

# WFX



Deutsche Telekom intends to achieve further growth in the B2B market, positioning itself as a trusted partner for digital transformation in all business customer segments from small office/home offices to small and medium-sized enterprises and large corporations. In its efforts to achieve this, Group Partnering & Devices' (GPD) Work from Anywhere (WFX) team lead, Gabriel Ionita, hosted a round table discussion at CES 2023 to understand how the market sees this service progressing.

Device-as-a-service (DaaS) is a model in which a device, such as a computer or a smartphone, is provided to a customer as a service on a monthly subscription basis, rather than being purchased outright. DaaS typically includes hardware, software, support, and maintenance, and may also include other services such as security and access to the software. Customers can return the device at the end of the subscription period or choose to renew the service. DaaS is typically offered to businesses and organizations, but it can also be offered to individual consumers.

## **A few insights from the round table discussion:**

- The value proposition for DaaS varies depending on the customer, and it needs to be customized and different for a consumer versus a business customer. The end-to-end model makes the most sense for B2B customers, as it provides the most benefits
- Trade-in value and the complexities of dealing with insurance companies are important considerations when offering DaaS, especially for consumers
- Important factors to consider when offering DaaS include security (including secure access, data security, and data retention), software access, support, finance, device life cycle, insurance, and asset management. Sustainability is also a major aspect to be kept in mind when switching to a DaaS model
- Major question to be answered when implementing DaaS for a business is “what’s in for the employees” (as the benefits for the employer are more obvious). DaaS should have a positive impact on both the employer and employee, should be ambient and happen in the background.
- Telcos must define a role for themselves in the DaaS field if they want to shift their customers perception that their products are high involvement purchasing (as opposed to low involvement, as it is perceived now)

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