

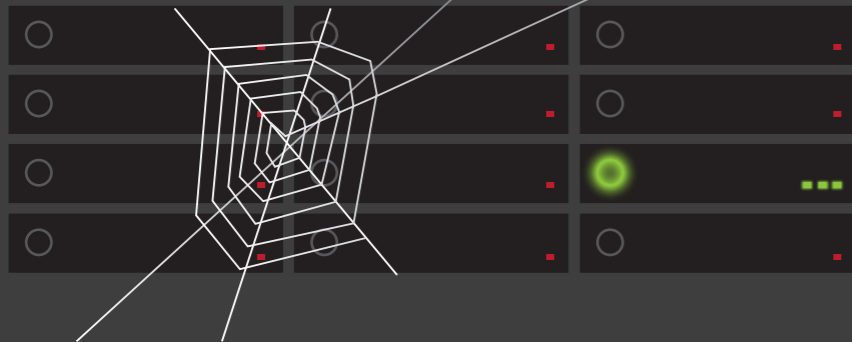
# Why use Cisco Open Pay?

Our consumption-based model gives you the control and flexibility your business needs.

Here's why you might choose to use us...

## 1 Don't pay for what you don't use!

Your old infrastructure could have you tied up paying for bandwidth you don't need. Wouldn't it be better if you only paid for what your business actually used?



Black Friday Orders +2000%

Increase capacity?

YES NO

## 2 Peak times

You're seeing a spike demand, and your systems can't cope - But you don't want to commit to that usage all the time - Open Pay offers a flexible approach where you only pay for what you use.



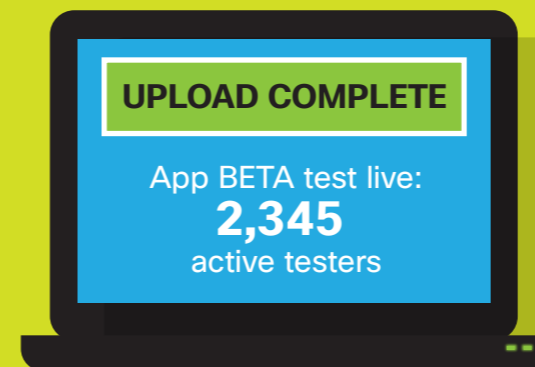
## 5 Avoid hidden charges, no handcuffs

We pride ourselves on transparency. With Open Pay, there are no hidden charges, backdoor fees or nasty surprises.



## 4 Test. And innovate

Want a bit of extra capacity to trial a new service? Open Pay gives you the extra leg room you need without a huge overhead.



SCALE UP



SCALE BACK

## 3 Scaling up

You're a fast-growing business embracing digitisation, so wouldn't it be great if you could turn the tap on when you needed? And turn it off when you didn't? A consumption-based model gives you that control, and spreads the risk.

Pay the way you want to with Cisco Open Pay.

To find out more about how our consumption-based model can help you grow, visit: [www.cisco.com/go/open-pay](http://www.cisco.com/go/open-pay)