

# Payment plans for IBM and Red Hat software solutions

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## Highlights

- Start projects sooner
  - Renew or upgrade subscriptions
  - Stretch budgets and optimize cash flow
  - Enhance ROI
  - Fund innovation
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## Explore the benefits of customized payment plans for your software, subscription and support, upgrades, renewals and services

Business leaders are thinking beyond the need to manage software and application infrastructure more efficiently. Their focus has shifted instead to bold, innovative initiatives that help create change. The transformation is largely driven by modernizing and managing applications to fuel the growth of AI solutions and improve customer experiences.

Reaching the right decision about how to strategically fund solutions is critical to making transformational change timely, successful and affordable.

Recognizing that complexity can be an impediment to any technology adoption, IBM delivers funding options in addition to deep industry expertise and technology innovation. IBM payment solutions can help businesses start their cloud journey sooner, with increased flexibility and agility, while adhering to tight budgets.

### **Start projects sooner**

IBM offers flexible payment plans for services, software licenses, subscriptions, upgrades, renewals, including subscription and support, for platforms such as IBM Cloud™, IBM Cloud Pak™ and Red Hat® OpenShift® to help accelerate projects.

IBM payment plans can be an important component in speeding up budget approvals and freeing up cash. They can also help defer potential cost increases when upgrading or renewing since they reduce one-time cash outlays and spread costs over time with monthly or quarterly payments.



Customized payment terms can include the deferral of first payment and can be tailored to budget cycles, project or other business needs.

*A telecommunications company, working with an IBM Business Partner, committed to IBM's hybrid cloud portfolio for a three-year project with options for up to five years to achieve the lowest total contract amount. IBM and the Business Partner provided a customized payment table for the customer's multi-year commitment.*

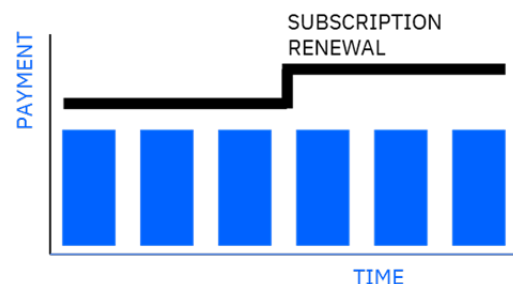
An IBM payment solution may include any combination of IBM software, services, IT infrastructure and Red Hat solutions, and can greatly simplify the contract, invoicing and support cycles for the customer.

### Renew subscriptions with a payment plan

According to a recent study from Forrester, tapping the brakes on refreshes and upgrades can come at a cost. Delays in IT infrastructure refresh and upgrades expose enterprises to expensive vulnerabilities and can negatively impact customer experience. Security vulnerabilities, software compatibility issues, and an inability to meet customer expectations as a result of delays in infrastructure refreshes are top concerns for IT decision makers.

Source: Forrester, January 2020, [The Key to Enterprise Hybrid Multicloud Strategy](#)

*A bank was about to renew one of its software subscriptions and wanted to commit for another couple years. In the current fiscal period, it hadn't factored in the renewal increase. With a customized payment plan, the business was able to keep its first-year renewal flat and defer the unexpected increase into future payments, ensuring its mission-critical applications experienced no disruption.*



A payment plan helped keep payments flat after renewal and defer an unexpected subscription cost increase into future payments

## Stretch budgets and optimize cash flow

When business leaders decide to pay for a new solution upfront, in full, they need to understand how cash flow is affected. When making significant investments, the business might prefer to make payments over several periods rather than restrict cash flow initially. Of course, even if they decide to spread out payments, leaders will still need to anticipate how those payments will affect cash flow in the years to come.

Payment plans allow customers to optimize cash flow with a payment structure tailored to their specific budget requirements and preserve cash to invest in other projects that meet strategic business goals.

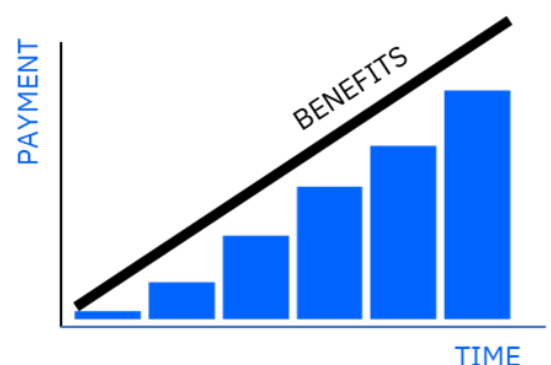
*An automotive company deploying Red Hat OpenShift to IBM Cloud was able to free up capital to fund building cloud-native applications by making monthly OpenShift payments. The company took advantage of flexible payment plans to accelerate research and development to outpace its competition*

*A consumer electronics company planned to develop advanced analytics applications as part of a long-term strategic IT improvement plan. Combining upfront costs for on-premises and as-a-service software and services into one financing contract with quarterly payments allowed the company to plan for the impact on cash flow. This helped improve administrative processes and speed up internal project approval.*

## Align payments with anticipated benefits and enhance ROI

Business leaders need to ask whether the new solution will deliver a satisfying ROI, and when they can expect to realize that return. If a product or solution is acquired to modernize IT infrastructure or deploy new capabilities, leaders need to understand how quickly the business will start to see increased productivity or revenue.

Aligning payments more closely with anticipated benefits or milestones can potentially help improve ROI for the specific solution or project.



Improve cash flow by aligning payments to benefits and optimizing ROI

## Flexible payment plans as a key component of funding innovation

In the AI era, strategies and solutions for financing IT initiatives are changing as rapidly as the technologies themselves. To remain competitive, IT funding discussions and options should have a seat at the solution table early on.

Funding innovation effectively requires approaches that are adaptable and flexible to meet changing needs. As an IT financing specialist, IBM offers experience, expertise and solutions that can help improve cash flow and accelerate project deployments.

Talk to your IBM or Business Partner representative to understand what a payment plan can do for your next project.

### Why IBM?

IBM Global Financing has been in operation for more than 35 years and serves clients in over 60 countries, spanning more than 20 industries. With a global reach and expertise in IT financing, working capital and credit, IBM Global Financing offers flexible payment plans and leasing solutions for IBM software, services and IT infrastructure including pre-owned servers and storage. Non-IBM content, which is part of an overall IBM end user client solution may also be eligible for financing through IBM Global Financing.

### For more information

To learn more about payment plans for IBM and Red Hat software solutions, please contact your IBM Global Financing representative or IBM Business Partner, or visit:

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