

# Logitech Room HaaS Guide

## PURCHASE vs. HARDWARE-AS-A-SERVICE

TIPS TO NAVIGATE SELECTION,  
DEPLOYMENT, AND MANAGEMENT OF  
VIDEO COLLABORATION SOLUTIONS.

logitech® | RED THREAD



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## ASSESSING YOUR VIDEO CONFERENCING OPTIONS

As a business, you understand the need to enable your employees to communicate and collaborate effectively. The right video conferencing (VC) tools enable teams to work from anywhere, be more productive, reduce unnecessary travel, connect remotely, and continue to operate in the event of disruption.

To provide such flexibility, your organization needs the right software to enable video conferencing and the appropriate hardware to facilitate video calls.

Where the traditional approach has been to buy both software licenses and the hardware you need (or work with an integration partner to deploy the required technology), the concept of Hardware-as-a-Service (HaaS) for video collaboration has caught the attention of many businesses. In fact, the global HaaS market is expected to see 26% growth by 2025<sup>1</sup>.

So which option is best? That's the question this eBook is designed to help you answer.

With pros and cons on both sides, the decision will be based largely on your needs as a business. There's no single right answer that works for everyone.

Throughout this eBook, we'll highlight the differences between HaaS and traditional models and identify some of the business and sector-specific scenarios each offering suits. We'll also run through the pros and cons of HaaS, highlight the questions you should be asking potential HaaS providers, and showcase the alternative options available as you move toward making a final decision.

**First, let's take a look at what Hardware-as-a-Service actually is...**

## WHAT IS HARDWARE-AS-A-SERVICE?

As with many traditional business solutions that have transitioned to a service model – from software and servers to printers, data storage, and even coffee machines – the concept of ‘as-a-Service’ for video conferencing aims to remove the upfront cost of technology and replace it with a recurring fee.

In essence, it’s a move from buying a product to paying for a service, much like a subscription to Microsoft Office or paying for a cell phone contract over buying boxed software or a device outright. HaaS for VC provides you with the hardware, such as conference cameras, webcams and headsets, as well as the software you need for business communication in one package.

**It’s a simple, one-size-fits-all solution with a single, regular invoice** that helps businesses quickly deploy video conferencing hardware (and in some cases software too) without significant upfront expenditure. Like an always up-to-date software subscription, some HaaS options can also help businesses to access the latest hardware through periodic refreshes – we’ll cover this in more detail later.

### BUSINESS SOLUTIONS THAT HAVE MOVED TO AN ‘AS-A-SERVICE’ MODEL.

#### BEFORE



On-premises servers and storage



Boxed copies of software



Printers and fax machines

#### AFTER



Licensed, cloud-based networks, e.g., AWS and Microsoft Azure



Software subscriptions, e.g., Microsoft Office, Adobe Creative Cloud, and Salesforce



Hardware, ink and, paper provided for a single recurring cost

## WHAT ARE THE BENEFITS OF HARDWARE-AS-A-SERVICE?

As with most 'as-a-Service' offerings, the key benefit of HaaS is simplicity. It solves a business problem with minimal cash funding and spreads the cost over a period of time. This also makes ongoing costs more predictable and could free up money for other IT projects. In many cases, HaaS also helps avoid significant investment in a depreciating asset.

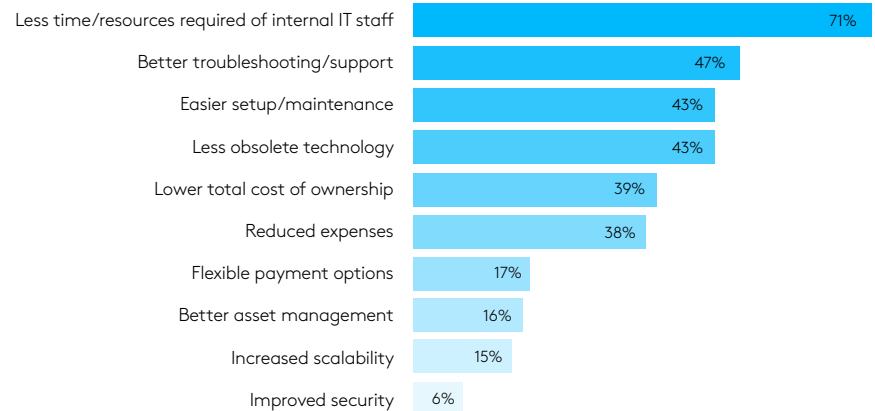
Like leasing a car rather than owning it, HaaS can mean that the decreasing value of the hardware isn't something your company needs to worry about. Maintenance is also included with some HaaS offerings, removing the need for expensive maintenance contacts. Depending on the type of contract, HaaS may also provide flexibility by enabling a company to choose whether to continue with the service or look for alternatives when the contract ends. Other offerings may enable a business to only pay for the hardware and software it needs and scale the deployment as required.

### QUICK WINS WITH HAAS FOR VIDEO CONFERENCING

- ✓ Low upfront costs and clear ongoing pricing to help manage budgets
- ✓ An all-in-one solution to enable video conferencing deployment at speed
- ✓ Potential to pay only for what you use and scale as required
- ✓ Allows IT to be more strategic in their approach around technology procurement

### TOP BENEFITS OF HAAS ADOPTION<sup>2</sup>

(Among businesses currently using HaaS) Benefits vs. barriers to HaaS Adoption



## WHICH BUSINESS SCENARIOS DOES HARDWARE-AS-A-SERVICE BEST SUIT?

The benefits of HaaS highlighted earlier make it a handy option for a number of sectors and business types. Start-ups, for example, can use HaaS to access video conferencing without spending a big chunk of investment capital.

The same is true for organizations with annual budget cycles, such as educational institutions, where clarity over costs is paramount and predictable billing enables them to make sound decisions for their technology requirements.

Companies that work on a project by project basis, such as architectural firms, can also benefit from a HaaS contract that spans the duration of a specific time frame rather than being tied to hardware over a longer term.





**The HaaS result** not only reduces the upfront cost but offers a cultural benefit by providing a consistent user experience to employees across the business, not a mixture of modern and legacy VC rooms.

## MEETING DIFFERENT BUSINESS NEEDS

HaaS can mean different things to different organizations. The start-up benefit mentioned previously is the most obvious example of how it can help. A newly founded company doesn't want to spend vast amounts in upfront costs and so relies on the flexibility of an 'as-a-Service' offering that can scale as the business grows.

However, HaaS also provides benefits at the other end of the spectrum. If a global enterprise needs to video-enable or upgrade 1,000 meeting rooms across the company, it must either foot a large bill or opt for a staggered approach to deployment, refreshing a few hundred rooms per year to limit the immediate investment. With HaaS, however, that same company could upgrade all of its VC rooms globally and almost immediately.

### With start-ups and enterprises potentially realizing the benefit from HaaS, what about the SMB and Mid-Market organization?

Here the water gets a little murkier. Such companies (and some start-ups too) may benefit from HaaS but may also be better served by a solution customized specifically for their business' needs. This could include integration with existing networks and infrastructure, or catering for unique requirements such as the ability to use multiple VC clients.

Ultimately, there's a trade-off to be made in terms of simplicity, functionality, customization, and cost that's worth evaluating before deciding on HaaS or purchasing outright.

We'll focus on considerations of this nature in the next section...

# THINGS TO CONSIDER WHEN CHOOSING BETWEEN HARDWARE-AS-A-SERVICE AND OUTRIGHT PURCHASING

It should be clear by now that weighing up the benefit of HaaS versus outright purchasing for your business isn't always as simple as a shift from CAPEX to OPEX. There are several factors to consider based on your specific needs.

The following questions should help you evaluate the best solution for your business.

## 1. WHAT ARE YOU PAYING FOR?

A crucial element to understand when approaching a HaaS offering for VC is whether you will end up owning the hardware at a point in time.

While 'as-a-Service' normally suggests that the hardware is only accessible while paying for the service, some agreements enable a 'path of ownership' as you pay off the cost of the hardware while consuming the service. It's not dissimilar to a subsidized cell phone plan where you pay for your airtime as well as monthly payments towards owning the device.

This means that at a specific time you will have paid for the hardware and therefore take ownership of it. Here, it's important to take the depreciation of that asset into account.



**Will the value to your business be the same if you end up owning the hardware versus an ongoing operating expense where there's no path to ownership?**

This will largely be determined by how your business operates and whether you would prefer to eventually own the hardware or would like the service to remain as an operating cost indefinitely with the potential to either return or upgrade the hardware at a defined point in time.

## 2. WHO INSTALLS AND MANAGES THE SERVICE?

If HaaS offers simplicity from a cost and accessibility perspective, you'll want it to be simple to install and manage too.

This is a key aspect to discuss with a provider before signing up for a service, and will be contingent on the technical skill and availability of your in-house resources.

**If the agreement is simply to provide hardware and software licenses for an ongoing fee, you will have to deploy and maintain the hardware and software.**

This works well with companies with adequate IT resources, but those with fewer staff or no dedicated IT department will either have to learn very quickly or engage an external service provider at an additional cost.

It is therefore prudent to ensure installation and management is included or explore other options, including buying hardware as part of a managed service from an integration partner.



## 3. HOW FLEXIBLE IS YOUR CONTRACT?

HaaS offerings need to appeal to a broad range of businesses and at an attractive cost.

This often means the offering is fairly simple and features fewer variables with a bundle of solutions that work well together and are easy to use. However, some organizations may require offerings that provide flexibility or customization personalized for the business' needs.

Ultimately, the more custom a company's VC requirements are, the less likely a pre-made HaaS solution will suit their needs.

**Ask potential HaaS providers if they can fulfill your specific requirements and what level of flexibility is available.**

If they can't help, it might be worthwhile speaking to a technology partner about a managed service offering.





## 4. WHAT ARE YOUR REFRESH OPTIONS?

To continue the earlier cell phone analogy, many telco contracts enable you to upgrade to the latest iPhone or Android device annually, even if you haven't paid off in full the device you're currently using.

That same situation should be considered when approaching HaaS for VC.

### **Will your agreement allow you to refresh the hardware you're paying for, or will you end up owning it?**

Will there be an additional cost for upgrading hardware, such as the removal of existing hardware and the installation of new kit? It's important to think about this side of an 'as a Service' offering to ensure you retain the flexibility required and aren't stuck using outdated solutions when more modern tools are available.

In this instance, it's also worth weighing whether purchasing hardware outright would be a better option in order to retain some resale value from the assets you already own.



## CONSIDER THE FLEXIBILITY OF A MANAGED SERVICE

If there are elements of HaaS that make it less of an ideal fit for your business, purchasing hardware outright may be the best option for you. However, this approach can also be more complex than the simple package you would receive from a HaaS vendor. As a balance, consider turning to an integration partner who can not only help you procure the technology but also install and manage it via a service level agreement not dissimilar to an 'as-a-Service' offering.

In addition to paying for a defined service for a recurring fee, as you would with HaaS, a managed service is far more flexible and capable of meeting your organization's unique needs. Furthermore, the relationship doesn't need to begin and end with video conferencing. With an integration partner who has visibility over your entire IT estate, ensuring VC hardware and software works at its best can be made far easier, with concerns such as bandwidth and networking managed by the same provider.

**Once again, there's no single best way to approach the implementation of video conferencing. It's about what works best for your business.**

If HaaS is too limited for your needs, a managed service can provide the same convenience for a fixed cost, while providing additional flexibility and customization. This could include the ability to run more than one video conferencing platform, or other benefits such as help desks, end-user adoption support, and ongoing maintenance.



## WHERE NEXT?

**When deciding between an outright purchase or HaaS offering for video collaboration hardware, it's clear there's no right or wrong answer. Hopefully, however, you now have a better sense of which model is better suited for your business needs.**

There are pros and cons to both purchasing models that exist for all companies. It's defined by elements like business maturity, existing infrastructure, budget, and many other considerations. But it's not a simple growth curve either. The size of your business doesn't immediately place it in a HaaS or an outright purchasing bracket. Each business is different.

If you're a small business and all you need is to video-enable a handful of rooms, finding the simplest route and lowest cost will be an important goal. HaaS will probably be your best option. If you're a larger business with an identified workflow, specific pain points, and unique needs such as network security, spending more on an integrated solution could enable you to achieve your business goals faster. Outright purchasing with a managed service is likely the option you'll choose. Enterprise businesses could go either way. They may need a more custom offering but might also be seeking cost efficiencies due to their scale.

In the end, the solution that works best for your business will always be the right answer but may come with compromises. What you give up in simplicity, you may gain in customization and additional feature enhancements. Conversely, making do with a more rigid system could help unlock valuable budget dollars for alternative investment. **Since there is no one-size-fits-all solution, the choice is ultimately up to you and your team. Connect with us today to discover solutions that deliver the best fit for productivity, finance, and a worry-free experience.**

## RED THREAD THE INTEGRATOR PERSPECTIVE

### Work Has Forever Changed

Collaboration technology is at the forefront as organizations rely on it to stay connected and manage business operations from anywhere. With 72% of employees desiring a hybrid workplace, organizations are recognizing that a ubiquitous collaboration experience is critical, regardless of where you work. Collaboration is critical for driving innovation, creativity, and decision-making – all of which impact the bottom line. As distributed teams have become the new normal, we need virtual and physical places that allow us to see our teammates comfortably, hear each other clearly and share information easily.

### AmplifyTeamwork – Red Thread’s HaaS Solution

The service economy has paved the way for Red Thread’s nationwide AmplifyTeamwork: a flexible hardware & software support solution that implements the latest technology without the need for capital expenditure. Red Thread is a Microsoft Gold Partner and a launch member of the new Microsoft Meeting Room Partner Program certifying Red Thread as one of only ten partners in the country certified to provide complete end-to-end solutions.

### Key Benefits:

Microsoft Room Partner | Obsolescence protection | No capital expense | Flexible end of terms

### Learn more about Red Thread

<https://www.red-thread.com/workspace-interiors/technology/>



72%  
hybrid workplace

With 72% of employees seeking a hybrid workplace, how has your organization invested in collaboration technology for the new normal?

# LOGITECH ROOM SYSTEMS

## SMALL



## MEDIUM



## LARGE



Compatible Room Systems



## SMALL SPACES



The small room configuration with Logitech Rally Bar Mini delivers superior audio and video in a compact, all-in-one form factor. Clean cabling and flexible mounting options allow you to confidently deploy at scale.



### LOGITECH RALLY BAR MINI

Premier all-in-one video bar with built-in Microsoft Teams Rooms support for small rooms, in graphite or white

Motorized pan and tilt lens provides expansive room coverage

Ultra-low distortion speakers deliver crystal clear sound

AI Viewfinder for enhanced RightSight™ auto-framing and people count

Add up to two Rally Mic Pods to extend audio coverage

### ROOM SYSTEM PRICING

#### Logitech Rally Bar Mini

- Logitech Swytch – Laptop Connection
- 55" 4K 3840 X 2160 LED Display
- Rally Bar and Display Mounts
- Installation
- 3 Year Complete Warranty
- Remote Monitoring & Management

#### System Total - with monitor

Purchase Price	*\$9,700.00
HaaS 36 months	\$ 370.00
HaaS 60 months	\$ 265.00

#### System Total - no monitor

Purchase Price	*\$8,050.00
HaaS 36 months	\$ 295.00
HaaS 60 months	\$ 220.00

\* Tax and delivery excluded

## MEDIUM SPACES



Experience brilliant optics and room-filling audio with the medium room configuration with Logitech Rally Bar, an all-in-one video bar purpose-built for midsize rooms. Mount neatly to the display or wall, or stand on a credenza.



### LOGITECH RALLY BAR

All-in-one video bar with built-in Microsoft Teams Rooms support for midsize rooms, in graphite or white

Lossless image quality up to 5X

optical zoom, digitally enhanced to 15X total zoom

Large, ultra-low distortion speakers for room-filling sound

AI Viewfinder for enhanced RightSight auto-framing and people count

Add up to three Rally Mic Pods to extend audio coverage

### ROOM SYSTEM PRICING

#### Logitech Rally Bar

- Logitech Swytch – Laptop Connection
- 55" 4K 3840 X 2160 LED Display
- Rally Bar and Display Mounts
- Installation
- 3 Year Complete Warranty
- Remote Monitoring & Management

#### System Total - with monitor

Purchase Price	*\$11,300.00
HaaS 36 months	\$ 400.00
HaaS 60 months	\$ 285.00

#### System Total - no monitor

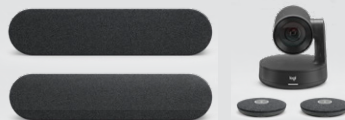
Purchase Price	*\$9,200.00
HaaS 36 months	\$ 335.00
HaaS 60 months	\$ 245.00

\* Tax and delivery excluded

## LARGE SPACES



Featuring the expandable Rally Plus conference camera system and Logitech RoomMate computing appliance with built-in Microsoft Teams Rooms software, the large room configuration combines easy management with outstanding coverage across a wide range of room sizes and layouts.



### LOGITECH RALLY PLUS

Modular video conferencing system for large rooms with a computing appliance purpose-built for video collaboration

Customizable for large rooms of virtually any size or shape

Brilliant optics up to 5X optical zoom, digitally enhanced to 15X total zoom

Two Rally Speakers and two Rally Mic Pods (extensible up to seven) ensure every voice is clearly heard

### ROOM SYSTEM PRICING

#### Logitech Rally Bar Plus

- Logitech Swytch – Laptop Connection
- 75" 4K 3840 X 2160 LED Display
- Rally Bar and Display Mounts
- Installation
- 3 Year Complete Warranty
- Remote Monitoring & Management

#### System Total - with monitor

Purchase Price	*\$12,400.00
HaaS 36 months	\$ 435.00
HaaS 60 months	\$ 310.00

#### System Total - no monitor

Purchase Price	*\$8,200.00
HaaS 36 months	\$ 300.00
HaaS 60 months	\$ 225.00

\* Tax and delivery excluded



Discover if HaaS is the right choice for your business with Red Thread's Video Collaboration Solutions.

Learn more at [www.red-thread.com](http://www.red-thread.com)

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RED THREAD

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1. Yahoo - Global Hardware-as-a-Service (HaaS) Market: Growth, Trends and Forecasts
2. Spiceworks - The 2019 State of Hardware-as-a-Service

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