

# Why Mobile as a Service

Makes Sense



63%

of respondents in a survey of global companies considered **mobility** to be their **most important** factor in gaining competitive advantage<sup>1</sup>



10,000+

employee organizations spend an average of **\$1,408** for mobile enablement per employee over a two-year contract period<sup>4</sup>



Mobile technology refreshes in

**2 years** or less

while traditional desktops and accessories still have a **five-year depreciation** cycle<sup>2 3</sup>

IT spending at midsize enterprises has grown to represent **3.5%** of total business revenue<sup>5</sup>



Total enterprise spending on mobility related hardware, software and services is expected to surpass

**\$1.7 trillion**

by 2021<sup>6</sup>

VDC estimates that hard costs may only account for **10% or less of TCO** over five years.

That means soft costs like IT support and productivity loss can account for **90%** of your TCO, and this is where your choice of mobile device can make all the difference.<sup>7</sup>

In an IDC survey,

**30% of decision makers**

said that lower device procurement costs was a major benefit in DaaS models.<sup>8</sup>



Sources:

1 Mobile Business Insights Features Global Enterprise Mobility Trends Infographic, TeleMessage 2 Understanding the Product Life Cycle of a Smartphone, Samsung Insights 3 The necessary evil of the tech refresh cycle – and the data it leaves behind, CIO Dive 4 Maximizing Mobile Value: Is BYOD Holding You Back? Oxford Economics and Samsung Study 5 Cost Optimization Means Spending on the Right Things, Gartner 6 Worldwide Spending on Mobile Solutions Forecast to Be More Than \$1.6 Trillion in 2018, According to New IDC Spending Guide, IDC 7 How to Calculate the Total Cost of Ownership When Selecting a Mobile Device, Supply Chain 24/7 8 Device As a Service and the Digital Workspace, CDW

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