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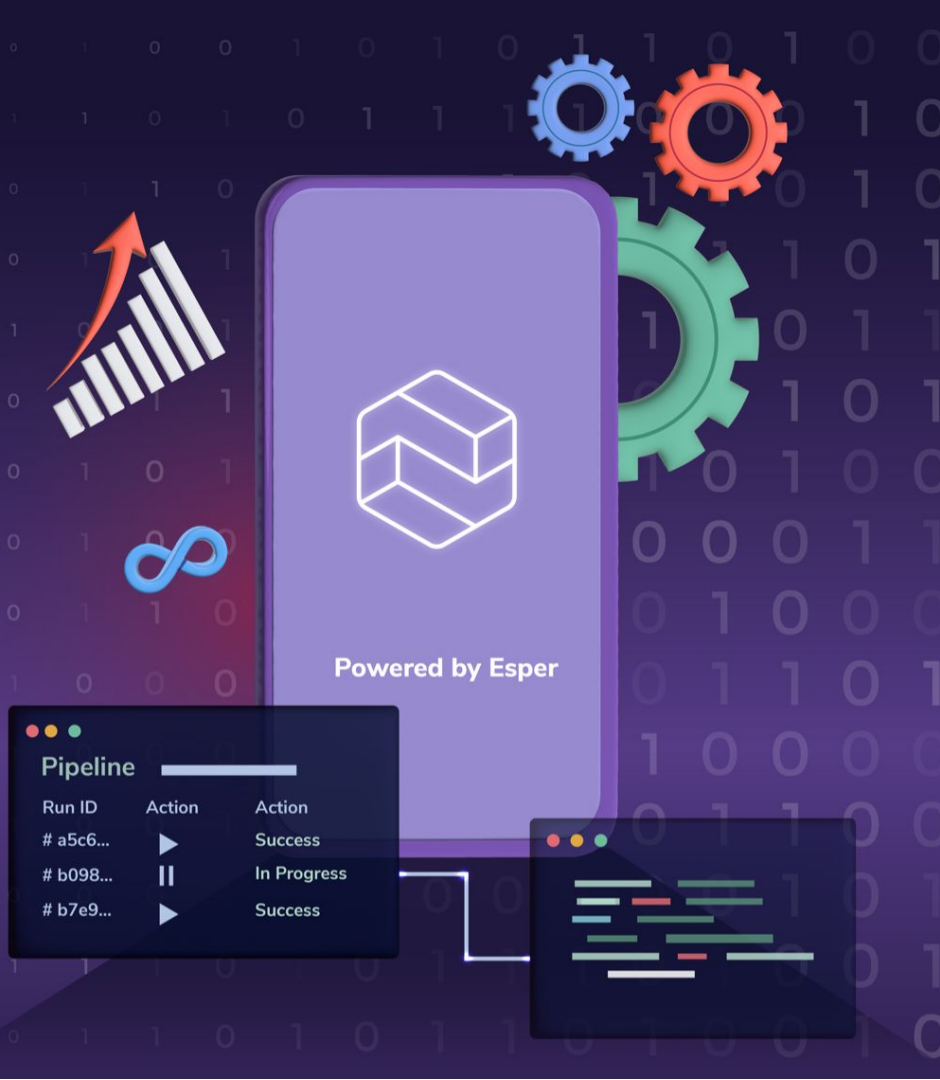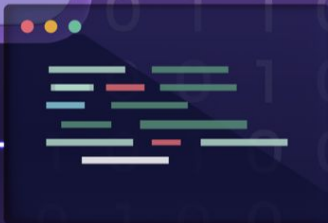
Esper Guide

How to choose the right business model for your dedicated fleet

Get Started

Pipeline

Run ID	Action	Action
# a5c6...	▶	Success
# b098...	❚❚	In Progress
# b7e9...	▶	Success

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Start here.

Your business model is critical when you're considering the infrastructure for your Android device fleets. How you maintain your current software infrastructure plays a huge role in where and how DevOps can be applied to your devices.

This guide will walk you through the business models in the dedicated device space and which are best optimized for the DevOps for devices framework.

Click on the tile to jump to that slide or use the navigation bar to continue on.

Business models

Companies with dedicated devices can be categorized into three high-level business models, each with a different level of DevOps applicability.
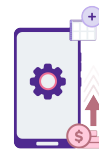
Click on a business model or use the navigation bar to dive further into how each model works and the role DevOps plays in it.

ARR Driven
Generate revenue off of a device over time

Hybrid
Earn revenue from a device sale with an option for ongoing monetization

Sell and Done
One time revenue occurrence from the sale of a device

Sell and done

Overview

This model only generates revenue from the initial sale of a device. The main focus is minimizing expenditures, such as NRE (non-recurring engineering), COGS (cost of goods sold), and BOM (bill of materials), while maximizing profits.

> **Example:** Any device that creates minimal or no ongoing relationship between business and consumer - think your 2015 tv, headphones, or portable speaker (Note that more recent versions of these devices are starting to leverage other business models).
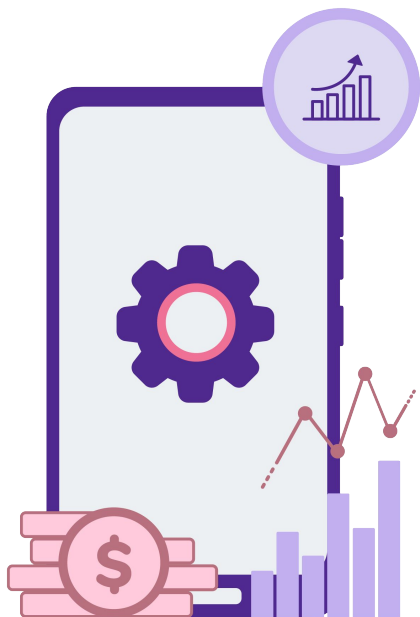
Role of DevOps for devices

DevOps doesn't play a role in this business model as there is no business reason to drive advancement here. Any software interaction is an increase in cost which will lower profitability.

Why Esper

This business model is not a great fit for the Esper platform as DevOps for devices doesn't play any role in this business model.

Hybrid

Overview

This model takes a modern approach combining the initial sale of a core product with optional ongoing monetization opportunities to create ARR/MRR (Annual or Monthly recurring revenue). This still requires minimizing expenditures, but adds uplift opportunities.

> **Example:** Weather station device for monitoring weather at a home or business can be sold for initial revenue. Then as an add-on subscription users can access a broader set of weather measurements (i.e., local or regional measurements) for a monthly fee.
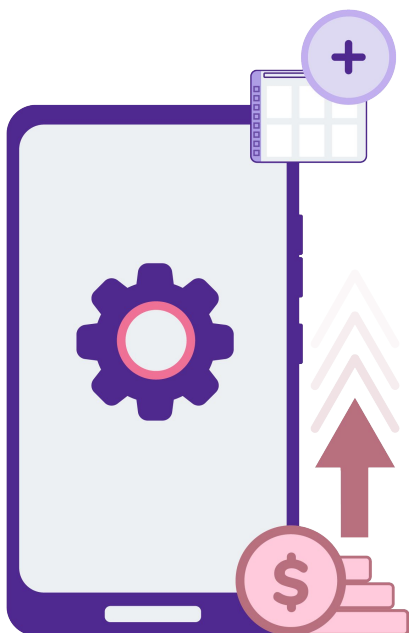
Role of DevOps for devices

With DevOps capabilities for devices you can configure a device out of the gate based on your economics. Then, when users choose to engage in additional services, you have the option to continuously manage the devices with a modern infrastructure.

Why Esper

Esper can help optimize the preparation of your devices and support optional ARR engagement. With Esper, you get the flexibility to base your infrastructure spend around how you monetize. You pay for our infrastructure only when your customer engages in monetized additional services.

ARR Driven

Overview

The entire premise of this model is to generate ARR or MRR through a device. In extreme cases the device is free as revenue will be made off of it over time. Being able to continuously manage and update these devices is crucial to generating revenue.

Example: Connected fitness devices that provide highly immersive experiences when exercising. These are used to build relationships with customers by continuously offering innovative experiences and improved performance.
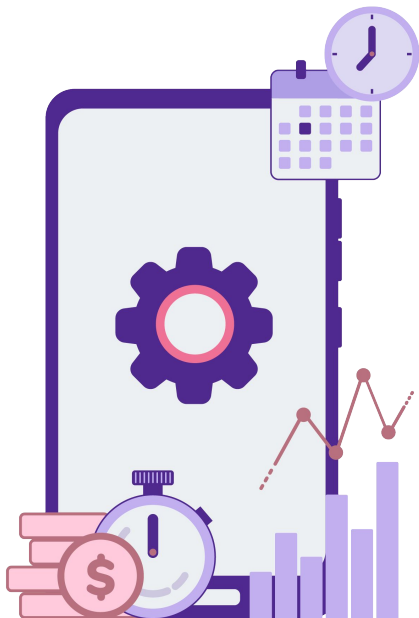
Role of DevOps for devices

Revenue here is highly dependent on a device's ongoing performance as you must continually earn a customer's business. This makes it the best fit for DevOps capabilities, which help you easily maintain your software infrastructure while quickly moving it forward.

Why Esper

Esper helps you continuously engage customers at scale. Millions of users with devices makes maintaining UX and having device telemetry mission critical. Esper enables you to continuously learn and improve, cementing your relationship with your customer for the long term.

Need more help?
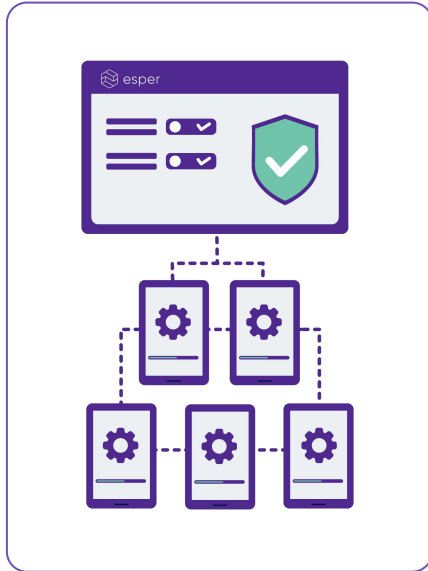
Learn more about Esper

Esper can help you manage your device fleet at scale.

We help you build agility into the ways you deploy, manage, update, and secure your fleet of devices and the software it runs on.

By advancing your software and device infrastructure according to your business model, you can create increasingly valuable and sticky relationships with your customers that you can monetize over time.

Visit our website or connect with an in-house expert.