Moving to an as a Service Model - Investment considerations
Transition your business to an as a Service model

In today’s world, everyone wants to consume goods “as a Service” and anyone can become a Service Provider. Traditional resellers, business partners or manufacturers want to profit from this market evolution and find ways to move from just selling “a product” into delivering “a service”.

Find out what are important considerations while moving into aaS:

1. Click through for six short questions organizations should ask themselves to check whether they have the right IT investment and asset strategy as they move into an as a Service business model.

2. Choose the statement which is closest to your current situation.

3. See where you are on the path to success in an as a Service economy.

About the questions
These consideration questions have been selected based on a wide range of conversations with our customers and partners around the globe. Their perspectives have helped us to zoom in on the most common themes appearing as they evolve their business models.
What are your goals?

Click on the section that best describes your situation

I need to change my business model and move into aaS

I have restricted capital to develop an aaS business model

Tip: This is an interactive eBook, click around to make the most of it!
As you review the answers to each question, choose the statement which closest aligns to your current situation.

I need to change my business model and move into aaS

1. How would you describe your business?
2. Which statement closely matches your revenue strategy?
3. What is your level of expertise around aaS?
As you review the answers to each question, choose the statement which closest aligns to your current situation.

**I need to change my business model and move into aaS**

1. How would you describe your business?

- I want to provide both product and services to my customers
- I am not sure I want to add services to our offers

Make note of the answer’s color coding and tally which color you select the most.
As you review the answers to each question, choose the statement which closest aligns to your current situation.

I need to change my business model and move into aaS

Which statement closely matches your revenue strategy?

- I can see incremental revenue and growth opportunity from shifting my business model towards aaS
- I rely on traditional upfront revenue to fund my day-to-day operations

Make note of the answer’s color coding and tally which color you select the most.
As you review the answers to each question, choose the statement which closest aligns to your current situation.

I need to change my business model and move into aaS

What is your level of expertise around aaS?

3

I can envision increased attachment rate and customer engagement by introducing the right mix of “aaS” and “upfront” revenue

I do not have funds and expertise to create bundled aaS offers inclusive of services and assets

Make note of the answer’s color coding and tally which color you select the most.
As you review the answers to each question, choose the statement which closest aligns to your current situation.

**I have restricted capital to develop an aaS business model**

1. What is your funding strategy for aaS assets?

2. How do you manage assets in aaS models?

3. What financial impact do you see from aaS business models?
As you review the answers to each question, choose the statement which closest aligns to your current situation.

**I have restricted capital to develop an aaS business model**

1. What is your funding strategy for aaS assets?

- I have a clear investment strategy for assets included into aaS solutions
- I lack the funds to buy assets needed for aaS delivery

Make note of the answer's color coding and tally which color you select the most.
As you review the answers to each question, choose the statement which closest aligns to your current situation.

**I have restricted capital to develop**

**an aaS business model**

How do you manage assets in aaS models?

2

I define the usage of assets based on the lifecycle approach and take advantage of differentiated funding models

I treat IT assets as upfront investment so I stretch their use far beyond depreciation to recover initial cost

Make note of the answer’s color coding and tally which color you select the most.
As you review the answers to each question, choose the statement which closest aligns to your current situation.

**I have restricted capital to develop an aaS business model**

What financial impact do you see from aaS business models?

- I see advantage in working capital and cash flow from including and managing assets within aaS solution
- I have limited credit capacity to scale up aaS business

Make note of the answer’s color coding and tally which color you select the most.
Are you ready to switch over to an aaS business model?

If your selections were mainly in green...

With some level of expertise in as a Service, you’re on your way to developing more sophisticated aaS models that will enable you to meet a broader range of customer needs. Take the next step by differentiating your aaS offers and adding IT Asset Lifecycle Solutions to your portfolio. You’ll be able to help customers accelerate digital transformation, optimize and maintain their existing IT, and transition responsibly to new solutions.

If your selections were mainly in purple...

You’re on the right path. You’re beginning your as a Service journey, and may need to further explore the critical aspects of your aaS strategy. Identify the optimal ways for your business to manage investments in IT technology without increasing burden on your capital; focus on matching IT cost with service revenue over time. Increase your aaS expertise by leveraging the resources on the next page.

Now, let’s take action!
Watch our video series on moving to an as a Service model.

- **Understanding annuity-based business models**
- **Making the move to an as a Service business model**
- **Selecting a financing partner: Helping managing risk**
- **Evaluating financing partners: Making the right choice**
- **Tracking results: Getting what you expect**

For more innovative ideas on how to shift to an as a Service model, contact one of our HPE Financial Services representatives.

Learn more at [hpe.com/hpefinancialservices](http://hpe.com/hpefinancialservices)

Join the conversation with HPE Financial Services on [LinkedIn](https://www.linkedin.com) and [Twitter](https://twitter.com)

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