

The Real Cost of Owning Your Devices

Beyond the purchase price:
the business case for enterprise
Device as a Service.

Insights from a Forrester
Total Economic Impact™ study
commissioned by devicenow.



Introduction

The invoice is only the starting point

Usually, the process of replacing an employee's broken laptop goes as follows: IT arranges the shipment, prepares the device, and deals with the return. The hardware needs to be paid for. So does everything that happens around it.

Across a global fleet, those costs can easily accumulate. Capital goes into recurring hardware purchases while IT capacity goes into staging, support, and device retirement. Employees lose productive time while waiting for equipment that works. These costs sit in different budgets, but they add up to the same problem.

Enterprise Device as a Service (DaaS) brings hardware and lifecycle services into one subscription. Instead of buying devices and coordinating each stage separately, one partner is responsible for procurement, deployment, hardware support, replacement, and end-of-life handling.

To examine the financial impact of that shift, devicenow commissioned Forrester Consulting to run an independent [Total Economic Impact™ \(TEI\) study](#). Forrester interviewed four IT decision-makers already using Enterprise DaaS. Based on those conversations, it modeled the financial impact for a composite organization of 30,000 employees, transitioning 10,000 laptops to subscriptions each year over three years.

The study's headline numbers, and the four findings that explain what drives them, follow below, along with a separate customer example from PHOENIX Group.

89%

**Return on
investment**

€16.2M

**Net present
value**

€34.4M

**Total benefits,
3 years**

The study weighs €34.4 million in benefits against €18.2 million in subscription costs, for €16.2 million net present value and an 89% ROI. Three-year, risk-adjusted figures for the composite organization; benefits include avoided expenditure and the value of recovered working time, not cash savings alone.

About devicenow

devicenow provides Device as a Service to enterprises in 190+ countries. Full lifecycle support, from procurement and staging to swap and certified end-of-life, under one contract. Built for organizations with 1,000 or more IT seats.

Four findings from the study

1. Cut the downtime when a device fails

The challenge

When a device fails, the disruption doesn't stop with the person who was using it. Before DaaS, the customers Forrester interviewed described replacement processes that could take up to two weeks. Temporary workarounds kept people connected, but not working at full capacity.

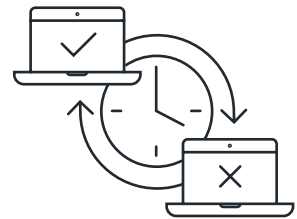
What DaaS changes

Replacement becomes part of an agreed lifecycle service, not a new procurement process each time. That service typically includes replacement SLAs of one to three business days.

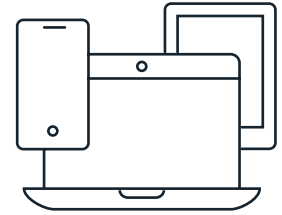
The modeled result

75% shorter wait for unplanned replacements,

from eight business days to two. Forrester valued the recovered productivity at €2.7 million over three years.



2. Reduce the capital tied up in hardware



The challenge

Buying devices funds the next refresh as well as today's. In the study's baseline, 30,000 laptops at roughly €1,000 each, replaced every three years, come to €30 million in purchases over that period, before shipping and international transfers.

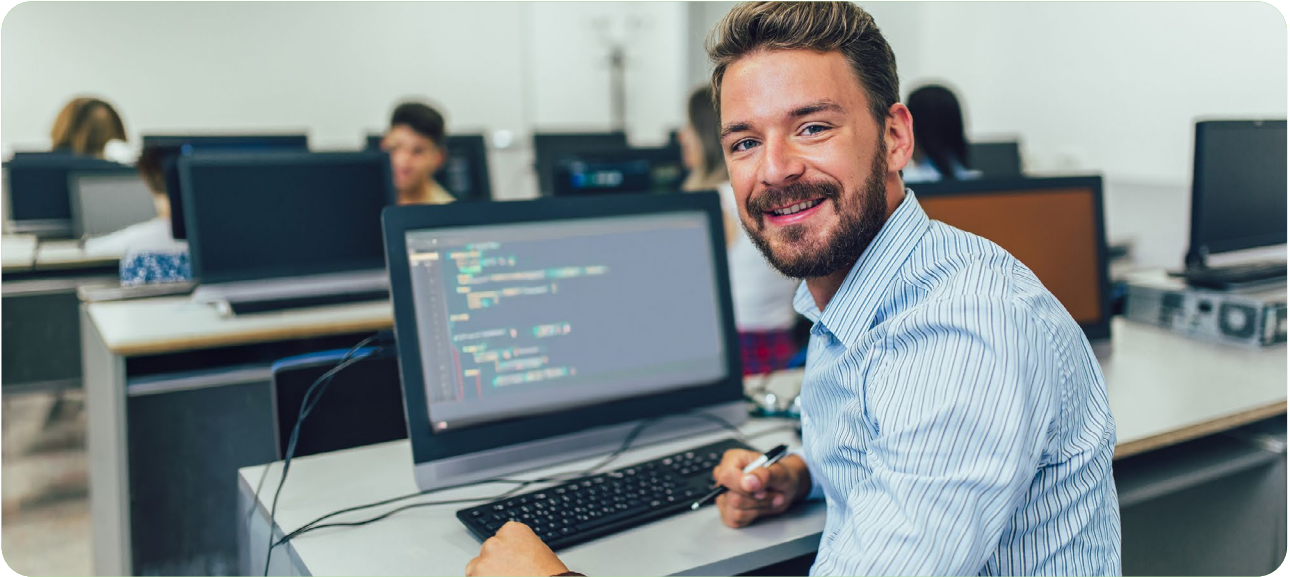
What DaaS changes

Devices and lifecycle services are covered through a subscription, rather than hardware being purchased and distribution arranged separately. devicenow handles procurement and logistics across 190+ countries.

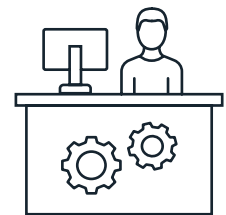
The modeled result

€27.1 million in avoided procurement and logistics costs over three years. This is one component of the business case, an avoided cost, not a net saving after subscription fees, which the study counts separately.





3. Give your IT team its time back



The challenge

Every refresh creates work at both ends: preparing the new device and retiring the old one. The study assumes 4.5 hours for procurement and staging, plus 2 hours for end-of-life handling, before hardware support tickets.

What DaaS changes

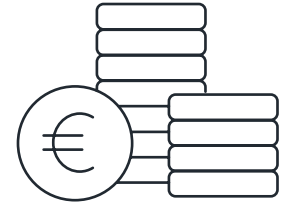
Employees order approved devices through the devicenow portal or a connected internal system. devicenow handles preparation, delivery, hardware support, and returns, including certified data erasure.

The modeled result

6.5 hours of IT time saved per scheduled replacement.

With reduced hardware incident handling, Forrester valued the recovered IT capacity at €4.6 million over three years.

4. Make IT spend predictable



The challenge

Refresh cycles, changing headcounts, and unexpected replacements make device budgets hard to forecast. The IT leaders in the study wanted fewer spikes and a clearer basis for planning.

What DaaS changes

Recurring per-device subscription fees replace upfront purchases and bring lifecycle services into the same commercial model. IT and finance plan costs against the subscribed fleet and agreed service scope.

The modeled result

€360 per device per year is the average fee Forrester assumed for the composite's standard laptops. It is a modelling assumption, not a devicenow price. Actual fees depend on device specifications, location, and contract terms; the benefit is a more predictable cost structure.



But what does this look like in a real enterprise environment?

Case Study · Phoenix Group



29

healthcare markets,
210 sites

~20,000

workplace devices,
one model

6

standardized
endpoint categories

From a fragmented device estate to one workplace standard

PHOENIX Group's endpoint estate had grown to more than 600 device models across its European operations, with local IT teams spending significant time on provisioning and patch preparation. Working with devicenow, the healthcare group moved to a standardized catalog of only six endpoint categories, pre-registered in its Microsoft Intune environment, with next-business-day replacement included in the service.

Reported outcomes: less manual work for local IT, faster onboarding, and improved total cost of ownership. Returned devices enter an after-market reuse process, supporting PHOENIX's sustainability goals.

Full story: devicenow.com/case-study-phoenix-group

Beyond the financial model

Some of the value here isn't measured in euros. Forrester also noted easier access to newer devices, more flexibility in hardware choice, and IT capacity redirected to strategic work. Returned devices follow a more structured path through refurbishment or responsible recycling. This is the Circular Workplace IT side of DaaS: planning what happens after a device's first use, rather than treating its return as the end of the process.

Conclusion

Compare operating models, not just device prices

The Forrester study offers a framework for evaluating DaaS, not a forecast for every enterprise. Its modeled 89% ROI reflects avoided procurement and logistics costs, recovered IT capacity, and reduced employee disruption, measured against subscription fees.

The next step is building that comparison around your own organization. Start with the full cost of your current approach: hardware purchases, distribution, lifecycle management, and slow replacements. Then compare it against a DaaS proposal that reflects your device mix, locations, and service needs, including transition costs and any residual value in your existing fleet.

The real question is not whether a device subscription costs less than buying hardware outright. It is which model delivers the technology your business needs at the best overall cost.



“The purchase price tells you what a device costs to buy. It does not tell you what it costs to keep people working. That is the comparison IT and finance need to make together.”

Sven Matthiesen
Managing Director, devicenow

Build your DaaS business case →

Tell us where your IT stands and we'll take it from there.

Study and source information

This whitepaper was prepared by devicenow and draws on The Total Economic Impact™ of devicenow Enterprise Device as a Service, commissioned by devicenow and delivered by Forrester Consulting, January 2026. Forrester retained editorial control over the study and its findings. Total Economic Impact™ is a methodology developed by Forrester Research.

Financial results relate to a modelled composite organization and do not guarantee outcomes for any individual organization. Benefit totals and the €18.2 million subscription cost are three-year, risk-adjusted present values calculated at a 10% annual discount rate. The €360 annual fee is an illustrative modelling assumption, not a quotation. Organizations should use their own estimates to assess the potential impact of DaaS. PHOENIX Group information is drawn from the customer case study published by devicenow.

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