

Channel Financing for SMB-Focused Partners in the United States



"This truly is Cisco's secret weapon for SMB-focused partners. First you celebrate winning the deal, but then the reality (and panic) sets in that you have to get the credit to actually execute it. Now I can breathe a sigh of relief, knowing that we actually CAN pull it off." Robert Friezo, President and CEO of Verity Partners

About Cisco Capital

A wholly owned Cisco subsidiary since 1996, Cisco Capital is the leader in providing end-to-end financial services for Cisco customers through a combination of lease financing, channel financing, and remarketed equipment.

Authorized Financing Partner

About GE Capital Solutions

By innovating and providing flexible financing solutions, GE Capital Solutions helps technology businesses grow and succeed. GE CDF develops programs with the Information Technology industry's leading companies, as well as innovative SMBs, to reflect the changing technology marketplace.

Credit availability and working capital are keys to profitable growth. Insufficient credit lines or slow-paying customers can inhibit your company's ability to capitalize on revenue opportunities. Through its authorized financing partners, Cisco CapitalSM is providing innovative channel financing programs for qualified Cisco® channel partners. This incremental credit availability can help you accelerate your revenue opportunities and fuel growth.

Increase sales and improve cash flow

Have you ever passed on a large customer deal because of credit capacity or cash flow implications? The small and medium-sized business (SMB) channel financing program provides credit lines of up to US\$500,000 to credit qualified Cisco channel partners. Our standard, free 60-day payment terms give you the time to complete the project and better match the cash flow from your customer's payment.

Fuel profitable growth

There are numerous sales opportunities in the forecast. Which ones will contribute to your bottom line? Cisco channel programs help ensure that SMB partners are rewarded for selling Cisco products and services. The SMB channel financing program delivers many important benefits, including:

- Larger credit facility to increase sales
- Better cash flow through improved payment terms
- Predictable and manageable working capital cycle
- Reduced bank borrowings
- Increased cash balances
- Improved profitability
- Streamlined account management with online tools

- Access to purchase order financing and other flexible products

Free 60-day payment terms on all Cisco products

Credit lines of up to \$500,000 are available to qualified Cisco channel partners. For lines up to \$250,000, a simple online application may be all that is required. There is no cost for Cisco channel partners to apply. The Cisco sponsored 60-day payment terms are available through all Cisco Authorized U.S. Distributors and is available only to Select Certified Partners (Premier, Registered, Silver, and Gold Certified Partners are not eligible)

Where to apply

For credit requests from \$50,000 to \$250,000, apply online at: www.echannelfinancing.com.

- A signed application is required.
- Financial statements or Unified Commercial Code (UCC) filing may be required.

For credit requests from \$251,000 to \$500,000, apply online at: www.echannelfinancing.com.

- A signed application is required.
- Financial statements are required.
- UCC filing and other restrictions may apply.

For credit line needs in excess of \$500,000 or for a customized channel financing solution, please contact a Cisco Capital representative at 800 730-4090, option 2, option 2.

Why Cisco Capital?

Cisco Capital provides guidance and vendor management for attractive, flexible, short-term financing programs that make it possible for Cisco partners to obtain higher credit lines and working capital financing that ultimately help to build stronger and healthier business.

Additional Information

For more information, visit www.cisco.com/go/ciscocapital or call 800 730-4090, option 2.



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