

Future-Proofing U.K. Businesses and the Public Sector with Device as a Service



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Why Do Companies Choose Device as a Service?



45%

Better sustainability



42%

Better user experience
for employees



33%

Easier to optimize
device fleet



30%

More stable and better
choices of devices

Source: IDC's *PC-as-a-Service Satisfaction and Value Survey, 2024* (N = 1,020)

Device as a service (DaaS) has emerged as a transformative model for sustainably managing an organisation's IT assets. It represents a significant shift from the traditional capex model of purchasing equipment outright to an opex model, akin to a subscription service for technology, including devices. The fundamental difference lies in ownership and responsibility, but the advantages of DaaS directly address many of the challenges faced by modern U.K. enterprises. Most commonly associated with end-user devices, the model extends to storage, networking, and audio-visual technology.

FOR IT LEADERS DaaS offers enhanced flexibility and management. It simplifies IT tasks by offloading the burden of device deployment, maintenance, and support to the provider, freeing up in-house teams to focus on strategic projects like cybersecurity and digital transformation. This model also supports hybrid workforces by streamlining the logistics of providing secure, functional devices to employees, no matter where they are.

DaaS providers typically offer robust security and compliance measures, ensuring devices are patched and monitored, which enhances overall security and reduces the workload on IT staff.

FOR FINANCE LEADERS DaaS transforms IT spending from large, unpredictable capital expenditure into a fixed, predictable operational expense, which simplifies budgeting and improves financial flexibility. This model also eliminates the need for large up-front investments in equipment and reduces wasted costs from idle devices, allowing organisations to preserve capital and reinvest funds into core business growth or invest in public services. It typically improves sustainability, using a circular process to remarket and recycle older technology.

55% of organisations reported savings of at least 25%, while 13% reported savings of more than 50%.



However, DaaS is more than just a cost-cutting measure and a new way to pay for IT procurement. It fits in the broader technology-as-a-service trend, aligning with the shift toward flexible consumption models, automation, and sustainability in virtually all technology layers. It empowers companies to tackle issues that extend well beyond finance.

DaaS Can Help Address Various Pain Points



34%

Keeps better track and care of our IT assets



32%

Simplifies IT sourcing



32%

Liberates IT resources from daily device management



32%

Provides clearer understanding and predictability of per-user costs



30%

Secures our entire device chain, from procurement to disposal

Source: IDC's *PC-as-a-Service Satisfaction and Value Survey, 2024* (N = 1,020)

Additional Benefits of DaaS



Improves overall efficiency



Places security at the forefront



Eases financial pressure



Creates a sustainable device life cycle

Conclusion and Advice

DaaS directly addresses key challenges facing U.K. enterprises — from financial predictability to IT efficiency and workforce enablement. DaaS and other usage models are an opportunity for finance and IT to align on an effective strategy for the organisation. Decision-makers should consider the importance of investing in up-to-date technology alongside their capital investment strategy as a whole. Organisations are advised to prioritise flexible contracts, strong security, and regular tech refreshes. Integrating DaaS with broader digital strategies like cloud and unified communications amplifies its impact, keeping infrastructure resilient and ready for tomorrow.

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