

# Justify the Current Investment

For IT leaders defending managed DaaS spend to a CFO, CIO, or executive stakeholder

## BUILD YOUR BUSINESS CASE

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### What is this investment actually delivering?

*Users supported, workloads, IT hours absorbed by the managed service, years in place.*

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### What's forcing this conversation right now?

*Contract renewal, budget cycle, leadership pressure, recent incident, compliance, or org change.*

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### What are the realistic options and what does each one really cost?

*Stay as-is / renegotiate / switch providers / bring in-house. Include hidden costs for each.*

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### What is the recommendation and why?

*State it clearly. Two or three supporting reasons drawn from the inputs above.*

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#### WORTH KNOWING

Decisions made at renewal without a prepared business case tend to default to status quo -- not because it is the right answer, but because it is the easiest one in the room.

## CONVERSATION GUIDE

### "Why can't we just manage this ourselves?"

- The visible cost is the contract. The full cost includes IT labor, infrastructure, patching, licensing, and opportunity cost.
- Ask: what happens to those hours and overhead if we bring this in-house?
- The comparison needs to cover total cost of ownership -- not contract line vs. nothing.

### "What are we actually getting for this spend?"

- Three things worth naming: IT capacity freed from reactive ops, downtime risk actively managed, and continuity that lets the business scale.
- Lead with capacity and risk -- those travel upward better than uptime percentages.

### "How do we know the provider is performing?"

- SLA compliance is the floor. The real standard is the five experience anchors: first login, peak load, application launch, outage recovery, offboarding.
- If you can't produce data on those moments, name that -- it shifts the conversation from defense to accountability.

### "What would it cost to switch?"

- Visible: migration fees, onboarding, potential exit penalties.
- Hidden: 60-90 days of elevated incidents, 6-12 months to rebuild institutional knowledge.
- The question is not whether switching is possible. It is whether staying costs more.

# Evaluate a Provider Switch

For IT leaders making the case to change managed DaaS providers

## BUILD YOUR BUSINESS CASE

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### What problem is the current provider failing to solve?

*Performance gaps, service quality, cost, capability, security/compliance, or a trigger event.*

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### What would a switch actually cost -- visible and hidden?

*Exit fees, migration, IT bandwidth, 60-90 days of elevated incidents, institutional knowledge loss.*

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### How do we evaluate a new provider so we don't end up in the same situation?

*Experience anchors, incident communication protocols, references from comparable environments.*

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### Is the cost of staying higher than the cost of moving?

*Break-even: total switching cost divided by monthly savings equals months to payback.*

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#### WORTH KNOWING

The most common error in switch evaluations is comparing the current contract cost against a new proposal -- without accounting for the full cost of transition or the hidden costs of the current situation.

## CONVERSATION GUIDE

### "Is this actually worth the disruption?"

- That question needs a number to answer. The cost of staying includes IT time on provider management, productivity loss from incidents, and capability gaps widening.
- Build the break-even calculation first. Then have the conversation.

### "Can't we just push the current provider to do better?"

- Worth trying first -- but it needs to be structured and time-bounded.
- Name the specific experience anchors not being met. Set a 60-90 day window. Make clear the switch conversation is live if targets are not met.
- This creates the paper trail that strengthens the switch case if needed.

### "How do we know the new provider will be different?"

- You validate it before you sign, not after.
- Ask for: documented incident protocols, a sample post-incident review, references from comparable environments.
- A provider that can't answer those in detail before signing won't answer them after.

### "What is our risk exposure during transition?"

- Transitions concentrate risk -- they don't eliminate it. Expect 60-90 days of elevated incidents.
- Have a contingency plan for the first major incident. How it is handled sets the tone for the new relationship.

# Make the Case for DaaS for the First Time

For IT leaders pitching managed DaaS to an org on physical endpoints or self-managed VDI

## BUILD YOUR BUSINESS CASE

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### What specific business problem does DaaS solve here?

*Remote workforce, security/compliance, hardware refresh cycle, growth, IT capacity, user experience.*

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### What is the current model actually costing -- fully loaded?

*Hardware refresh, IT labor, helpdesk volume, licensing, downtime. Not just the device budget.*

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### What are the realistic alternatives and what does each require?

*Current model / managed DaaS / self-managed VDI. Compare total cost of ownership over 3-5 years.*

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### What does good look like on the other side?

*Five anchors: first login, peak load, application launch, outage recovery, offboarding.*

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## CONVERSATION GUIDE

### "Isn't DaaS just more expensive than what we're doing now?"

- That comparison is only accurate if you are looking at the contract cost against just the device budget.
- The full comparison includes hardware refresh capital, IT labor, helpdesk volume, and the productivity cost of downtime.
- Most organizations find the gap smaller -- sometimes inverted -- when all costs are accounted for.

### "What happens to our IT team if we do this?"

- They stop managing devices and start doing higher-value work.
- Endpoint management is reactive and time-consuming. A managed provider takes that layer.
- Your IT team shifts to managing the service relationship and strategic projects.

### "What if the vendor goes down -- we're completely dependent on them?"

- That is a legitimate question. The answer is in the provider's resilience architecture and SLA commitments.
- Ask: What is the recovery time objective? What is the failover architecture? How have they handled major incidents?

### "How long does a migration take?"

- Scope and complexity are the variables. Single-site: 8-12 weeks. Multi-site or regulated: 3-6 months.
- The right provider scopes this precisely before you sign. Be cautious of firm timelines before a proper discovery.

## WORTH KNOWING

First-time DaaS conversations stall most often on cost comparisons that only include the managed service contract -- not the full cost of the current model. Build the complete picture before the meeting.