

# **Device-as-a-Service Market Size study, by Offering (Hardware, Software, Services) by Type (Desktops, Laptops, Notebooks and Tablets, and Peripherals), by End use industry (IT & Telecommunications, Healthcare and Life Sciences, Educational Institutions, Banking, Financial Services and Insurance (BFSI)), and Regional Forecasts 2021-2027**

<https://marketpublishers.com/r/DFCF40368B52EN.html>

Date: June 2021

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: DFCF40368B52EN

## **Abstracts**

The device as a service Market is valued approximately at USD 35.2 Million in 2020 and is anticipated to grow with a healthy growth rate of more than 43.2% over the forecast period 2021-2027. The device-as-a-service model is achieving acceptance among organizations as it provides pre-constructed hardware such as desktops, laptops, and smartphones, and customized software. The hasty adoption of the subscription-based services model is one of the dominant drivers of the device-as-a-service market. Subscription-based device-as-a-service models help customers to alter the high cost of achieving new technology from a capital expenditure (CapEx) to an operating budget (OpEx). Furthermore, As a subscription service, the device-as-a-service model allows options for an organization to instantly scale up or down based on the prevailing operating environment and business needs. Whether flourishing or diminishing, organizations can pay for absolutely what they want, when they want it. Device-as-a-service also beset financial services, which provide resilience for end users in terms of payment. These factors thereby urging the growth of the device-as-a-service market for services. Lack of awareness in relation to the benefits offered by the device-as-a-service model is a serious factor hindering the endorsement of the device-as-a-service model, thereby prohibiting its growth.

In the year 2020, North America accounted for the greatest share of the device-as-a-

service market. Immense demand for device-as-a-service from the IT and telecommunications end users is one of the extensive factors leading to the advancement of the market in North America. Different IT and telecommunication companies such as AT&T, Microsoft, and Apple, are based in this region. Likewise, several companies offering device-as-a-service, including Dell Technologies (US), HP (US), and Microsoft (US), also have a occupation in this region, which further adds to the expansion of the device-as-a-service market in North America.

Major market player included in this report are:

CompuCom,  
3stepIT  
Telia Company  
Atea Global Services  
CHG MERIDIAN  
Computacenter  
GreenFlex  
GRENKE  
Apple  
Dell

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Offering:

Hardware  
Software  
Services

By Type:

Desktops  
Laptops  
Notebooks and Tablets and Peripherals

By End use industry:

IT & Telecommunications

Healthcare and Life Sciences  
Educational Institutions  
Banking,  
Financial Services  
and Insurance (BFSI))

By Region:  
North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Device-as-a-Service (PSF) Market in Market Study:

Key Consulting Companies & Advisors

*Device-as-a-Service Market Size study, by Offering (Hardware, Software, Services) by Type (Desktops, Laptops,...*

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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