microsoft recommend looking at customers with 10–250 seats in the SMB space, as they tend to be ready to take advantage of subscription services.



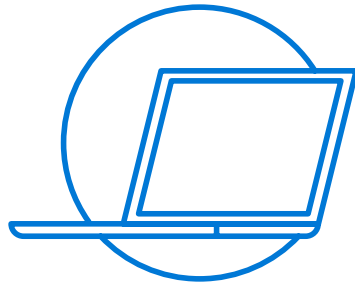
## The opportunity doesn't end at devices

When you team up with SYNnex to offer DaaS to your customers, we will also help you resell Office 365 and related offerings through our CLOUDSolv portal. CLOUDSolv and Microsoft Cloud Solution Provider (CSP) licensing gives partners access to popular solutions like Office 365, Microsoft 365, and Azure, in addition to related third-party add-ons like security, backup, and archiving. You control the end-customer invoice and can take advantage of generous CSP incentives.



# How a modern foundation sets the stage for DaaS

Devices are more powerful with the modern workplace—and vice versa. Why settle for giving customers a single piece of the puzzle when you can customize the entire picture for them? Build from device options to create the solutions customers want, then add software and combine it all with your unique packaged IP, warranty/refresh, and ongoing services like support, migration, and asset management.



## Devices

Just the latest and greatest devices



## + Deployment

Quickly configure new devices to be business-ready



## + Security and management

Add app protection policies to safeguard company data



## + Productivity

Augment your device ecosystem with collaborative tools for teams



# Hardware offerings with SYNnex

Your customers are unique, and their device needs are, too. Help customers equip employees with the devices that are right for them. When you offer DaaS with SYNnex, it's easy—you'll always have access to the best selection of subscription-based hardware.



## Surface, including Surface Pro and Go with LTE Advanced

The most versatile, premium Microsoft devices—created for the modern workplace, with device options and price points to fit any customer's needs



## Premium Pro

Premium devices from HP, Lenovo, and Asus with impressive performance and form factors



## Mainstream Pro

High-performing and durable devices from Lenovo, HP, Acer, and Asus that power business



## Entry

Ultra-affordable devices for frontline workers from Acer, Lenovo, and HP



## Specialty/Ruggedized

Specialized devices from HP and Panasonic, built for key vertical markets like healthcare and field workers





## Supercharged sales with Microsoft 365

When you combine the latest devices with Microsoft 365, you give customers a world-class way to keep data safe and teams collaborative, from anywhere. Help your customers create a workplace that empowers employees to work smarter, not harder—while you drive more recurring revenue.

With DaaS through SYNnex, your customers will benefit from simple and secure device lifecycle management and deployment, backed by Microsoft Intune and Windows Autopilot. With these solutions, devices are ready to go as soon as you are.

### Key customer benefits:

- ✓ No more maintenance of images and drivers
- ✓ No need for IT to touch the devices
- ✓ Simple deployment and adoption
- ✓ EAS integration in the device supply chain
- ✓ Devices reset back to a business-ready state

# Windows Autopilot

Windows Autopilot is a collection of technologies used to set up and preconfigure new devices so that they can be used right out of the box.

## Make devices business-ready

Automatically join devices to Azure Active Directory and customize out-of-the-box content specific to the organization.

## Deploy devices without user authentication

Users can deploy devices without the need for IT, saving time, increasing productivity, and reducing management costs both for users and IT teams.

## Reset devices remotely

Use Windows Autopilot reset with mobile device management to remotely reset and reconfigure Windows devices.







## Microsoft Intune

Microsoft Intune is a cloud-based service that provides mobile device management, mobile application management, and PC management capabilities. Organizations can use Intune to apply flexible controls that let employees work with the devices and apps they choose—while company information stays protected.

### **Support your diverse mobile ecosystem**

Securely manage iOS, Android, Windows, and macOS devices from a single, unified mobile solution.

### **Protect data with or without device enrollment**

Create app protection policies that help keep company data safe without managing user devices.

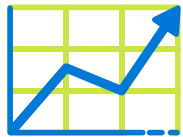
### **Achieve IT efficiencies in the cloud**

A globally accessible cloud architecture ensures you are always up to date.

# A winning play with DaaS and SYNnex

When it comes to the device ecosystem,  
both resellers and customers are in it to win it.

## For resellers



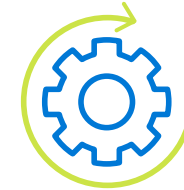
### Increased customer lifetime value

- ✓ Stronger, trusted relationships
- ✓ More opportunities to cross-sell and upsell



### Added services

- ✓ Security management
- ✓ Migration assistance
- ✓ App development
- ✓ IT management
- ✓ "Good, better, best" offerings



### Improved internal cycles

- ✓ Faster sales cycles
- ✓ Larger pipelines
- ✓ Increased top-line revenue and profitability

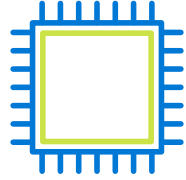


### Bigger revenue per deal

- ✓ Bundle additional hardware, like servers, conference technology, and mobile phones
- ✓ Tie DaaS to Azure and service contracts



# For customers



## Elevate IT

- ✓ Get more out of your IT environment with always-on SYNnex support
- ✓ Transfer ownership and maintenance to SYNnex



## OPEX devices

- ✓ No large upfront cost
- ✓ Predictable budgeting
- ✓ Return end-of-life devices to SYNnex



## Scale devices

- ✓ Simple scale with people growth
- ✓ Flexible with business seasonality



## Stay modern

- ✓ Latest and greatest devices
- ✓ Intelligent security with Windows 10 and Microsoft 365
- ✓ Higher productivity with Office 365 and Microsoft 365



## FAQ Your questions, our answers

### How do I become a DaaS partner?

DaaS is transacted the same way as other device opportunities. Partners can now create their own quotes through EC Express for Surface, HP, and Lenovo devices or our teams can take the outright purchase quote and convert it into the subscription quote offering. Any vendor within DaaS that has an authorization requirement will have the same requirement to transact their products via DaaS as well.

### What is the minimum financial commitment?

The minimum for any DaaS transaction is \$5,000.

### How easy is it to add or subtract devices when customer needs change?

Flexibility is a key part of our DaaS offering. Our program allows for increase and decrease of up to 20 percent of the devices.

### How quickly can replacement devices be delivered to my customers?

After the financial agreements are made, delivery is as quick as needed. It's executed similarly to a regular device order with SYNEX.

### How do my customers back up their files and information in a DaaS solution?

With DaaS, you can incorporate additional solutions in the agreement. If you have services for backing up devices, we can include those, too.

### How long do DaaS contract agreements last?

SYNEX's finance team has established easy-to-understand and simple-to-execute subscription agreements that span 2–5 years to complement any budget.

### What happens at the end of a device subscription?

Your customer has the choice of returning equipment to SYNEX and refreshing their devices, or they can switch to a month-to-month plan—with *no change* in payment.

### Will I own the equipment at the end of the subscription?

The title to the equipment stays with SYNEX and will not transfer at the end of the subscription. This is actually one of the key factors in classifying the DaaS financing model as an operational expense.





## Ready to take the plunge into DaaS?

DaaS is a great opportunity to drive recurring revenue streams and increase margin and cash flow for your business, all while you build deep and lasting relationships with customers.

To get started, connect with our team at [finance@synnexfinancialservices.com](mailto:finance@synnexfinancialservices.com).

