



Cisco Capital: Financing Business Innovation

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Agenda

Cisco Capital: New way to do business



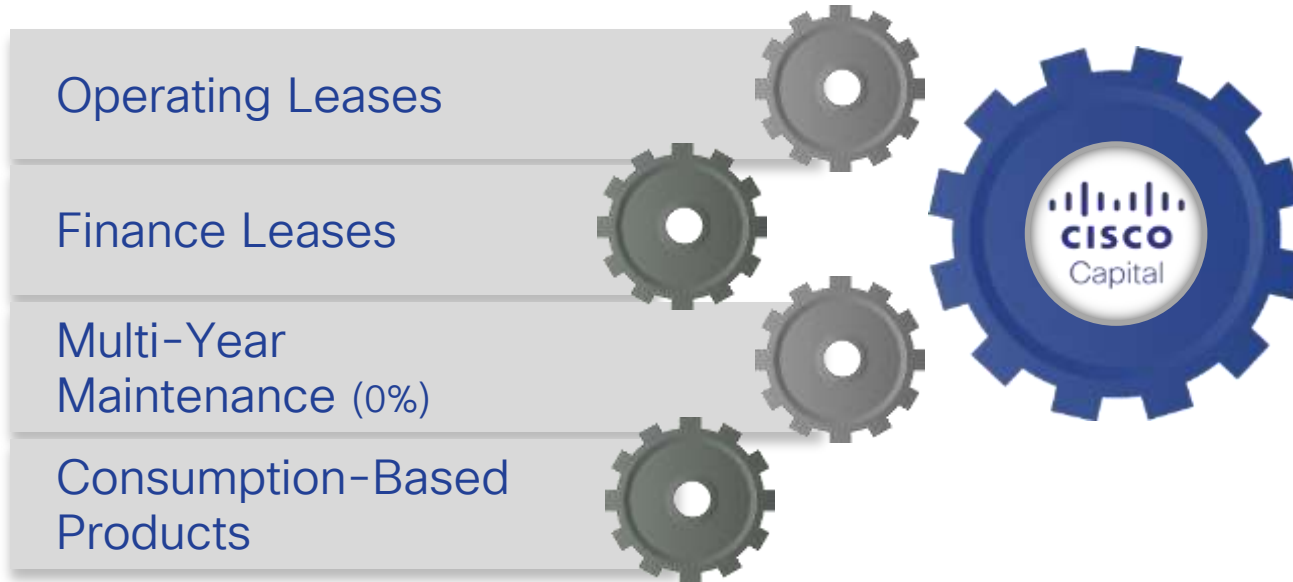
Financial Models



Easylease: News 😊



Cisco Capital



New way to do Business

Cisco Capital: Our Product



Operating lease
(contract duration, add-ons)

Total Solution Financing
(HW/SW/Services - HW = 60%)



EOL Options
(Buy-out, Extension,
Return)

Technology Refresh
(Protect tech obsolescence, lifecycle
management)



Off-Balance
(Credit Lines)

Cash preservation/ minimize
upfront investment
(Core Business Investment)

Partner Benefits



Incremental
Business

Improves cash flow
and profitability



Incremental
credit capacity

Total Solution



Customer Fidelization



Customer Benefits



Protection from tech
obsolescence equipment
lifecycle management

Total solution financing



More Budget

Alternative source
of capital – Credit Lines In
Bank Of Portugal



Cash preservation/ minimize upfront investment



Financial Balancing Act

Agile Network Infrastructure

- Deliver service innovation across video, mobility, and cloud

Cost Control

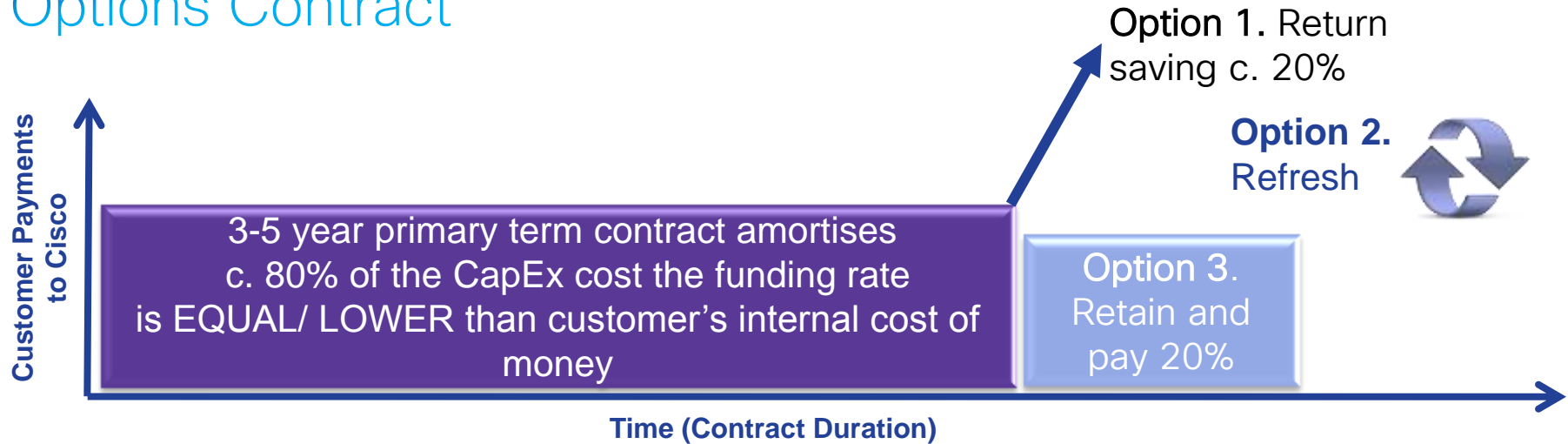
Reduce CapEx, Opex
Preserve Cash Flow
TCO Reduction

“Here is where Cisco Capital Models appears to help you”

New Financial Models



Options Contract

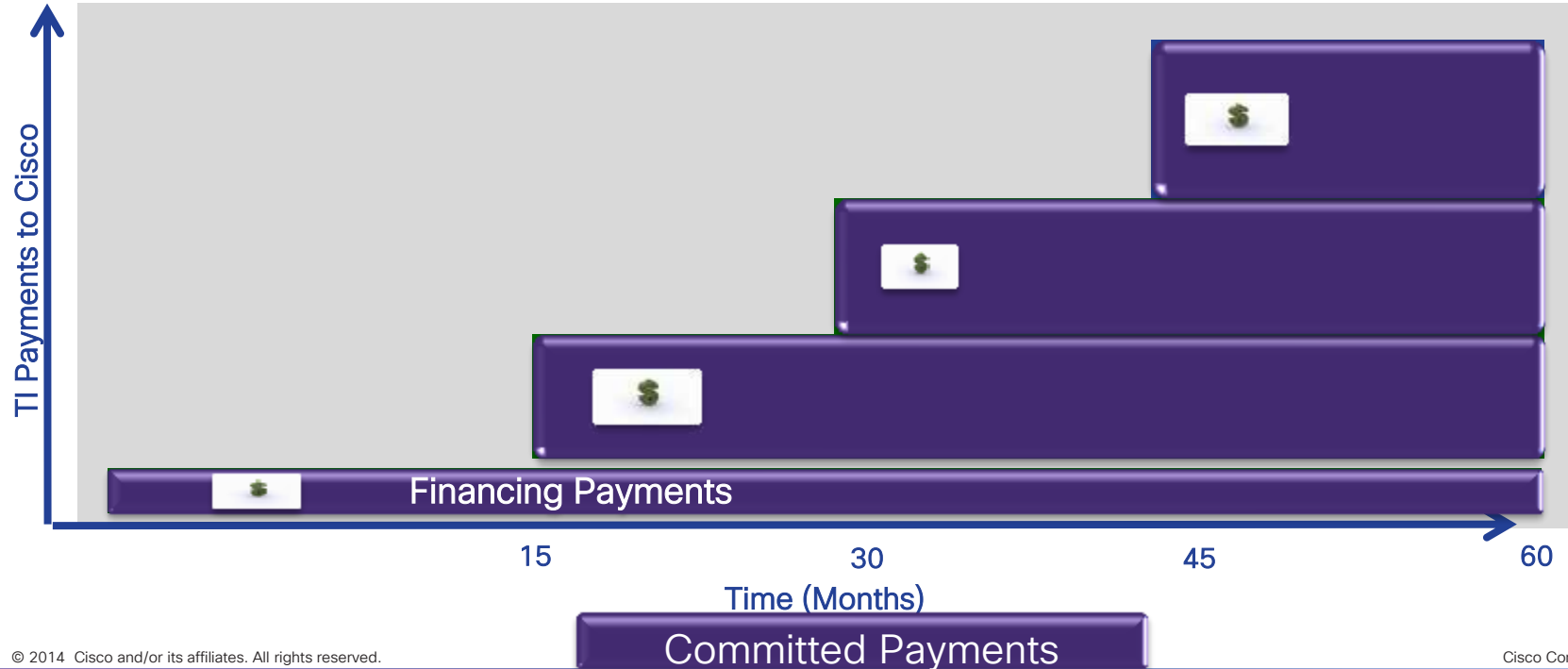


- Cisco carries greater risk
- Options:
 - Option 1 – **return** the equipment and **save circa 20% of CapEx**
 - Option 2 – **refresh** and commence a new contract for the new solution
 - Option 3 – **retain** the equipment and **pay no more than cash.**

Step Financing

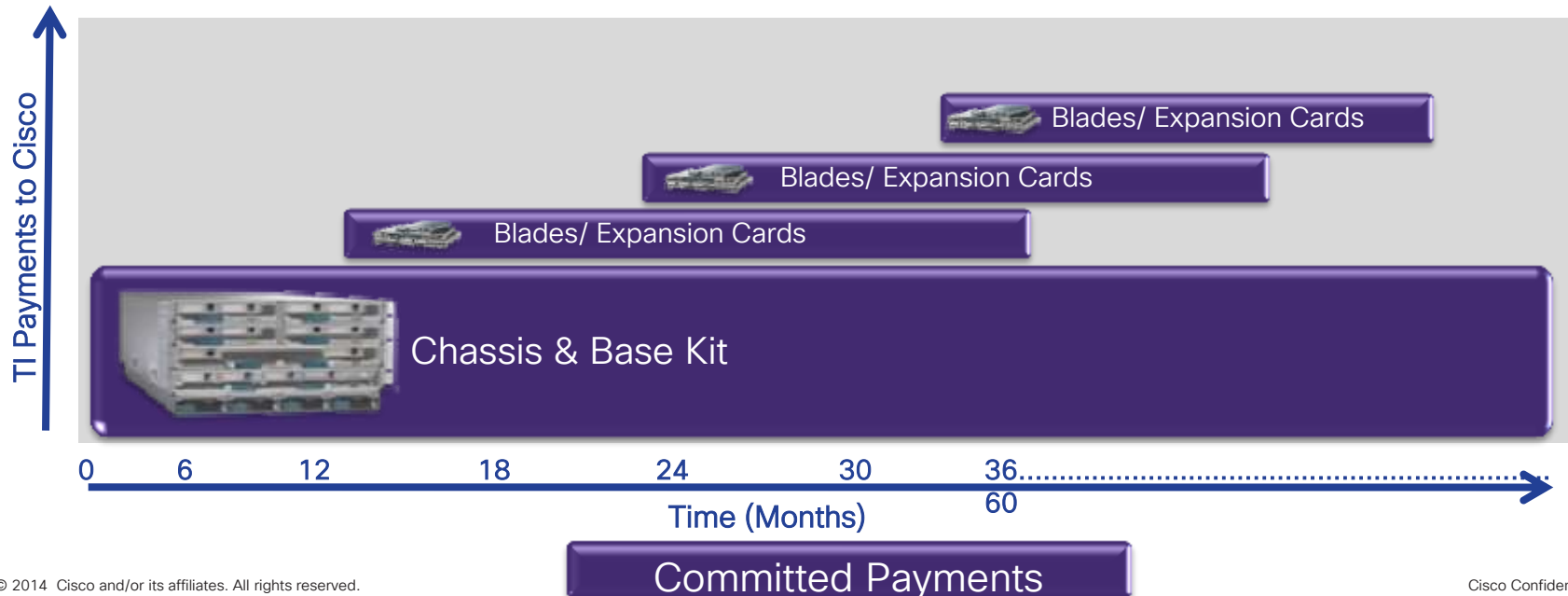
Pay less in the early stages of the Cisco implementation and 'step up' payments over time.

- Allows better alignment of costs to business benefits.



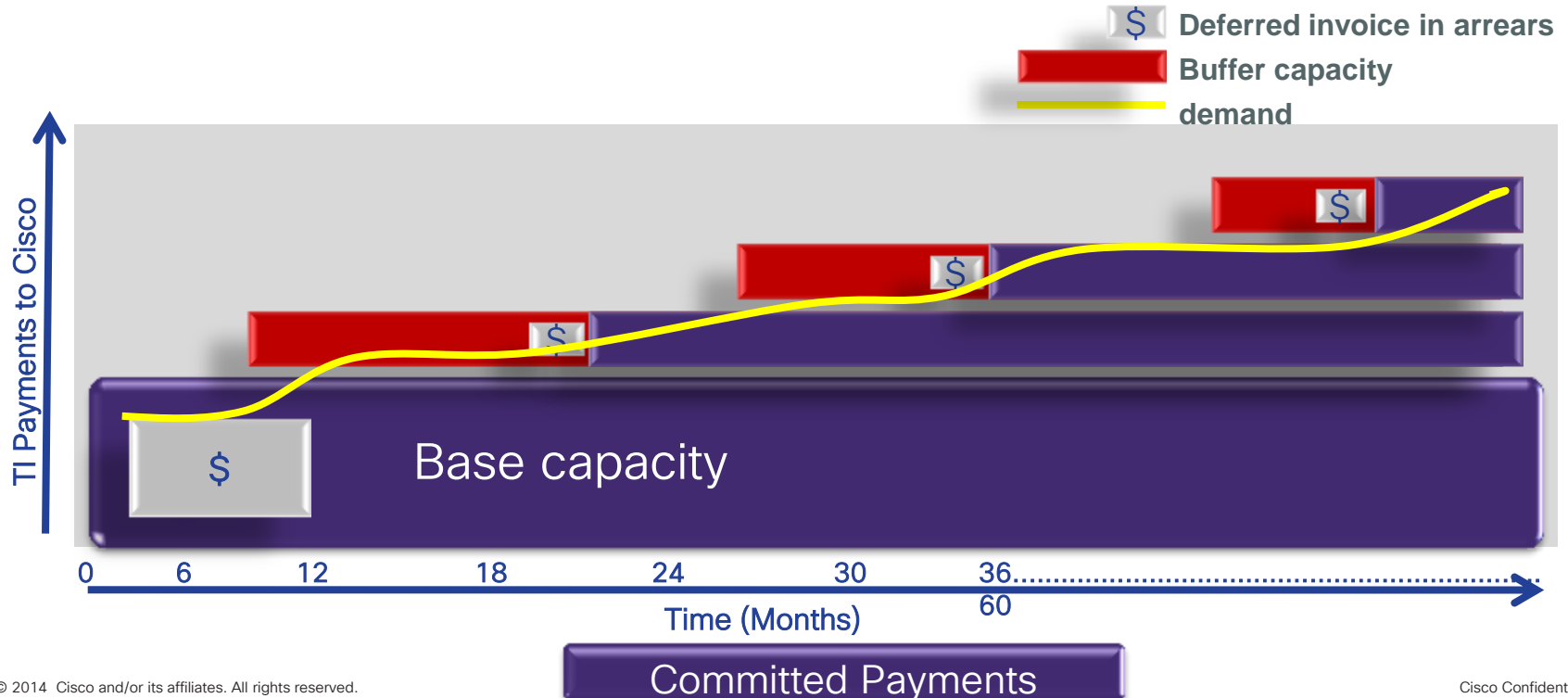
Multi-Term Financing

- Forgot upfront purchase of server capacity that is not immediately required, and have the flexibility to refresh blades more frequently over time.
- Accelerate the time to break-even on the data center investment.



Pay As You Grow

Ready-to-use, continuous replenishment, on-site inventory with payment deferral, payments financed



Flexible Demand



- 100% equipment deployed day 1 for maximum capacity
- 75% initial base commitment
- 25% variable capacity (flexible demand)
- Initial commitment charged quarterly in advance
- Flexible demand charged quarterly in arrears

Financial Partners



easylease low rate financing program requirements

- SMB Program – Partners
- N/A Enterprise, Public Sector & Services providers

Lease Rate Factor	0.0290 - 3 years 0.0225 - 4 years 0.0188 - 5 years
Residual Value	1%
Minimum Sale Size	€ 1.000,00
Maximum Sale Size	€ 250.000,00
Minimum Cisco solution required (including hardware, software, services and up to 3 years of financing for Cisco SMARTnet support)	70%
Minimum Cisco hardware component	10 %
Duration	Order must be processed before close of business on 31 July 2014
Terms & Conditions	<ul style="list-style-type: none">▪ This offer excludes Small Business Technology Group products▪ Subject to final credit approval▪ Subject to credit criteria▪ Cisco Capital reserves the right to withdraw or amend this offer at any time

0% Finance is back...



Thank you.

