

IT Lifecycle Management

Market Overview (2025-2026)



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Research Methodology

Throughout 2025 and early 2026, we conducted independent research into the global IT lifecycle management market.

The research combined:

- ✓ Independent product and pricing analysis
- ✓ Customer and prospect feedback gathered during vendor evaluations
- ✓ Anonymous reviews from software ranking platforms
- ✓ Comparative analysis of lifecycle pricing and logistics coverage across vendors

The objective of this report is to evaluate how leading IT lifecycle platforms support global device procurement, deployment, retrieval, and asset lifecycle management. Across the market, most IT lifecycle platforms offer **similar functionality for managing device fleets**, including:

- ✓ Device procurement and global logistics
- ✓ Deployment and retrieval workflows
- ✓ Device storage and redeployment
- ✓ Asset visibility dashboards
- ✓ Lifecycle automation and integrations
- ✓ Hardware repair and recycling services

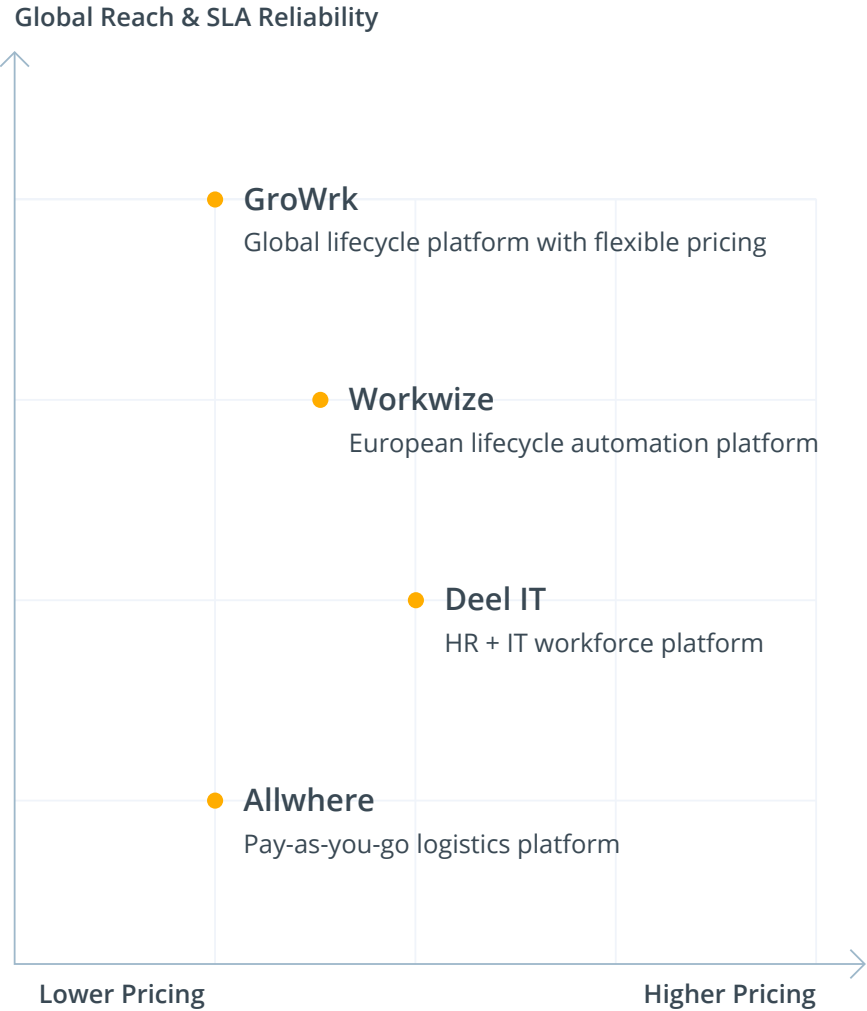
Because these capabilities are broadly consistent across vendors, differentiation in this market tends to occur in:

- ✓ **Pricing structure**
- ✓ **Global logistics infrastructure**
- ✓ **Delivery SLAs**
- ✓ **Customer support responsiveness**

One notable difference is **Allwhere's transactional model**, which operates more like GroWrk's **A la carte lifecycle approach** than subscription-based lifecycle platforms.



Market Positioning

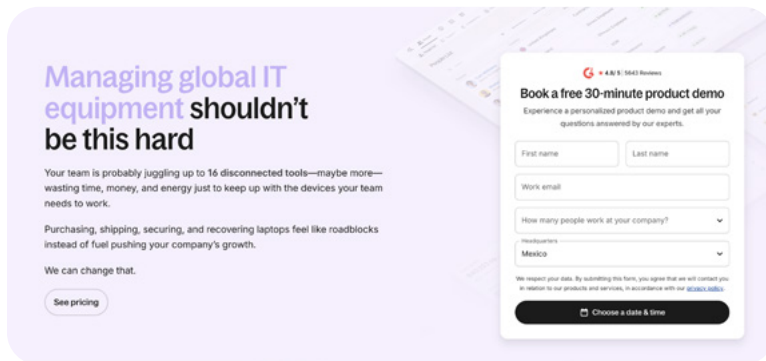


At-a-Glance Vendor Comparison

Company	Pricing Model	Best Fit	Global Reach
GroWrk	Flexible lifecycle pricing with transparent billing for hardware and logistics	Global companies scaling distributed teams	Highest global reach and SLA reliability
Deel IT	Subscription platform + hardware markup and layered service fees	Enterprises already using Deel for HR and payroll	Strong infrastructure but highest lifecycle costs
Workwize	Subscription-based platform combined with additional service fees	Mid-market companies operating primarily in Europe	Moderate global coverage, but struggle meeting consistent SLAs
Allwhere	Pay-as-you-go transactional pricing model	Startups and SMBs primarily in North America	Limited global infrastructure compared to other vendors

VENDOR PROFILE

Deel IT



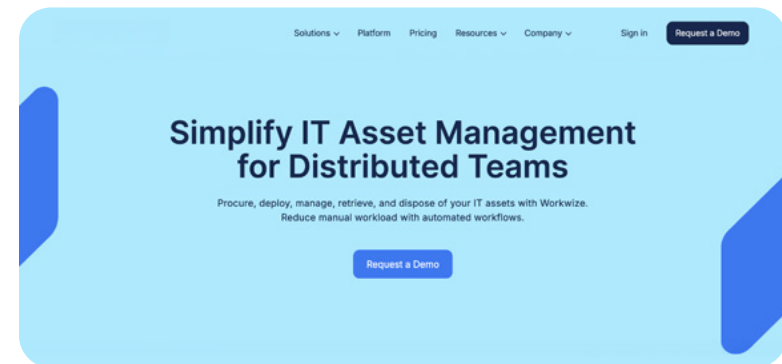
Company Overview

Deel IT is the device lifecycle management product within Deel's broader global workforce platform. Following Deel's acquisition of Hofy, the company integrated IT provisioning, device logistics, and endpoint management into its HR, payroll, and Employer of Record (EOR) infrastructure.

Deel IT's positioning focuses on providing a **single system for workforce operations**, connecting employee onboarding with device provisioning, identity management, and device security.

VENDOR PROFILE

Workwize



Company Overview

Workwize is an Amsterdam-based IT asset lifecycle management platform focused on helping companies automate device procurement, deployment, and recovery for distributed workforces. Workwize positions itself around **global lifecycle automation, operational cost savings, and sustainability initiatives**, emphasizing automated onboarding workflows and device reuse across regions.

The platform is designed to enable **zero-touch onboarding**, where devices are automatically shipped to employees based on HR onboarding triggers. Workwize operates its own **supplier and warehouse network**, enabling device storage and redeployment across regions.

VENDOR PROFILE

Allwhere

how it works • use cases • laptop retrieval • pricing • resources •

LOGIN GET STARTED

Automate the employee device lifecycle.

Procure, deploy, track, store, and recover IT equipment anywhere in the world

GET STARTED

Company Overview

Allwhere is a remote-first device lifecycle management platform that helps distributed teams manage hardware logistics globally. The company positions itself as an **“IT Closet in the Cloud”**, enabling organizations to ship, retrieve, store, and recycle employee devices through a centralized platform.

The platform targets **remote and hybrid organizations, ranging from startups to enterprise teams**, and provides global logistics support through a network of regional storage depots and hardware suppliers. The platform operates using a **self-service dashboard**, enabling IT and HR teams to track devices, initiate deployments, and manage retrievals from a centralized interface.

VENDOR PROFILE

GroWrk

groWrk Solutions Resources Pricing Why GroWrk Company FAQ

SOCC 2 TYPE 2 CERTIFIED AUTOMATED FULL LIFECYCLE

IT device lifecycle management on autopilot

Procure, configure, and deploy your IT devices. Store, reuse, and recycle your inventory, while saving on costs. All with unrivaled global reach across 150 countries.

Request a demo Take a product tour

99.9% Uptime Global SLA

150+ Countries Global reach

Company Overview

GroWrk runs the global **IT asset lifecycle for distributed teams**. Organizations use their platform to put their device procurement, deployment, retrieval, and reuse on autopilot.

GroWrk supports device logistics across **150+ countries**, providing services that include hardware procurement, global shipping, asset tracking, device retrieval, storage, redeployment, repair, and recycling.

The company offers three pricing options: A **pay-as-you-go** option for startups or companies looking for one-off options. A **hybrid platform model** combining subscription access with lifecycle pricing. A **fully bundled lifecycle model** where hardware management services are included in a fixed per-device price.

Pricing Structure & Platform Pricing

The four vendors take fundamentally different approaches to platform and subscription pricing, ranging from flexible pay-as-you-go models to fixed subscription commitments.

Key Observations



Both Workwise and GroWrk offer flexible three-tier models; GroWrk's Flex option comes out as more cost-effective for mid-market and enterprise customers



Workwise's 150-seat minimum and 12-month contract creates higher barriers to entry for smaller organizations.



Allwhere's 4% transaction fee can compound significantly at scale, making it less competitive for high-volume deployments.



Deel IT has the highest subscription pricing among the solutions due to its high platform fee.

Criteria	GroWrk	Deel IT	Workwise	Allwhere
Pricing Model	Flexible lifecycle pricing (3 tiers)	Subscription + hardware markup + service fees	Subscription-based platform (3 tiers) + service fees	Pay-as-you-go transactional model
Platform Tiers	<p>À La Carte - pay as you go for service.</p> <p>Flex - \$449 monthly platform fee, 50-100 users, \$10 per month per seat.¹</p> <p>Flex Plus - (50-100) \$28 per month per seat.¹</p>	<p>Single platform fee</p> <p>€3840 monthly + \$10 per month for each user</p>	<p>Basic: 1-250 users €14.50 per seat²</p> <p>Pro: 1-250 users €19.50 per seat²</p> <p>Enterprise: 1-250 users €24.50 per seat²</p>	No subscription — 4% transaction fee
Contract Terms	Flexible; no minimum seat req. noted	Varies; bundled with broader Deel services	12-month contract, 150-seat minimum	No contract required
Pricing Transparency	High Itemized lifecycle pricing	Low Costs embedded in broader platform	Low Subscription scope varies and service fees are not revealed until already a customer	High Per-transaction pricing visible
Best Fit	Global companies scaling distributed teams	Enterprises already on Deel HR/payroll	Mid-market companies primarily in Europe	Startups and SMBs in North America


¹ Per-seat pricing decreases depending on the number of users


² Per-seat pricing decreases depending on the number of users


Hardware Pricing


Vendors differ substantially in how they price hardware — some pass through retail costs while others apply network markups, configuration fees, and support bundles on top of device cost.

Key Observations

 At \$2,502 for a \$1,599 MacBook Pro, Deel IT's all-in device cost represents approximately a 56% premium over the retail price and includes basic platform features, such as repairs.

 Allwhere's 4% transaction fee on all hardware purchases and separate add-ons creates compounding costs at scale that may not be immediately visible during vendor evaluation. They have the best device offers but the most limited platform features.

 GroWrk and Workwize bundle most hardware-related services into their subscription tiers, making them fairly similar in cost-comparison and more cost-predictable at volume.


 Based on customer testimony, Workwize often positions itself as the cheapest hardware provider but does not include VAT in its quotes.


Cost Component	GroWrk	Deel IT	Workwize	Allwhere
Device Procurement	Direct procurement; flexible purchase or leasing	Procurement via Deel network with leasing available	Global device procurement supported, leasing not specified	Device procurement and deployment, leasing not supported
Service fee	10-15% markup depending on subscription	25% markup	10% markup	4% platform fee on all transactions
VAT included	Included in quoting and checkout	Bundled in the final hardware price	Not visible until checkout	Not visible until checkout
Configuration Fee	Included in lifecycle tiers	\$93 per device (example: MacBook Pro)	Included in subscription	Per transaction
Hardware Support	Included in subscription tiers	\$409 hardware support fee per device	Device repair included in subscription scope	Repair and recycling services available for extra
MacBook Pro Example Total	\$1,599 Retail \$160 Markup \$256 VAT	\$1,599 Retail \$399 Markup \$93 Config. \$409 Support	\$1,599 Retail \$160 Markup \$256 VAT	\$1,599 Retail \$72 Markup \$256 VAT
Total	\$2,015	\$2,500	\$2,015	\$1,927


Deployment & Retrieval Costs


Deployment and retrieval logistics represent recurring per-employee costs that scale directly with headcount. These figures have an outsized impact on total lifecycle cost.

Key Observations

 Workwize offers the lowest per-transaction deployment (\$77) and retrieval (\$110) pricing in the US and Europe. However, Workwize's lower unit pricing must be weighed against its 150-seat minimum commitment and more limited global SLA reliability.

 GroWrk comes in second with service fees, offers the largest range of deployments and retrievals, and is the most time-efficient.

 Allwhere's retrieval cost and deployment costs for U.S (\$129) are competitive with GroWrk (\$100), but its limited global infrastructure makes it unsuitable for organizations with international workforce needs.

 For a global team cycling through typical onboarding and offboarding of 100+ employees, you can estimate that you will roughly spend \$25,000 more for Deel IT and AllWhere than using Workwize or GroWrk.

Cost Type	GroWrk	Deel IT	Workwize	Allwhere
Deployment (US-EU)	\$100-\$190	\$309-\$309	\$77-\$88	\$129-\$160
Retrieval (US-EU)	\$150-\$270	\$384-\$384	\$105-\$120	\$260-\$435
Transparent final costs	Everything is included in the final price	Significant add-ons to the original quoting	Significant add-ons to the original quoting	Significant add-ons to the original quoting
Global Coverage	150+ countries	100+ countries	100+ countries (Europe-primary)	Limited — primarily North America
SLA Reliability (Global)	Highest	Moderate	Moderate	Limited outside North America
Storage & Redeployment	Included in Flex Plus tier; available A La Carte separately or in Flex.	Additional fees may apply for: <ul style="list-style-type: none"> • device intake • carrier pickup • address changes • device unlocking • refresh or wiping • storage or redeployment 	\$4-\$6.50 per device per month, depending on region. Supplier-to-warehouse logistics fees typically range from \$21-\$22 per device.	Monthly Storage Fee Laptop \$6, Repair cost +\$40, intake \$15-\$75 depending on region

Operational Strengths

Beyond pricing, vendors differ in their service models, geographic strengths, platform integrations, and the types of organizations they are best positioned to serve.

Deel IT

Because Deel IT is integrated into a global workforce platform, its operational model differs from dedicated IT lifecycle providers.

- ✓ Native integration with Deel HR, payroll, and EOR
- ✓ Global device provisioning coverage
- ✓ Strong security and compliance certifications
- ✓ Leasing and purchasing flexibility

Allwhere

Allwhere's platform focuses on providing simple, transactional hardware logistics through a centralized dashboard.

- ✓ Self-service platform experience
- ✓ Global logistics network with regional storage
- ✓ Pay-as-you-go lifecycle pricing model
- ✓ Device reuse and sustainability programs
- ✓ Simple procurement and logistics workflows
- ✓ Limited enterprise integrations

Workwize

Workwize emphasizes automation and global lifecycle management through its warehouse network and supplier partnerships.

- ✓ Automated device lifecycle workflows
- ✓ Global warehouse infrastructure
- ✓ Sustainability-focused device reuse programs
- ✓ ROI dashboards and lifecycle reporting
- ✓ Integrations with HR and IT management systems
- ✓ API integrations; lifecycle automation focus

GroWrk

GroWrk's operational model is designed around supporting global device logistics across distributed teams.

- ✓ Broad global logistics coverage across many countries
- ✓ Flexible lifecycle pricing models
- ✓ Standalone lifecycle platform with HRIS integrations
- ✓ Transparent billing for hardware and device logistics
- ✓ Global device procurement through supplier network
- ✓ Lifecycle visibility and asset tracking

Operational Constraints

Deel IT

Operational considerations reported by customers

- ✘ Delivery timelines for device deployment
- ✘ Retrieval times for offboarding equipment
- ✘ Limited device catalog availability in certain regions
- ✘ Pricing complexity across multiple service layers
- ✘ Reliance on centralized support channels

Allwhere

Operational considerations reported by customers

- ✘ Shipping costs can increase for cross-border deployments
- ✘ International routing may introduce logistical inefficiencies
- ✘ Communication delays during support interactions
- ✘ Limited direct customer support availability in some cases
- ✘ Response times for support requests may vary

For example, some customers report shipments routed across borders before final delivery, which may increase logistics complexity in certain regions.

Workwize

Customer feedback highlights several operational challenges

- ✘ Device delivery timelines in certain regions
- ✘ Inventory accuracy within the device catalog
- ✘ Limited coverage in some markets (e.g., Switzerland)
- ✘ Platform maturity limitations in certain workflows
- ✘ Communication gaps during logistics operations

GroWrk

Operational considerations reported by customers

- ✘ Because the platform focuses specifically on device lifecycle management rather than broader HR infrastructure, it is typically used alongside existing HRIS and IT management systems.
- ✘ GroWrk Flex works best for companies opening offices in new regions and for those with globally distributed teams, rather than for companies with employees concentrated within one country and only a handful of international employees. For those use cases, A La carte is the best.

Market Trends & Industry Outlook

The IT lifecycle management market continues to evolve rapidly as organizations expand globally distributed workforces and increase reliance on centralized device management platforms.

While core lifecycle features across vendors are largely consistent, several macro trends are shaping how companies evaluate providers and manage device fleets globally.

Key Market Trends

Pricing Transparency Is Becoming a Critical Buying Factor

Pricing models across the market vary widely. Some vendors rely on **subscription platforms combined with hardware markups and service-based fees**, while others operate with **transactional lifecycle pricing models**.

As companies scale device fleets across multiple regions, these structural differences can significantly impact **total lifecycle cost visibility**. Finance and procurement teams are increasingly prioritizing platforms that provide predictable pricing structures and clear billing for hardware procurement, deployments, and device retrieval.



Market Trends & Industry Outlook



Global Logistics Infrastructure Is the Primary Differentiator

Most IT lifecycle platforms provide similar core functionality for managing device procurement, deployment, retrieval, and asset visibility.

However, the most meaningful differentiation between providers occurs in **global logistics infrastructure**, including:

- regional warehouse coverage
- supplier and repair networks
- device redeployment capabilities
- ability to meet delivery SLAs across multiple countries

As distributed workforces continue expanding, companies increasingly evaluate vendors based on their **ability to consistently deliver devices globally while maintaining predictable timelines**.



International Expansion Often Exposes Operational Gaps

Many lifecycle platforms operate effectively within their primary regions but encounter challenges when supporting global device logistics.

Organizations expanding internationally often report issues related to:

- International shipping costs
- Device retrieval timelines
- Cross-border logistics complexity
- Warehouse availability across regions

For distributed teams, these operational factors can become more important than platform features when selecting a lifecycle provider.



Industry Outlook

The IT lifecycle management market is also experiencing increased consolidation as larger technology companies acquire smaller vendors to expand their offerings.

Global Supply Chain Disruptions Will Continue

Geopolitical tensions and regional conflicts can impact device supply chains and logistics operations. For example, instability in the Middle East has already contributed to **shipping disruptions and delays in certain international logistics routes**.

Organizations operating globally may need to plan for potential delays or regional service limitations when deploying hardware to certain markets.

Hardware Demand Driven by AI Infrastructure

Demand for high-performance computing components—particularly **GPUs and advanced CPUs used in AI infrastructure**—is expected to increase significantly over the coming years.

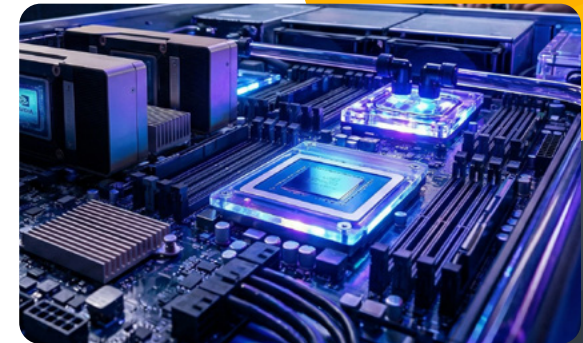
As these components become scarcer, pricing pressure on **high-end laptops and workstations** may increase across the hardware supply chain, potentially affecting lifecycle costs for organizations deploying large device fleets.

Emergence of New Market Solutions

The rapid growth of distributed workforces has attracted significant venture capital investment into IT lifecycle management startups.

While new entrants may introduce innovative software platforms, organizations should evaluate whether providers have developed sufficient logistics infrastructure and operational maturity to support global device fleets.

Building reliable global hardware logistics networks requires **significant operational scale**, supplier partnerships, and regional infrastructure.



Industry Consolidation Among Larger Platforms

The IT lifecycle management market is also experiencing increased consolidation as larger technology companies acquire smaller vendors to expand their offerings.

Examples include workforce platforms acquiring device lifecycle providers to build **all-in-one workforce infrastructure platforms**.

While these bundled solutions can simplify vendor consolidation, they may also introduce **higher platform costs and more complex pricing structures**, as companies integrate lifecycle management into broader HR or IT service platforms.



About the Research

This report is based on research conducted throughout 2025 and early 2026 to better understand the evolving IT lifecycle management market and the operational differences between leading vendors.

The research combines several sources of information, including:

Independent Product Analysis

Evaluation of publicly available product documentation, pricing structures, service models, and platform capabilities.

Customer and Prospect Feedback

Insights gathered from organizations evaluating or using IT lifecycle management platforms across multiple industries and geographic regions.

Anonymous Software Reviews

Analysis of user feedback from software review platforms and industry ranking websites.

Operational and Pricing Comparisons

Side-by-side comparisons of deployment costs, retrieval fees, hardware pricing structures, and service models across vendors.

The objective of this research is to provide a **market-level overview of how leading platforms support global device lifecycle management**, with a focus on:

- pricing transparency
- operational reliability
- global logistics coverage
- lifecycle service economics

Because device lifecycle platforms operate across complex international logistics networks, performance and pricing can vary depending on **region, supplier availability, and service scope**. As a result, organizations should evaluate vendors based on their **specific geographic and operational requirements**.

groWrk

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