

Device as a Service

Discover a new digital
era with
Apple DaaS!

The relevance and benefits of Device as a Service explained with illustrative USE-cases.



Contents

What is DaaS?	
Device as a Service, explained clearly	3
Save money with the latest Apple work station subscription	3
That is why DaaS is the right choice for my company	4
Flexibility and predictable costs	4
Modern thinking, modern working	4
The latest technologies at attractive conditions – Not only for the privat sector	5
High fluctuation and individuality - a challenge that cannot be solved?	5
DaaS as a flexible and money-saving solution for large companies	6
Identifying the situation - Individuality and flexibility	6
Tackling challenges - Device and cost planning	6
Enjoying a solution - High savings potential without compromising	6
Calculation Example - Large company	7
Top performance to attractive prices - an either-or situation for small to medium-sized enterprises?	8
Get an attractive value proposition with Apple Device as a Service	9
Identifying the situation - The best workplace conditions	9
Tackling challenges - Sales, investment and service	9
Enjoy the solution - Attractive price-performance ratio	9
Calculation Example - Creative agency	10
Using new technologies and saving the budget - is that feasible for schools?	11
Offer students much more with DaaS	12
Identifying the situation - simplicity, security and adaptability	12
Tackling challenges - Lowering investments and risks	12
Enjoying a solution - High savings potential without compromising	12
Calculation Example - School	13
Frequently asked questions about DaaS	14
Who is the target customer for DaaS?	14
Can I really save money with DaaS?	14
What happens if we would like to return the work station before the contract term expires?	14
Is there is a discount for schools and non-profit organisations?	14
Can I still upgrade to the latest devices during my current contract?	15
Is there an option to buy the devices at a discount after the contract terms expires?	15
I would like to have DaaS for my company - What do I do now?	16

What is DaaS?

Device as a Service, explained clearly

Briefly put: Device as a Service (DaaS) is the ability to lease laptops, tablets, mobile phones, pens and other Apple devices at attractive prices. There are different contract terms of 24, 36 and 48 months - which you can easily extend or terminate after the contract term ends. Alternatively, you can also purchase the device with the FPP financing model (FPP: Financial Payment Plan).

Save money with the latest Apple work station subscription

- ✓ Always use the latest technology
- ✓ Work station at costs that can be planned
- ✓ No high initial investments
- ✓ Apple equipment that grows with you
- ✓ Flexibly adapt to the respective company situation

Did you know that with DaaS, you pay less for the new MacBook Pro than for your daily espresso? Companies receive the latest MacBook Pro for less than CHF 3.- per day!*

* The official sales price of Apple Switzerland serves as the calculation basis and the leasing period must be at least two years.



That is why DaaS is the right choice for my company

FLEXIBILITY AND PREDICTABLE COSTS

Whether large businesses or small to medium-sized enterprises - with Apple DaaS, you can experience a large range of benefits as a company. For example, you can benefit from the latest technology at costs you can plan. With DaaS, you can quickly respond to staff changes. Thanks to different leasing contracts, you can choose for how long you need a work station, whether you want to return the work station or would like to switch to the latest device. In this way, you can avoid high initial investments and do not suffer any losses if your team size changes, work stations can no longer be used or new needs emerge in terms of mobile phones, tablets, laptops or software.

MODERN THINKING, MODERN WORKING

With Device as a Service bundles, you have access to all Apple technologies, such as iPads, Apple Pencils and iPhones. This allows you to equip your employees individually in a way that meets their working needs and, thanks to the flexible equipment, to implement modern working models, such as home offices, with complete peace of mind.

The infographic is set against a dark blue background with a starry pattern and a stylized green tree on the left. It is divided into two columns. The left column features the 'All-in-One "iPad Pro Bundle"' with icons of an iPad Pro, an Apple Pencil, and a Smart Keyboard. The right column features the 'All-in-One "Apple Workplace Bundle"' with icons of an iPad Pro, an Apple Pencil, a Smart Keyboard, and a MacBook Pro. Both bundles include Apple Care+.

Bundle Name	Price per day in CHF*	Duration
All-in-One "iPad Pro Bundle"	1.30	24 Months
All-in-One "Apple Workplace Bundle"	3.81	24 Months

THE LATEST TECHNOLOGIES AT ATTRACTIVE CONDITIONS – NOT JUST FOR THE PRIVATE SECTOR

With Apple DaaS, you benefit from the fact that Apple is easy to operate and the hardware is less susceptible to viruses than those from other providers. This is especially attractive for educational institutions. In addition, completely new learning methods for students are offered with this service, such as learning apps that are available as a software service.

High fluctuation and individuality – a challenge that cannot be solved?

The "Meradax"*** insurance company currently employs 400 workers and an additional 100 employees in sales in the high season for the insurance industry. In addition to the office staff, there are also a lot of employees who work in the field and take care of customers on location.

Employees come and go every day in a large international company. Many of them complete an internship or after one or two years move to another company or to one of the many subsidiaries abroad. This means that a great deal has to be planned from a logistics standpoint.

With Apple DaaS, you can respond to changes in the personnel structure faster!



*** The scenarios described are case studies that we have adapted to and calculated for the needs of our various customer groups. They are intended to provide a better practical understanding and at the same time represent an orientation calculation.

DaaS as a flexible and money-saving solution for large companies

IDENTIFYING THE SITUATION – INDIVIDUALITY AND FLEXIBILITY

Every employee needs a laptop and a mobile phone. Field staff, Sales and the Communication department also need one iPad per person.

The company's best solution is therefore the so-called DaaS All-in-One bundle, which contains a MacBook, an iPad and an iPhone. In addition, support, maintenance and other services can be obtained via Apple DaaS.

TACKLING CHALLENGES – DEVICE AND COST PLANNING

The high fluctuation among employees made it difficult to budget correctly, which is why it made sense to set up a 24-month leasing contract per bundle. An additional bonus for "Meradax" was that the employees can always be equipped with the latest technology and software with these short terms, which was especially well-received in the area of mobile telephones and tablets.

ENJOYING A SOLUTION – HIGH SAVINGS POTENTIAL WITHOUT COMPROMISING

Thanks to the leasing contract, "Meradax" can now precisely calculate how much budget they have to invest and disposed of equipment is no longer a loss. If no new employees are added who use the work stations, these can be returned after two years.

Attractive discount combinations were also added with the bundles. The annual savings potential offers opportunities to reinvest the budget.

CALCULATION EXAMPLE – LARGE COMPANY



Top performance at attractive prices – an either-or situation for small-to-medium-sized enterprises?

“Wipf&Joss”^{***} is a creative agency with 15 employees. The agency places high demands on its IT infrastructure. Their work stations must always be up-to-date, usable anywhere and must also be affordable, since they are quite a small company. This requires fair conditions when it comes to support and service, for example. In addition, the agency would like to allow its employees with a home office to have an optimal work-life balance.

With Apple DaaS, you have more funds available for short-term investments and also benefit from an attractive price-performance ratio.



Get an attractive value proposition with Apple Device as a Service

IDENTIFYING THE SITUATION – THE BEST WORKPLACE CONDITIONS CREATE

The agency has a lot to consider. Although the number of employees remains constant, needs have changed greatly in recent years. The demand for a good work-life balance is increasing, but performance and high technological standards are still crucial. In addition, they want to outwardly express the message of 'creativity and design' with Apple. The team found the ideal work equipment for the company in the MacBook Pro. Thanks to the leasing services, employees can switch to the latest work stations every two years. This continuously preserves the performance capacity of the devices. And if a problem does come up, a solution can be found directly with the Support service.

TACKLING CHALLENGES – SALES, INVESTMENT AND SERVICE

For a small company, it can be difficult to invest in the latest Apple devices every two years. The lack of an internal IT department is also another financial challenge. The team can master these challenges in the best possible way with a two-year contract paid in instalments and with the ability to purchase support as a service. In this way, savings potential is created for the agency and at the same time the employees can always work with the latest work stations.

ENJOY THE SOLUTION – ATTRACTIVE PRICE-PERFORMANCE RATIO

Thanks to the custom lease contracts, Wipf&Joss can pay for their equipment in attractive instalments. The agency did not have to make any initial investment and they can plan and use their budget month for month now in a targeted manner. In addition, they can also quickly respond to growth within the company in future without having to afford high initial costs.

CALCULATION EXAMPLE – CREATIVE AGENCY



Using new technologies and saving the budget – is that feasible for schools?

Digitisation is now part of curriculum of the 21st century. Every school community and educational institution, including the "Wiesenholtz High School", must adhere to this. This is one of the medium-sized high schools with about 240 students and 24 teachers. A good IT infrastructure is crucial here. Apple has a long tradition in many educational institutions. Not least the students and teachers like how easy it is to use the devices and the security when it comes to viruses and trojans. Nevertheless, Wiesenholtz High School is struggling with rather old work stations and can only dream of laptops or iPads. Buying new work stations is limited by the high school's budget, especially when it comes to launching new projects. What if the investment is only used once and collects dust afterwards?

With Apple DaaS, you can avoid bad investments and high risks, because you stay flexible. So you can relax while you face changing conditions!



Offer students much more with DaaS

IDENTIFYING THE SITUATION – SIMPLICITY, SECURITY AND ADAPTABILITY

Technical or digital equipment at schools must cover three aspects above all else:

- 1) It must be easy to use.
- 2) There must be security when it comes to the protection of children and adolescents, data protection and also protection against viruses and trojans.
- 3) It must be adaptable above all, because needs can change with each new class or teacher.

That is why DaaS is the ideal solution for educational institutions. Thanks to the lease contracts, the use and number of work stations can also be determined every 24 months.

TACKLING CHALLENGES – LOWERING INVESTMENTS AND RISKS

One question repeatedly arose for Wiesenholz High School: How can we finance our technological offer without compromising when it comes to quality and quantity? Class sizes vary and some weeks are project weeks while others are not. These and other scenarios make it difficult for the high school to correctly define budget items. There is always a big risk of budgeting for too much or too little. With DaaS, the perfect lease contracts can be concluded and the instalment payments adjusted so that there is a minimum financial risk for the school.

ENJOYING A SOLUTION – HIGH SAVINGS POTENTIAL WITHOUT COMPROMISING

DaaS is a perfect solution at an attractive price for Wiesenholz High School. On the one hand, because the type of work stations that the students need and that can be returned can be reconsidered every two years, and on the other hand, because the teaching staff can utilise the latest technologies and can teach their students in the best possible way when it comes to handling digital media. In addition, digital teaching can be made interactive and exciting thanks to new learning technologies, such as configurable learning apps. Using iPads as a learning tool instantly affords new opportunities to teachers from Wiesenholz. If a teacher or project is changed, the school can simply return what it doesn't need at the end of the contract.

CALCULATION EXAMPLE – SCHOOL



Frequently asked questions about DaaS

WHO IS THE TARGET CUSTOMER FOR DAAS?

All those;

- who think modern,
- who do not want to be bound to the same work station for years,
- who appreciate Apple as a product,
- and all those who want to plan their budget and who want the best performance at attractive prices.

CAN I REALLY SAVE MONEY WITH DAAS?

Yes. You save on costs after a certain period of use. For a two-year period, we are talking about an up to 30% savings compared to the usual costs when purchasing.

WHAT HAPPENS IF WE WOULD LIKE TO RETURN THE WORK STATION BEFORE THE CONTRACT TERM EXIPRES?

Generally the DaaS lease contracts cannot be terminated. However, if you would like to return individual devices before the end of the term or would like to terminate the entire contract, this is possible as follows:

- For reasons relating to the Anti-Money Laundering Act, you must give us a two-line report of the economic need to be able to cancel the contract.
- The costs incurred in the event of a premature termination would be: Sum of the outstanding instalments minus the marketing revenues.
- These costs can be included in a subsequent contract if the sum of the new contract to be concluded is less than 120% of the Apple list sales price.
- If no subsequent contract comes about, you will receive a final bill.

IS THERE IS A DISCOUNT FOR SCHOOLS AND NON-PROFIT ORGANISATIONS?

ASE-EDU partners (select Apple school partners) may claim a discount. Otherwise nothing changes regarding the financing.

CAN I STILL UPGRADE TO THE LATEST DEVICES DURING MY CURRENT CONTRACT?

Yes, this is possible with the "swap lease". The following additional agreements are made for this purpose:

- The calculation for a swap is: The sum of the outstanding instalments for the individual device minus its marketing revenues.
- The new device to be procured is then regulated by a new contract with a new term.
- The lease contract value should not be greater than 120% of the amount of Apple's listed sales price.

IS THERE AN OPTION TO BUY THE DEVICES AT A DISCOUNT AFTER THE CONTRACT TERM EXPIRES?

With the Financial Payment Plan, you get the latest Apple devices and purchase these via an instalment payment plan. These instalments are always the same and can thus be planned for.

After the contract term expires, you pay the remaining amount of the device depending on the instalment and keep your Apple device. The FPP model therefore makes it possible to purchase Apple products without having to make a big one-time investment.



I would like to have DaaS for my company – what do I do now?

