

## IBM Global Financing

# Grow your business with client payment plans and leasing

Payment solutions for IBM and Red Hat software and services, and IBM IT Infrastructure can help you as a Business Partner or reseller sell more and faster – and grow your business.

### More options from IBM Global Financing

- As a reseller of pre-owned IBM servers, storage, parts, and features, you can enhance your own offering portfolio and win deals that otherwise might be lost.
- Also, explore IBM working capital solutions for IBM Business Partners.

Learn more at [ibm.com/partnerworld/financing/selling-with-financing](https://ibm.com/partnerworld/financing/selling-with-financing)

Not yet selling with payment solutions? Contact IBM Global Financing.

1. A Business Partner that has a 36% chance of winning a deal can increase probability to win to 64% by including an IBM payment plan in the sales transaction. IBM Market Development & Insights, IBM Global Financing Causality Study, 2018

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### Enhance your client value

Include IBM payment solutions as part of your proposition to your clients. It increases financial flexibility and can help overcome budget objections. And it's available for IBM and Red Hat products, solutions and IT services.

- Services or software, multi-year software subscriptions, upgrades, or renewals can be converted into customized payment plans to provide predictable payments over time.
- Server and storage solutions can be leased for lowest total cost of ownership and lifecycle benefits.
- Simplified contract, billing, and support cycles.
- Use the Rapid Financing® calculator for a quick estimate of monthly payment with built-in free-of-charge client credit assessment.

### Close more deals faster

IBM payment plans can help you accelerate the client's projects.

- Clients strive to minimize the payback period for IT projects, increase ROI, and avoid getting stuck with yesterday's IT. Customized payment plans can help optimize cash flow and enhance key project metrics. And create a faster decision.

### Improve your cash flow and reduce risk

Improve margins for your business, get paid upfront, and reduce risk, administration, and invoicing workload.

- IBM Global Financing pays in 14 days on average, helping you improve your sales outstanding.
- Selling with payment plans reduces workload since IBM Global Financing assumes the collection from the client.

### Increase your margins

Win more opportunities, increase the value of each opportunity, generate more repeat business, and attract new customers.

- When you introduce IBM payment solutions early, it provides alternatives and flexibility for your client and can help reduce your need for discounting.
- Payment plans and leases also help strengthen account control, since there are impending events to call on your client for repeat business.
- When IBM Business Partners include a payment solution or a lease with its additional lifecycle benefits, odds to win the deal doubles.<sup>1</sup>

