

Accelerate deployment of your customers' IT projects

Microsoft Consulting Services are becoming an increasingly important component of the overall IT solution...and a larger percentage of the costs. But when customers plan their budgets, they may fail to include the deployment, migration, and support services they require. This could lead to project delays and impact solution consumption.

While many institutions are reluctant to finance these services, **Microsoft Financing** can incorporate them – enabling customers to benefit from flexible payment options that help solve deployment challenges, optimize cash flow, and accelerate deployment.



Key selling points



Seller value

- ▶ **Accelerate deployment and consumption** – consolidate IT solution costs into a single, predictable payment structure.
- ▶ **Provide payment flexibility** – offer payment structures tailored to meet specific project, budgetary, or revenue generation milestones.

Customer value

- ▶ **Simplify cloud adoption** – fund all aspects of the cloud solution, including software and services, into a unified structured payment.
- ▶ **Optimize cash flow** – turn upfront costs into predictable payments and better align project cost outlays with anticipated benefits.

How it works



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



Head off customer objections with payment solutions from Microsoft Financing

Customer may say...	How to tackle the objection
"The cost is too high for us."	Outline the benefits they will get from deploying a cloud solution with expert Consulting Services. Offer an affordable payment structure that can amortize upfront costs to match budget requirements and deployment plans.
"We're financially strong. We don't need financing."	As customers consider their technology solution and deployment strategy, outline to them their additional payment options and the associated economic impacts. Financing preserves valuable cash at closing.
"We'll have to wait until next year since we have a very limited budget this year."	Introduce the deferred payment option to your customers and encourage them not to delay their purchase because of budget issues.

Eye on competitors

Competition	Standardized Payments	Deferred Payments	Ramped Payments
IBM	Monthly, Quarterly, Semi-annual, Annual	Yes	Yes
Traditional Banks	Will vary	No	No
Microsoft Financing	Monthly, Quarterly, Semi-annual, Annual	Yes	Yes

Want to know more?

Learn how Microsoft Financing can help you win more opportunities in an *intelligent cloud, intelligent edge* world.

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



Customer win

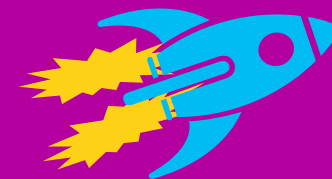
Who: Large, commercial financial institution.

Challenge: Cash flow. Customer already committed to MS Cloud but had not budgeted for the necessary consulting services.

Deal: \$17.85M

Products: ECS, O365, and O365 MCS

Solution: Combined Software and Services for 21,000 users into a single payment structure. Payment deferral on software and services allowed them to commit.



Flexible payment plans



Deferred – no initial payment for a pre-agreed term



Ramped – payments start low to match deployment and migration projects