

Help Financial Services customers modernise their IT environments with Microsoft Financing

Financial Services (FS) customers are facing a significant evolution – updating and integrating disparate legacy systems into a **modernised IT solution** that provides increased security, customer focus, and improved transparency.

With a range of simple and flexible payment solutions, **Microsoft Financing** can help FS customers tackle the extensive investment and cash outlay required to adopt next generation capabilities, in the best way for their organisation. Your Financing Desk Manager can provide expertise in financial discussions, and create a tailored monthly, quarterly, ramped or deferred payment structure.



Key selling points



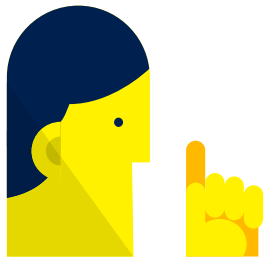
Seller value

- ▶ **Accelerate deployment and consumption** – consolidate all aspects of the IT solution into a tailored payment structure that matches the FS company's needs.
- ▶ **Improve deal profitability** – preserve price points, facilitate upsells, and get paid in full when the deal closes.

Customer value

- ▶ **Standardised, ramped and deferred payment solutions** – align payments with your budget and investment strategy for the most efficient use of resources.
- ▶ **Smooth migration from legacy systems** – with flexible payments, you can make the transition at the speed that is right for your business.

How it works



- 1 Familiarise** yourself with payment solutions
- 2 Identify** and present opportunities to your customer
- 3 Engage** with your Financing Desk Manager
- 4 Sign** documents



Handling customer objections with payment solutions from Microsoft Financing

| Customer may say... | How to tackle the objection |
|---|---|
| "Your sales price is too high." | Probe deeper into their IT needs. Offer a full technical solution with an affordable payment structure that matches their budgets and deployment plans. |
| "We're financially strong. We don't need any kind of financing." | As customers consider their technology solution, outline to them their additional payment options and the associated economic impacts. Customers concerned about their Return on Assets (ROA) may be able to use payment solutions to migrate IT expenses from their balance sheet to their income statement, aligning flexible payments with their requirements and migration strategy. |
| "We'll have to wait until next year since we have a very limited budget this year." | Introduce custom payment solutions such as deferred and ramped payments. Show how payment solutions can match the customer's business calendar and seasonal transactions, helping them accelerate deployment of their cloud solution. |

Financial Services customer concerns

- ▶ **Migration from legacy systems** – FS companies often have outdated IT that cannot support today's requirements. Help them transition to a more secure, flexible and feature-rich experience.
- ▶ **New regulatory and risk management requirements** – authorities demand greater transparency, security and capital levels. Microsoft IT solutions can help FS companies ensure they comply and stay in control.
- ▶ **Improved operations and Customer Experience** – Microsoft technologies can help FS customers gain new opportunities from social media, mobile and cloud computing.

Want to know more?

Learn how Microsoft Financing can help you win more opportunities.

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Partner resources: www.microsoftfinancing.com Customer: www.microsoft.com/financing

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Customer win



Industry: Financial Services.

Who: A major Australian bank.

Challenge: The customer's IT budget constraints meant that the deal was facing delays.

Solution: The Microsoft Financing team designed a tailored payment plan, and also arranged capital with better value than the bank's own Treasury.

Flexible payment plans



Standardised: even monthly, quarterly or semi-annual payments



Deferred: no initial payment for a pre-agreed term



Ramped: payments start low to match deployment and migration projects

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