Speeding Service Provider Transformation

Like any business, service providers have to compete faster, better, stronger. They must create new possibilities. Access deeper revenue pools. Win and retain accounts. Reduce customer churn. Outgun rivals with unequalled service. Grow margins.

These aspirations might seem out of reach when using a traditional buy-and-own technology model. That's because the prospect of making a large upfront investment, in cash or extra borrowing, and recovering that several years later through service income, probably isn't great business. In fact, it's probably a surefire way of reducing cash flow, hindering innovation, and slowing time-to-profit.

That's where Cisco Capital comes in.

Monetising good ideas

Take cloud. That's a good idea, except when you have to refresh your data centre platform before you can even compete on a level playing field. Financing from Cisco Capital covers every element of a virtualized, cloud-based data centre – compute, network and storage – lowering costs, easing migration, accelerating refreshes, and simplifying internal transfer charging.

Our flexible payment models enable you to make stepped payments to match revenues. Alternatively, payments can be aligned with usage whilst providing a buffer for additional capacity should you need it.

Making first mover advantage count

When the next innovation wave hits, you'll want to execute quickly. Whether you're considering bring-your-own-device, video on the move, or anything-as-a-service, Cisco Capital can help obtain the right knowledge, skills, and delivery capabilities you need to secure that all-important first mover advantage. Leaving you to pluck low hanging fruit, while your rivals are left running up ladders.

Increasing share of wallet

And you'll probably want to grow customer spending and ARPU[1] by offering attractive new features, product bundles, and managed services. Again we put everything – Cisco® hardware, software and services, as well as third party equipment – on one easy-to-manage contract. That can be a finance lease if you want to depreciate the assets, or a fair market value lease (off balance sheet) if you prefer a predictable operating expense. By lowering the cost of acquisition, you'll have more money to spend on support and optimisation services so you can get the most out of the managed service opportunity.

Getting to cash flow positive faster

We'll work with you to develop new models: complementing IP Next-Generation Network migration, enabling you to deploy triple and quad play faster, and accelerate the profitability of those services as well. So, if your board and CFO are focused on EBITDA[2], we'll help you get to that cash flow break-even point sooner.

Finance, with a difference

Our aim is to keep everything balanced: your technology requirements and financial performance. And, unlike traditional banks, lenders or leasing companies, Cisco Capital focuses on ensuring our customers have the Cisco® solutions they need to be successful.

[1] Average Revenue Per User [2] Earnings Before Interest, Taxes, Depreciation and Amortisation

Next steps

For more information about Cisco Capital financing solutions, please contact your Cisco Account Manager or Cisco Partner.

www.ciscocapital.com

339775/ec/SA/0314