



easylease Low Rate Financing Program for Cisco Technology

Boost your revenue while helping your customers acquire their Cisco solution.

With the **easylease** Low Rate Financing Program for Cisco Technology it's easy

In today's business environment, the decisions your customers make are not only **what** to buy but also **how** to buy. 73% of surveyed customers look to solve the 'how-to-fund' question early in the process, before pricing or seeking quotations.*¹

We've listened to you, our partners and your customers about the technology-buying process. We know that finance is a critical factor that directly affects a customer's ability to make the right investment in the right time frame.

So with a local finance partner in your country, we're enabling you to offer **easylease** Low Rate Financing, which can help customers to:

- Acquire today their end-to-end Cisco® solutions (from hardware and software, to services and support)
- Align their technology investments with their business needs
- Invest in technology using low rate financing

By including **easylease** Low Rate Financing in your customer proposals you can:

- Differentiate your offering
- Increase your deal size
- Preserve your discount levels and your margin
- Build deeper long term relationships with your customers
- Close more new business more quickly.

With our finance partners, we have developed a selection of helpful resources to accelerate your sales effectiveness:

- **Dedicated easylease team:** helps you understand the financing process and how to embed **easylease** in your offering
- **Customer excellence:** offers simple, straightforward processes, fast credit decisions and online tools.
- **Training resources:** helps you position **easylease** Low Rate Financing in customer discussions. You can access the training materials on our partner site.
- **Marketing assets:** helps you start generating opportunities and leads that are easier to convert leading with **easylease** Low Rate Financing.

*¹ Source: Forrester, Financing in the Current Macroeconomic Environment Findings From France, Germany, UK, March 2014

easylease Low Rate Financing Terms and Conditions

Lease agreement duration	The choice of either: - 12 months at 0% interest - 36 months at 6% interest (lease rate factor* is R30.27 per R1,000)
Minimum solution size	R120,000
Maximum solution size	R3,000,000
Minimum spend on Cisco equipment	This must equal 70% of the total purchase price (including hardware, software and services). Hardware must equal 80% of amount your customer spends on Cisco products
Offer end date	All orders must be processed before close of business on 31 July 2016
Terms and conditions	Customer can choose to purchase equipment at end of lease term for a minimal fee; Local terms and conditions apply
	Financing subject to finance partner final credit approval
	Subject to execution of finance partner's local lease documentation
	Only available in South Africa
	Cisco reserves the right to withdraw or amend this offer at any time

*Lease rate factor is the payment calculation, so for each R1,000 your customer pays R30.27 per month rental

Calculate a monthly cost for your customer

It's easy. Here are two examples.

12 months at 0% interest:

Total cost of solution: **R200,000**
 Lease agreement duration: **12 months**
Monthly payment = $\frac{R200,000}{12 \text{ months}}$ (total cost of solution)
 Therefore, customer pays **R16,667 per month**

36 months at 6% interest:

Total cost of solution: **R200,000**
 Lease agreement duration: **36 months**
Monthly payment = $\frac{R200,000}{36 \text{ months}}$ (total cost of solution)
 $R1,000 \times R30.27^*$
 Therefore you pay **R6,054 per month**

Getting started is easy

For more information about how to include **easylease** Low Rate Financing in your customer proposals:

- Contact your local **easylease** or Cisco representative
- Or email the team at:
Cisco_easylease_partner@external.cisco.com
- Visit our website for more information

www.ciscocapital.com/partner/emea