



High performance. Delivered.

## As-a-Service: The Asia Pacific Advantage

The "As-a-service" model is capable of delivering truly transformational outcomes...

...that go way beyond just on-demand software and infrastructure.

In fact, it creates an entirely new business service economy.

Business leaders understand the concept, but it's largely in Asia Pacific...

...that 'as-a-service' is gaining traction.

Our research shows over 60% of enterprise service buyers in the region view As-a-Service as critical to their success.

That's double the numbers for Europe and North America.

So why's Asia Pacific so far ahead?

Companies in this region are more prepared to invest in the technologies and talent that enable them to get the most from the as-a-service model.

There's a pervasive entrepreneurial mindset...

...that's quick to identify the benefits and less likely to be hindered by legacy investments.

Leaders within this region recognize that a commitment to the As-a-Service model can pay off with some major benefits.

For example - achieving flexibility with pay-by-the drink pricing.

Or having solutions and services that are always up to date because providers continuously refresh their offerings...

...and because the model spans multiple providers, clients benefit from a specific combination of solutions, orchestrated in a service provider ecosystem that is built around its needs.

What's more, as-a-service supports clients' increasing demands for digital leadership and innovation across key areas like the Internet of Things, big data, analytics, connected platforms, automation or cognitive computing.

To emulate this approach, service buyers around the world will need to shift their mindset and start thinking like entrepreneurs.

They need to look at their entire business through an as-a-service lens and define the outcomes they seek...

...and understand where and how to introduce the new model.

Organisationally, they need to start building value-based partnerships...

...and crucially build the talent that will inspire and enable the as-a-service business...

... to reap the potentially huge rewards that are on offer.