

# How to win by leveraging HP Financial Services

It's time to start having a differentiated conversation that isn't just about price, specifications and availability. Our customers' needs are rapidly evolving and the way we are helping them is evolving too.

- Moving to modern and secure technology is essential to maximize business' productivity and growth
- As the landscape changes, there is a greater need for flexibility beyond traditional ownership models
- IT investment solutions and consumption models can help align finance and technology goals

Follow these steps to uncover new opportunities >



## Are your customers saying

- They're dealing with budget issues
- Long refresh cycles (5-6 yrs)
- Standardized on a competitor with no way to change



## Help your customer

- Adapt to change quicker
- Use cash for more innovative IT projects
- Solve their problems with old or obsolete technology



## Your customer can

- Refresh every 2-3 years
- Take advantage of the latest HP technology
- Pay per-month, per-device rather than spending cash
- Get help with outdated equipment lying around



## How to engage HPFS

- Simply hit the "Engage HPFS" Button in Microsoft Dynamics to have your opportunity routed to the appropriate HPFS Account Rep



## What's in it for YOU?

- Offer bundled solutions which may result in 20-35% larger deals
- Move from transactional to contractual deals to help create repeat business

## Let HPFS help you identify the right accounts today.

### For more information:

[HPFS on the web](#)

[HPFS on the HP Partner First Portal](#)

[HPFS on HP Sales Central](#)

[HPFS customer pledge](#)

Reach out to the HPFS Relationship Director with any additional questions: [rita.rolfi-rittgers@hpe.com](mailto:rita.rolfi-rittgers@hpe.com)

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