



Cisco Capital and You: Partners for a greener world. Good for your business. Good for our environment.

Since 2001, more than 28,000 customers in 80 countries have reduced their landfill waste and impact on the environment by innovative financing and redeploys Cisco Certified Refurbished Equipment.

Cisco CapitalSM enables our customers to minimise their impact on the environment. Our Green Technology Lifecycle Management (GTLM) model has been the foundation of our financing programs since 2001. GTLM enables organisations to acquire the technologies they need today, while retaining the flexibility to upgrade to newer and more energy efficient technologies in the future, and at a lower overall cost than with traditional 'purchase and dispose' (Figure 1, page 2) technology lifecycle management models. Cisco Capital financing solutions can help you reduce the cost and time required to decommission and dispose obsolete equipment.

At Cisco, being environmentally responsible is central to everything we do.

We take a comprehensive, integrated approach to minimising the direct impact of our products and operations on the environment.

We develop innovative technologies such as Cisco[®] EnergyWise and TelePresence[™] that enable environmental sustainability and we employ environmentally responsible processes and practices in the development and use of these technologies. In addition, we implement responsible recycle, refurbishment and disposal programs for Cisco equipment when it reaches end of life.

Cisco Capital continues our commitment to environmental sustainability through Cisco Certified Refurbished Equipment which is responsible for the remanufacture and redeployment of Cisco Refurbished Equipment in 'like-new' condition. Cisco Certified Refurbished Equipment can be acquired by customers for whom purchasing new Cisco equipment is not an option. Reasons for this could include needing older model products for spares, replacements or to temporarily extend your network during a transition.



Evolving beyond traditional lifecycle management

Traditional technology lifecycle management costs companies time, resources and money (Figure 1).



Figure 1. Traditional Technology Lifecycle

Many organisations manage their IT assets in the traditional linear model illustrated in Figure 1. Whilst simple, this framework can be costly and can increase total cost of ownership over the life of the equipment. The higher costs associated with this traditional view of the technology lifecycle are often not accounted for in the initial purchase decision for example, deactivation, data removal, storage, logistics, disposal and administrative charges.

These unplanned costs can be significant (as much as 5 percent of the initial purchase price). As a result, return on investment (ROI) based on this traditional model often preclude organisations from upgrading and refreshing to newer technologies that might enable higher productivity, lower operating and maintenance costs, in addition to generating greater revenues and profits.

Making it greener to maximise technology, productivity and budget

Cisco Capital's GTLM (Figure 2) turns the traditional linear framework into a cyclical and sustainable model where the manufacture, acquisition, use and disposal of equipment becomes more agile. By following a lifecycle management approach that includes options for refreshing/upgrading equipment and multiple options at end of life (dispose/recycle/refurbish), customers can improve the productivity of IT assets, produce measurable financial benefits and demonstrate environmental responsibility.



Figure 2 Cisco Capital Green Technology Lifecycle Management

Acquire

Cisco Capital financing can help facilitate your acquisition of Cisco solutions, strengthen economics/ROI and useful life scenarios, and reduce costs along the lifecycle.

Use

Cisco support services optimise product performance and can be financed through Cisco Capital. Customers can extend the life of legacy networks with refurbished end-of-sale units.

Upgrade/Refresh

Finance terms may facilitate planned or unplanned refreshes or upgrades. Financing facilitates end-of-term return, migration or upgrade.

Dispose/Recycle

Financing reduces the burden and costs of equipment disposal, ensuring environmentally responsible disposal, recycling or refurbishment.

Remanufacture

Eligible equipment is fully remanufactured by Cisco to 'like-new' condition using environmentally responsible processes. Refurbished products are redeployed internally or resold.

According to their 2009 IT Leasing and Financing survey*, IDC reported findings that 62% of respondents viewed leasing IT equipment as part of their company's Green IT strategy. In addition, 55.3% of respondents reported that they depend on their leasing/financing provider for environmentally sound disposal of their technology equipment.

Are you one of them?

Partner with Cisco Capital

Reap the benefits of our Green Technology Lifecycle Management model for your organisation with:

- **Flexible and competitive financing** from Cisco Capital to acquire the technology you need today and gain upgrade/refresh flexibility on the technologies you need tomorrow, while lowering your overall acquisition and ownership costs.
- **Cisco Certified Refurbished Equipment** when new Cisco technology is not an option.

Learn more about

Cisco Capital's wide range of financing options, visit:
www.cisco.com/capital/europe

Cisco Certified Refurbished Equipment, visit:
www.cisco.com/go/remarketing

More Cisco expertise.
More flexible financing.

* IDC, IDC's 2009 IT Leasing and Financing Survey Results, Document 218599, June 2009

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