White Paper: The EUC Operating System

A Go-to-Market Strategy for Winning the End-User to Capture the Enterprise
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1. The State of End-User Computing: A Market Focused on the Wrong Customer

The End-User Computing (EUC) market has made significant strides in solving complex logistical problems for the business. Modern platforms from HCM leaders like Deel and Rippling excel at automating onboarding and streamlining device procurement for the **IT administrator**. They have successfully reduced the backend operational burden.

However, these solutions are fundamentally built for the business function, not the employee. They provide excellent *admin support*, but they provide no *end-user support*. As a result, the single biggest source of daily frustration and lost productivity—the employee's struggle to find "how-to" knowledge for critical business applications—remains fundamentally unsolved. This gap is the strategic wedge we will exploit to capture the market.

2. The "Two-Headed Monster": The Dual Crisis of Modern EUC

This disconnect has created a "two-headed monster" that simultaneously impacts employee productivity and IT operational efficiency.

- **The End-User's Reality:** A daily "productivity tax" composed of performance degradation, connectivity barriers, and the constant friction of searching for information.
- **The IT Department's Burden:** An unwinnable battle against operational complexity, repetitive ticket volume, and the security risks of a distributed workforce.

Compounding this is the financial black hole of "SaaS Sprawl," where industry data shows that **up to 50% of all paid software licenses go unused**, representing a massive, invisible drain on the company's budget.

3. The Go-to-Market Strategy: The On-Demand Support Wedge

Our strategy is not to sell another complex platform to IT. It is to win the hearts and minds of the end-user community first through a **Product-Led Growth (PLG)** motion. We will begin by giving away a simple, magical solution to their most painful problem.

Our "wedge" into the market will be a free, on-demand **Knowledge Agent**. This agent will provide instant, video-based answers to "how-to" questions for the world's most

common SaaS applications (Salesforce, Microsoft 365, Slack, etc.).

- **The Technology (A Proven, Hybrid Model):** Our technical path is clear and achievable. We will build a comprehensive knowledge base by combining two powerful, proven methods:
    1. **The Private Side (Company-Specific Knowledge):** We will leverage a proven architecture, like that used by Omedym, to allow customers to securely upload their own private training videos. This is perfect for company-specific processes like security training, new hire onboarding, or workflows for custom internal solutions.
    2. **The Public Side (General Application Knowledge):** Our **Action Agent** will automatically ingest and index official training videos from public sources like the YouTube API for all major SaaS applications.

    This hybrid approach ensures we have the end-user completely covered with on-demand support for both their company's unique processes and the public applications they use every day.
- **The Viral Loop:** This free tool solves a universal pain point, creating a viral, bottom-up adoption loop within our target organizations. Happy users become our advocates, sharing the tool with their colleagues and driving organic adoption without any traditional sales or marketing spend.

4. The Upsell: The Full EUC Operating System

Once our free agent has a foothold within an organization, we will have the ultimate leverage for a data-driven, enterprise-wide sale. We can approach the IT and Finance leaders not with a theoretical vision, but with proven value and a clear ROI.

The full, high-margin platform—the **EUC Operating System**—is not just a support tool; it is a comprehensive solution that makes the employee more productive and the business more efficient. The full platform includes:

- **The Knowledge Agent:** For on-demand guidance.
- **The System Agent:** For proactive performance monitoring and predictive hardware failure alerts.
- **The Compliance Agent:** For coaching users through security training and MDM enrollment.
- **Application Intelligence:** A powerful financial engine to optimize software licenses and eliminate wasted spend.

5. The Unbeatable Moat: The Corserva Hybrid Advantage

This is our unique and defensible differentiator. While pure software companies like Aisera or Nexthink can only operate in the digital realm, we can offer a complete,

end-to-end solution that seamlessly blends our intelligent software with Corserva's proven physical services.

Once a customer has adopted our EUC Operating System, we can offer them a single, unified solution for their entire device lifecycle, including:

- **Hardware Procurement & Configuration:** Sourcing and imaging devices.
- **Inventory Management:** Real-time asset tracking.
- **Onboarding/Offboarding Triggers:** Integrating with HR systems for seamless transitions.
- **Hot Swap Depot Service:** Leveraging our "Services Flywheel" to dispatch replacement devices based on predictive alerts from our agent.
- **Secure Retrieval & Wiping:** Handling the physical logistics of offboarding.

This hybrid model creates a powerful competitive advantage. We will use our user-loved software as a wedge to get in the door, and then sell a complete, end-to-end solution that no pure software vendor can ever hope to match.

6. The Long-Term Advantage: The Data Flywheel

The true, long-term power of the EUC Operating System lies in the **Network Learning Effect**. The platform becomes smarter with every endpoint it touches and every interaction it has. Every user question, every performance issue, and every piece of feedback makes our AI models more accurate. While a competitor might eventually copy our features, they cannot copy the years of collective intelligence gathered from millions of endpoints. This first-mover advantage ensures our platform will not just be the most intelligent solution on Day 1, but will extend its lead every single day after.

7. Conclusion

Our strategy is to win the market from the inside out. We will start by solving the end-user's most immediate and painful problem with a free, best-in-class support tool. This product-led growth will give us the leverage to sell our full EUC Operating System, a platform that provides a massive ROI through productivity gains and financial optimization. Finally, we will lock in our market leadership by offering a unique, hybrid solution of software and physical services that only Corserva can provide. This is the path to becoming the indispensable **Operating System for Distributed Work.**