



HP Financial Services

Enables you to drive customer projects forward by using the latest technology and services

The opportunity

HPFS helps customers bridge the business demands put on IT by offering an investment strategy aligned to the customer's evolving business needs.

Customers' budgets are always limited and partners limit the solution and their profits from best fit to budget fit. Customers that "want to finance," but receive a sale only proposal, assume that the partner does not have the ability to finance their equipment. The customer will simply do business with the equipment Partner that can provide immediate financing for their products.

- HP Financial Services' role is to provide financing solutions to your customers to ensure they do business with you and not your competition
- HPFS enables you to bundle hardware, software, accessories and services into one affordable monthly payment plan. HP partners can offer "as a Service" when working with us
- HPFS removes the risk of smaller orders, delayed revenue & margin recognition and late payment from customers

1 Start the conversation

Are you facing these customer challenges?

- Asking for 2 or 3 months delay to pay invoice
- Has a limited budget
- Reducing IT projects to meet budget. Project is not best fit, but budget fit
- Unwilling to invest in IT equipment which depreciates rapidly
- Asking for 'Device as a Service' with a risk of partner revenue being deferred
- Having problem with old or obsolete infrastructure
- Restricted credit lines with their bank

Use HPFS to combat the challenge and avail of these customer benefits:

- Preserve existing bank credit lines
- Get best fit solution, not budget fit
- Ensure predictable cash flow over a fixed period
- Hedge against obsolete equipment
- Potentially achieve operating lease treatment
- Enjoy flexibility at end-of-term by returning assets easily at end-of-life
- Conserve cash for investments with a higher ROI than rapidly depreciating IT equipment

2 Understand HPFS value to you

Benefits for Partners

- Easier to sell a monthly payment plan rather than an upfront cash price
- Offer best fit rather budget fit by using a monthly payment plan
- HPFS Partner Connection portal makes process fast, easy and user-friendly
- You receive full revenue upfront
- Get paid from HPFS earlier than if a customer was paying

- All sell out contributes to Partner First targets
- Add value services to your customers, without taking additional risk
- Incentives include additional margin – up to 3.5% for qualified partners
- Obtain an instant credit line for your customer

Be proactive and manage your customers' install base

- When customers are financing their infrastructure, partners are in the driving seat to refresh and/or upsell over time.

3 Gain greater financial flexibility

No upfront investment today, pay as you use

	Customer cash price	Monthly repayment
HP Personal Systems or HP Print	\$10,000	from \$278 per month

Payment Structure based on:

- 3 Year lease – pay for usage model

- At end-of-term customer can: upgrade, renew, extend, buyout or return
- Interest rate varies when additional hardware, software and services are added

Why can HPFS offer such attractive rates?

Because we have experience in marketing HP Pre-Owned equipment, we can take a more aggressive position on setting residual values and therefore offer more competitive pricing.

4 Why HPFS?

Get a quote from HPFS

Banks (expensive, complicated, inflexible)

- Banks add hefty additional or hidden fees (documentation fees); we have no additional or hidden fees
- Minimum transaction size can be high. With HPFS it is \$349
- Banks may require a maximum level of hardware to be included, HPFS enables partners to add software and services up to 50% of overall deal size
- Flexible end-of-term options may not exist with banks

OEM Finance (IBM Global Finance, Econocom, Dell Financial Services)

- OEM financing companies find it difficult to finance entire solutions. We can provide finance for HP Hardware, Software and Service as well as third party products
- End-of-term experiences can be painful, we offer complete transparency at end-of-term, with a wide variety of options including extension, return, buyout and renew
- Long turnaround times and inefficient processes can delay deal closure, we have a dedicated sales and operational team which ensures best turnaround times and expert service

5 Objection handling

Objection: I had a negative experience with leasing in the past.

Response: HPFS has a loyal base of satisfied customers, 76% of our business comes from repeat customers.

Objection: I am leasing with another source.

Response: We are part of HP and can help you leverage financial services more strategically so you invest cash in the right investments.

Objection: Leasing is an administrative headache.

Response: HPFS has a dedicated sales and operational team to guide you and your customers through the lease process.

Objection: I have the cash or can secure a bank loan.

Response: We can help you put together an IT investment strategy that supports the full IT lifecycle and offers more than leasing.