



**comstor**<sup>®</sup>

Easy Lease 0% Finance Solution optimises Comstor's distribution business by accelerating growth, sales cycles and creditor payments

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Comstor is one of Europe's largest networking distributors, and a major Cisco Distribution Partner, offering products and services for connectivity, remote access, network security, Internet and e-business, IP Telephony, virtual private networks and wireless connectivity.

Like many distributors, Comstor is continuously looking for ways to drive new business, while increasing profitability through better optimization of its supply chain. This includes enhancing service to customers - Cisco resellers and channel partners - or through improvements to operations, such as transportation, stock control or financial management.

Bart Kuus, Marketing Manager for Comstor, explains: “Typically a distributor is asked three questions: Is it in stock? What is the price? When can I have it? Our focus is more about providing value added services, for example, by moving knowledge of Cisco technologies and offering pre-sales support to help resellers to be more successful.”

Easy Lease- the financing programme developed by Cisco Capital to address the Small and Mid-Sized Business sector - is helping Comstor to extract even greater value from this partnership model in a number of ways.

- **Sales multiplier and accelerator:** By removing the cash burden of purchasing the equipment outright, financing enables businesses to focus on the technology it needs rather than what its budgets dictate. In turn this means that Cisco resellers and channel partners can close larger deals, faster. Also, by freeing up additional IT budget Easy Lease can often create new up-sell opportunities. Bart Kuus says: “The introduction of Easy Lease has had an extremely positive effect on supporting business growth. It has helped increase sales, for example, by enabling more flexible bundling of Cisco products. In turn this has generated new 'pull through' revenue for Comstor.”

“Unlike a typical cash purchase arrangement, Easy Lease helps to extend the customer relationship during the contract lifecycle, with the prospect of repeat business afterwards.”



- **Cashflow improvement:** With invoices generally settled within one to two days of receipt of invoice and customer delivery acceptance, Comstor has at the same time also benefited from improved cash flow management. Bart Kuus provides further insight: “This helps us both in terms of faster payments and also the fact that we do not have to increase credit lines for our customers. Easy Lease effectively underwrites the transaction and eliminates both issues.”
- **Repeat business:** Unlike a typical cash purchase arrangement, Easy Lease helps to extend the customer relationship during the contract lifecycle, with the prospect of repeat business afterwards. Bart Kuus comments: “Using a reminder system we are able to identify those contracts that are due to expire and flag up forthcoming sales opportunities to resellers. This is yet another example of the way in which Comstor and Easy Lease work effectively together.”



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