



easylease 0% Financing Program

for Cisco Technology

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

With the **easylease** 0% Financing Program for Cisco Technology it's easy – and it now has the added benefit of a 1% rebate^{*1}

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.^{*2}

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** 0% financing, which can help customers to:

- Acquire their end-to-end Cisco® solutions (from hardware and software, to services and support) today
- Align their technology investments with their business needs
- Invest in technology at 0% interest

By including **easylease** 0% 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** 0% 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** 0% financing.
- **1% rebate^{*1}:** for all deals funded with **easylease** 0% financing.

^{*1} Terms and conditions apply. For rebate application go to: <https://tools.cisco.com/WWChannels/PPP/home.do?actionType=home>

^{*2} Source: Forrester, Financing in the Current Macroeconomic Environment Findings From France, Germany, UK, March 2014

easylease 0% Financing Terms and Conditions

Partner rebate	1% rebate (based on net financed amount). Rebate terms and conditions apply. Access https://tools.cisco.com/VWChannels/PPP/home.do?actionType=home for rebate application
Lease agreement duration	36 months
Minimum solution size	€1,000 (or similar local currency limit)
Maximum solution size	€250,000 (or similar local currency limit)
Minimum spend on Cisco equipment	This must equal 70% of the total purchase price (including hardware, software and services). Hardware must equal 10% 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
	Available on all Cisco products currently in Cisco Global Price List (GPL) excluding Small Business Tech Group (SBTG) business unit and incentive-restricted products (see what products are excluded from easylease 0% financing at www.ciscocapital.com/partner/emea/easylease_excluded_products_annex) Look for product IDs
	Financing subject to finance partner final credit approval.
	Subject to execution of finance partner's local lease documentation
	Available in conjunction with local finance partners in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Israel, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland and United Kingdom
	Cisco reserves the right to withdraw or amend this offer at any time

Calculate a monthly cost for your customer

It's easy. Simply take the total cost of your customer's Cisco solution and divide by 36 months.

Here's an example:

Total cost of solution: **€200,000**
 Lease agreement duration: **36 months**
Monthly payment = €200,000 (total cost of solution)
36 months
 Therefore, customer pays **€5,555.55 per month**

Calculating your rebate

Total cost of solution × 0.01
€200,000 × 0.01
 Therefore, rebate is **€2,000**

Getting started is easy

For more information about how to include Cisco's **easylease 0% financing** in your customer proposals and to start registering opportunities:

- Contact your local **easylease** financial solutions manager or Cisco representative
- Visit our website:

www.ciscocapital.com/partner/emea