



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

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| Partner rebate | 1% rebate (based on net financed amount). Rebate terms and conditions apply. Access https://tools.cisco.com/VWWChannels/PPP/home.do?actionType=home for rebate application |
| Lease agreement duration | 36 months |
| Minimum solution size | £1,000 |
| Maximum solution size | £200,000 |
| 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 = $\frac{£200,000}{36 \text{ months}}$ (total cost of solution)
 Therefore, customer pays **£5,555.55 per month**

Calculating your rebate

Total cost of solution $\times 0.01$
 $£200,000 \times 0.01$
 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