



## Executive Summary

**Cisco Partner**  
s2s

### Business Challenge

- To maximise sales opportunities arising from a Cisco Lifecycle Services approach in the SMB and mid-markets, where many customers have limited IT budgets

### Solution

- Cisco Capital EasyLease

### Business Results

- s2s customers can acquire the technology they need without jeopardising cash flow management and commercial targets
- Solution has enabled s2s to win more business and close larger deals
- Awarded Cisco Security Partner of the Year in 2005 and 2007
- Listed in the Sunday Times Tech Track 100 fastest growing technology companies

## EasyLease helps s2s to fast track to the Sunday Times Top 100 high-growth technology companies

s2s has discovered that the best way to beat revenue forecasts is to put finance at the heart of your sales strategy. The Cisco Gold Partner has seen growth rocket by using EasyLease to lower the upfront cost and risk of technology for its UK-based customers.

### Business Challenge

Part of Bailey Teswaine - the ICT systems integration and infrastructure arm of NG Bailey - s2s is a UK-based Cisco Gold partner specialised in security, unified communications and wireless LAN solutions. This includes the design, implementation, operation, and maintenance of large-scale networks for companies, primarily in the media, legal, financial and retail sectors. In recognition of its achievements, s2s won the Cisco Security Partner of the Year in 2005 and 2007 and was recently included in the Sunday Times Tech Track 100 list of fastest growing technology companies. Financing has been instrumental in this success.

Craig Wiltshire, Sales and Marketing Director for s2s, explains: "While we've really benefited from the adoption of Cisco's Lifecycle Services approach, taking it to market was not straight-

forward. Many SMB and mid-market customers simply don't have the luxury of big IT budgets. By bridging this gap, Cisco Capital<sup>SM</sup> EasyLease has helped us to grow order values and, ultimately, accelerate the growth of our business. Over the last few years it's proven to be an absolute winner."

### Solution

The Cisco Capital EasyLease programme allows customers to deploy the technology they need - rather than the technology their budgets dictate - and at the same time increases profitability and cash flow for Cisco channel partners. With flexible rental plans and leases, ranging from one to five years, EasyLease is designed to help strengthen and develop customer relationships, resulting in higher sales volumes and larger deals.



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**—Craig Wiltshire, Sales and Marketing Director, s2s**

Dale Nursten, Financial Director for s2s, says: “We had a recent case where one of our customers - a specialist managed services provider of high-bandwidth connectivity solutions - wanted to carry out a technology refresh of their MPLS backbone to increase service capabilities. To make the deal work, we needed to find a way to speed up return on investment for the customer.”

#### **Business Results**

Using the EasyLease solution, s2s was able to provide a way to avoid the upfront cost of purchasing the equipment outright. A Cisco Capital operating lease allowed the customer to amortize the cost of Cisco hardware and software and associated s2s implementation services - effectively moving the expense from Capital Expenditure (CapEx) to Operating Expenditure (OpEx).

Instead of taking an immediate financial hit, the customer was able to spread the costs over three years. This offered a 'pay as you grow' model - something that is very important to many service providers. By matching costs (of the investment) to revenue (from customers migrating over), it allows the provider to gradually ramp up service while mitigating against any adverse effects on profitability or other commercial targets.

Craig Wiltshire sums up: “The secret to driving growth is to create a real partnership model that works. This is where financing really scores. With flexible upgrade and refresh options, it allows our customers to scale their Cisco solution to meet the demands of business expansion or to ride the next 'wave' of technology innovation. This provides us with exciting new opportunities to talk with our customers.”



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