

Help your customers move to Microsoft Azure and other cloud platforms with Microsoft Financing

Many businesses are enthusiastic about the potential of Microsoft Azure and other Microsoft cloud platform solutions – but may delay adoption due to the upfront costs, investment required, and possible unanticipated expenses.

Microsoft Financing payment solutions can help you facilitate your customer's adoption of Microsoft's cloud platform solutions including Azure, maximize their IT spend, and accelerate deployment – with flexible payment structures that address their total cloud infrastructure needs including software and services.

Key selling points



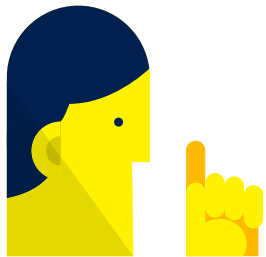
Seller value

- ▶ **Accelerate deployment and consumption** – consolidate all aspects of the cloud solution, including software and services, into a single, predictable payment structure.
- ▶ **Drive profitable sales** – provide payment options to maximize your customer's IT spend, while meeting their budgetary and cash flow requirements.

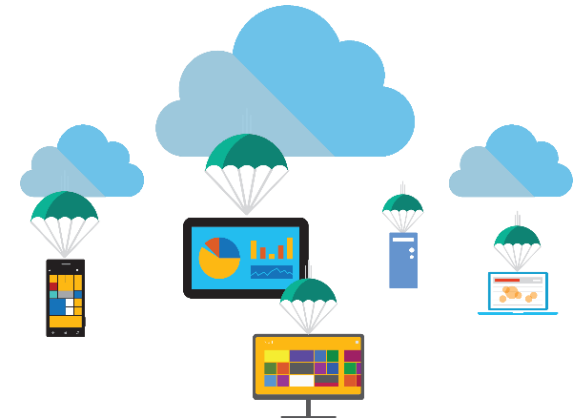
Customer value

- ▶ **Innovate on your terms** – structure payments to meet your business requirements; add new seats and adjust subscription amounts as needs change.
- ▶ **Optimize cash flow** – turn upfront costs into predictable payments and better align project cost outlays with anticipated benefits.
- ▶ **Buy into commitment bonuses** – you can secure commitment bonuses by funding Azure with payment solutions, and also benefit from predictable monthly payments.

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 Microsoft Financing payment solutions

Customer may say...	How to tackle the objection
"The sales cost is too high for us."	Outline the benefits they will get from deploying a cloud solution. Offer an affordable payment structure that can amortise upfront costs to match budget requirements 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.
"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.

Eye on competitors

Competition	Standardized Payments	Deferred Payments	Ramped Payments	Customized Payments
Amazon Web Services (AWS)	Monthly	No	No	No
VMware	No	No	No	No
Microsoft Financing	Monthly, Quarterly, Semi-annual, Annual	Yes	Yes	Yes

Want to know more?

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

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Customer win



Industry: Interactive Entertainment.

Who: A large American video game manufacturer.

Deal: \$3.5M Revenue.

Products: Azure, Thunderhead.

Challenge: Customer was launching a much anticipated online game, and needed capacity to accommodate an expected surge in users.

Solution: Standardized payment plan.



Flexible payment plans



Standardized: even monthly, quarterly or semi-annual payments



Ramped: payments start low to match deployment and migration projects

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