

The Business Benefits of Hardware-as-a-Service

Hardware-as-a-Service is a new way to buy and manage information technology that banishes the burden of outdated technology, requires no capital investment and lets you focus on growing your business.



How HaaS can transform your life and your business

a jargon-free guide for business owners and managers

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executive summary

Today's business owners recognise that technology powers their businesses but lack the expertise, time and money required to take full advantage of its potential.

Hardware-as-a-Service, or HaaS, gives business owners battling with this dilemma another option by integrating the capital expense with services-based management and support.

Together this adds up to the technology you need, with the reliability you need, and a better way to buy and manage your IT.

Instead of paying up front, the cost of hardware and software is rolled into a set, monthly fee over a chosen period, along with an agreed level of support. At the end of the contract you have the option to replace or buy.

This new way of acquiring technology frees you from raising capital. It converts the capital expense into an operating cost that is tax deductible¹ and it shifts the burden of ownership and management to your HaaS partner.

The integration of equipment with support and management services enables businesses to reduce the hassle: less time wasted on researching new technology, less time spent battling equipment faults and more time to focus on strategy and growth.

As this Inbay whitepaper maps out, the benefits of HaaS go beyond the financial; HaaS has the potential to benefit your business in a range of ways from increased productivity to a boost in morale.

(¹ Tax deductible for most businesses, but check with your accountant)

contents

- How it works
- Top ten business benefits
- Is HaaS for me?
- Q&A

HaaS: how it works

Hardware-as-a-Service, or HaaS, is a new business model integrating hardware purchase with a services model to deliver a seamless, end-to-end solution.

Although essentially a rental agreement, HaaS has additional dimensions that make it more than just a rental.

Hardware and software, installation, training, support, management; all can be rolled into a managed IT service with a flat, monthly fee over an agreed period.

No up-front costs, but with the option to upgrade during the contract, if required, and to replace or buy at the end of the period.

Other services can typically be added to the package, depending on the provider, such as software-as-a-service, virus protection, data back-up and other cloud-based services.

This is an outsourced service provided by a specialist. Your HaaS provider owns the equipment and is responsible for ensuring it works. Your contract will specify the precise level of service, response times and other support terms that apply to you.

A HaaS provider can become your trusted partner, releasing your internal resource from a great deal of the time and hassle, or even acting as your virtual IT department.

top ten business benefits

Hardware-as-a-Service combines outsourcing, finance and managed IT and can bring many benefits to a business.

Here are the top ten:

1. No need for capital investment

Hardware-as-a-Service requires no up-front capital investment. When capital is required elsewhere in the business HaaS helps you avoid a difficult choice.

2. A viable alternative to borrowing

Borrowing money can be difficult, expensive and can put a strain on your business. Hardware-as-a-Service eliminates the need to finance upfront investment in IT.

3. Creates a tax deductible expense

Hardware-as-a-Service transfers the cost of IT from the balance sheet to operating expenses, giving you a tax deductible expense.

4. Accurate costs to aid planning and cashflow

When the cost of the equipment, support and maintenance is wrapped into flat, monthly payments you know what your costs will be – good for planning and good for cashflow.

5. Less hassle all round

Outsource the planning, sourcing, financing, deployment and management of your IT to your HaaS partner and they take care of it for you, while you take care of what matters most – your business. You have fewer suppliers to deal with, fewer IT problems to solve and complaints from staff or customers – less hassle for you and your business.

6. Expert help and assistance

You don't need to know everything. You just need to know who to ask. All the expertise and experience of your HaaS provider is at your disposal. They can help you deploy technology to your best advantage, help you introduce the latest technologies and techniques to give you a competitive edge, provide training to ensure it is used to its full capabilities, and give you the peace of mind that comes with knowing it will be sorted out in the event of a problem.

7. Avoid the expense of internal IT resource

When you outsource ownership and responsibility for your hardware, software and its support and maintenance you acquire a virtual IT department. Economies of scale mean your provider is likely to offer faster, better services than you could afford in-house.

8. Futureproof your IT

HaaS enables you to upgrade your technology during the contract or on renewal, avoid the trap of obsolete equipment and futureproof your business' IT.

9. Focus on your business

HaaS can give you the technology you need, with the reliability you need, and a better way to buy and manage your IT, leaving you free to focus on growth, profitability and strategic direction, while a trusted partner takes the strain.

10. Boost morale

Persistent technology problems are a common cause of poor office morale. HaaS gives your team a more efficient environment, sweeps away much of the tension that arises from complaints and firefighting, and boosts morale – theirs and yours.

is HaaS for me?

If any of these ten statements strikes a chord with you, then it is time to investigate Hardware-as-a-Service.

- “ I spend my life battling with the equipment, staff or our support provider. ”
- “ I know it needs replacing but with what? ”
- “ I can't afford to replace my IT equipment. ”
- “ I don't want to tie up capital in IT when it's needed elsewhere in the business. ”
- “ We need to use new technology to work smarter. ”
- “ Our field agents need to be able to access our system wherever they are. ”
- “ We need to respond more quickly to customer requests I don't have sufficient in-house resource to cope. ”
- “ I just want someone to take away the hassle of IT. ”
- “ I'd like achieve a better work/life balance – even one free weekend would do. ”



about Inbay

Inbay was founded in 2002 by Kristian Wright and Mark Duke to redefine the way technology and technical assistance is delivered. Today Inbay helps businesses and consumers get the best from their technology delivering services remotely, online and face-to-face in its London store and business centre. It provides support, cloud and managed IT services to a range of businesses and not-for-profit organisations.



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HaaS: Q&A

- Q. What size of business can adopt Hardware-as-a-service?**
A. Any size of business can benefit from Hardware-as-a-service or HaaS, from start-ups to SMBs and large enterprises.
- Q. Who owns the equipment in an HaaS contract?**
A. Your HaaS provider owns the equipment. Most HaaS contracts include the option to buy at the end of the period.
- Q. How quickly will any faults or problems be rectified?**
A. This will depend on the SLA (Service Level Agreement) included in your contract. The response time and level of support will have been designed to meet your needs and budget and agreed by you when the contract was drawn up.
- Q. How is HaaS different from leasing?**
A. HaaS is a close relation of leasing but it will typically include support and maintenance so you're paying for functionality (What it can do) and performance (How well it does it), rather than for a pile of equipment.
- Q. What happens if any of the equipment is damaged, lost or stolen?**
A. You would make a claim under your insurance contract, which is typically a condition of an HaaS agreement.
- Q. What happens at the end of the HaaS agreement?**
A. That is up to you and your circumstances. You should have the option to renew, with the same or upgraded equipment, to buy your equipment or go elsewhere. Your HaaS provider will help you consider your options.