



## about cisco capital

Cisco Capital, as a wholly owned subsidiary of Cisco Systems, has the primary mission of profitably providing innovative financing that enables sales and business growth

Cisco Capital offers you the ability to provide flexible financing alternatives to your customers. By leveraging Cisco Capital financing and focusing on the business value and relevance of your solution, price becomes less of a factor, reducing your need to offer discounts. If you engage with Cisco Capital for every sales opportunity, doing so early in your customer engagement process allows you to quickly identify their financing requirements and potential budgetary roadblocks; collectively we can overcome their concerns through innovative financing solutions as part of the proposal process.

Differentiate yourselves and retain your margins with special financing offers from Cisco Capital



## financing with cisco capital

### Technology Financing.

Cisco Capital offers end-user financing to customers in 100 countries. Flexible financing options are available for Cisco technology solutions including hardware, software, and services, as well as complementary third-party equipment .

### Pre-Owned Equipment.

Responsible for the remanufacture, remarketing and resale of Cisco Certified Refurbished Equipment, Cisco Capital's Pre-Owned Equipment line of business has provided 28,000 customers in more than 100 countries with environmentally friendly, cost-effective Cisco Certified solutions.



## offers and promotions

### End-of-Year 0% Financing Promotion.

The Territory Commercial Customer End-of-Year: 0% Financing Offer is designed to accelerate the market momentum while helping customers prepare for 2017. For a limited time, Cisco and Cisco Capital have just made it easier for customers to get the solutions they need by providing interest free financing on Cisco technology solutions.

\*Available only for Canada through January 31, 2017 (Terms and conditions do apply)

- 36 month, 0% financing
- Eligible with all Cisco hardware, software and bundled services
- Deal amounts up to \$250,000 for the full year and up to \$500,000 through to the end of Q2 per customer
- Available for Canada customers only (excludes public sector, service provider, and enterprise customers) - \$1 out – customer owns the technology at the end of the term



## key benefits to you

#### Make selling easier

Offering financing can provide you with a highly persuasive sales tool to overcome the biggest customer objection: price. You will no longer be selling the upfront cost of the full solution, but rather manageable monthly or quarterly payments to your customers.

#### Differentiate yourself from competitors

Cisco Capital financing is extremely competitive and we develop market-leading programs. Offering a whole solution from Cisco which addresses your customers' financing and business needs at the same time will help you stand out from your peers and win more business.

#### Protect margins, prevent discounts

By taking the focus away from the cash price of the solution towards a manageable monthly payment customers are far less likely to enter into discount discussions.

#### Improve customer retention and repeat business

Cisco Capital provides you with an early warning system. When your customer wants to acquire further technology, they will approach Cisco Capital to adjust their finance agreement. We will then inform you immediately, thus providing a sales opportunity.



# offer value to your customers

Financing helps your customers obtain the technology solution they really need, not just what their current budget dictates.

Financing could help your customers:

- Easy pressure on tight budgets and preserve cash for alternative areas of investment, or other business-critical needs.
- Enable better budget management and improve cash flow with fixed, predictable payments.
- Achieve business flexibility with upgrade and refresh options, and the option to take ownership of the equipment at the end of the lease term.
- Reduce costs, demonstrate return on investment, and pay back projects more quickly. Simple, straightforward paperwork plus online quoting, credit availability, and terms and conditions make the process as easy as possible for your customers... and for you.



## flexible financing

Cisco Architecture

Cisco Capital Financial Solution!

### Software and Services

**-Financing Cisco ONE Software**

Get easier access to the latest software capabilities and features without incurring upfront costs with Cisco Capital.

**-Multi-Year Service Contracts Financing**

Make the acquisition of Cisco service contracts with rates as low as 2%.

**-Financing Enterprise Licensing Agreement**

Support your business' technology needs on your own terms and timeframe - not the ones dictated by your budget with ELA financing from Cisco Capital.

### Collaboration

**-Easy Pay Plus for Collaboration**

With Cisco Capital 0% financing, you can use our funds to purchase Cisco Collaborative voice and video endpoints.

**-Collaborate Everywhere**

Migrate your legacy collaboration solutions and Unified Communications Releases with rates as low as 0%.

### Data Center

**-Big Data 1.9% Low Rate Financing**

Cisco Capital Low Rate financing can make big data acquisition easier and lowers cost against budget constraints.

**-Open Pay for UCS**

Align future payment with actual usage with Open Pay variable consumption model.

**-Metacloud Payment Plan**

Cisco Metacloud delivers a true public cloud experience in a private cloud environment, let Cisco Capital help you get there.

**-Hyperflex Systems Financing**

Cisco Capital offers competitive financing for Cisco Hyperflex Systems which can help reduce your TCO by up to 15-20%.

**-Versastack Financing**

VersaStack solution combines the performance and innovation of Cisco UCS Integrated Infrastructure with the versatility and efficiency of IBM Storwize storage system, and Cisco Capital financing can help you acquire this technology.

**-OpenStack Financing**

Acquire hardware, software and services that support the OpenStack solution, all in one predictable payment.

**-Financing for the Unified Data Center**

Simplify your customers adoption of virtualization with Cisco Capital financing for the Unified Data Center.

**Unified Flexpod Financing**

Accelerate your transition to a converged infrastructure with a prevalidated FlexPod data center platform by leveraging the partnership between Cisco and NetApp with Unified Flexpod financing.

### Security

**-Easy Pay Plus for Security**

Easy Pay Plus for Security offers 3 and 5 year terms with options at the end of the term to extend the lease or return and refresh technology.

**-Security ELA, 0% Financing**

Cisco Security ELA, 0% financing enables customers to license their security in a simple, flexible and cost-effective way.

### Enterprise Networking

**-Easy Pay for DRN**

Accelerate your digital transformation with 0% financing, no upfront costs and predictable monthly payments.

**-Financing Enterprise Networks**

Realize the benefits of the Cisco ONE Enterprise Network Architecture faster and without large upfront CapEx investment through simple migration with Cisco Capital financing.

### All Cisco Solutions

**-3-Month Deferral**

Get the benefit of turning a large up-front investment into affordable monthly or periodic payments.

**-Financing the Cloud**

Accelerate your migration to the latest cloud technologies while conserving cash.



Talk to your Cisco Capital Financial Solutions Manager today!



[www.ciscocapital.com](http://www.ciscocapital.com)