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| OBJECTIVE | The objective of this study is to help provide subscribers with an understanding of the potential disruptive market force of PC-as-a-Service (PCaaS). It will seek to understand what IT Decision Makers (ITDMs) want from such a service, how it impacts a company’s procurement and deployment processes, and its long-term impact on device life cycles. It will also seek to understand the key inhibitors for businesses choosing not to engage in the model. |
| METHODOLOGY | The study will include a survey component as well as an optional five-year market forecast. IDC will conduct a 500-respondent survey in the U.S., U.K., China, & Brazil targeted at ITDMs who have enrolled in PCaaS, who are considering an enrollment in the coming year, or who have specifically opted not to pursue the option. IDC will construct the survey questionnaire to produce insights on PCaaS motivations, criteria, practices, and expectations. In addition to the survey, IDC will generate its first worldwide forecast of PCaaS revenue as an optional component. |
| SUBSCRIBER VALUE | In addition to exploring the impact of PCaaS on PC refresh rates, subscribers of this multiclient study will also gain valuable insight into how ITDMs in different regions are approaching PCaaS, and what vendors should be include in their solution. |
| KEY QUESTIONS ANSWERED | * What is motivating IT buyers to engage in PCaaS? * What is inhibiting IT buyers related to PCaaS? * What are IT buyers looking for in a PCaaS model? * How fast/steep is the PCaaS adoption curve? * What services should be included (install, break/fix, imaging, decommissioning)? * What software should be included (O/S, applications, security)? * What hardware options should be included (docking stations, monitors, etc.)? |
| Core Project Deliverables | * Survey Results: U.S., U.K., China, Brazil * Worldwide PCaaS Forecast by revenue |
| STUDY PRICING | **U.S. Only Results**   * Survey Results PPT for U.S. only: $20,000 * Survey Results PPT plus Forecast for U.S. only: $25,000 * Additional add on option: Onsite Presentation with Lead Analyst: $5,000 + expenses   **Worldwide and Country/Regional Level Results (U.S., UK, China, & lndia)**   * Survey Results PPT: $55,000 * Survey Results PowerPoint plus Worldwide Forecast: $65,000 * Additional add on option: Onsite Presentation with Lead Analyst: $5,000 + expenses worldwide and Country/Regional Level Results (U.S., UK, China, & lndia) |
| Deliverables Schedule | Survey Results Available: August 2016  Forecast Results Available: September 2016 |
| Analyst team | **Linn Huang**, Research Director  **Tom Mainelli**, Program Vice President, Devices & Displays  **Rob Brothers**, Program Vice President, Software & Hardware Support & Deployment Services  **Susan Middleton**, Research Director, Technology Financing Strategies  **Kelly Quinn**, Research Manager, Datacenter Trends |
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