A budding market

The device procurement market is on the verge of transformational change. Software providers and support vendors have embraced new trends in on-demand delivery and subscription-based licensing models. These unique “as-a-service” models have introduced deeper customer engagement opportunities, unlocked predictable cash flows, and met customer requirements for the businesses that employ them. Now this opportunity is coming to the device ecosystem.

IDC recently conducted a survey of organizations who anticipate deploying some form of a PC-as-a-Service (PCaaS) model in the future and found that 73% expect to fully transition to PCaaS within the next 3 years\(^1\). This is a greenfield opportunity for organizations who want to capitalize on the latest market shift.

Introducing Surface as a Service

Surface as a Service is a partner-led program from Microsoft that enables partners to provide devices, accessories, software, and support, on a subscription basis, all under one monthly bill. With Surface as a Service, partners can achieve early entry into the PCaaS space and deliver against the needs of their customers.

\[^1\]Huang, L. Mainelli, T., Brothers, R. and Middleton, S. (2016). IDC PCaaS MCS, Worldwide Results, IDC.
Surface as a Service

The partner opportunity

Surface as a Service is a great opportunity to establish recurring revenue streams, margin, and cash flow for your business. And because you will be in constant contact with your customers, it also provides an avenue to upsell additional devices, software, and services into those accounts. These touchpoints also enable your organization to build deep and lasting relationships with your customer base, transforming your business from transactional to consultative.

Below is a summary of why there is no better time than now to become a Surface as a Service partner:

- **Massive market**
  - The market for subscription-based PC supply in North America alone, will increase to more than $7B in 2020²

- **Windows 10 migration**
  - A majority of businesses plan to migrate to Windows 10 within the next two to three years³, making SaaS the obvious choice

- **PCaaS future**
  - More than 70% of customers expect to fully transition to PC subscription services within three years¹

- **Surface preferences**
  - Information workers prefer Surface (83% satisfaction) over other Windows devices (53% satisfaction)⁴

“Surface Hub-as-a Service includes everything that our customer needs— from presales, to device enrollment and deployment, to management and end-user support. This offering is a big differentiator for us against competitors.”

- ATEA, Denmark

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1 Huang, L. Mainelli, T., Brothers, R. and Middleton, S. (2016). IDC PCaaS MCS, Worldwide Results, IDC.