

LENOVO FINANCIAL SERVICES:

SHORT DESCRIPTION OF SERVICE

Financing offers a simple and affordable solution for customers to benefit from advanced technology. By spreading the costs over time with fixed manageable payments, the adoption of technology can be quickened without impacting capital reserves or tight budgets. Customers are able to do more with less, ensure that their technology is up-to-date, and safeguard their capital expenditure budgets.

Customer Pain Points (why customers need this service)

- › Customer has a limited or fixed IT budget, yet needs upgraded equipment.
- › The complete solution is more expensive than customer anticipated.
- › Customer has increased costs with maintenance and disposal of aging existing product.

Qualifying Questions

- › How does the customer plan on paying for their IT solution?
- › Did you know that Lenovo Financial Services provides cost-effective financing for your entire IT solution?
- › Does your budget allow you to purchase all the technology that you need?
- › I will have our Lenovo Financial Services rep give you a quick call to discuss options. Is there a time that works best for you?

Typical Customers:

- › Small to Medium sized customers who need to maximize their technology budget.
- › Enterprise, Public & Global customers seeking tax/accounting benefits as well as customized billing and refresh options.
- › Lenovo Business Partners who want to differentiate their offering and increase sales and margins with a financing program.

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Features

- › Bundled Costs including hardware, software and services for total IT Solution.
- › Flexible terms to meet customer needs including monthly, quarterly, bi-annual or annual payments.
- › A true lease offers flexible end of lease options that allow customers to renew, return or purchase their equipment.
- › A finance lease provides customers with ownership benefits so that they can take advantage of depreciation and interest expense deductions.*

Benefits

- › Maximize your IT Budget
- › Preserve Capital
- › Flexible Payment Structures
- › Ability to bundle hardware, software and services.
- › Predictable Expenses
- › Enhanced Productivity with the Latest Technology

* Please consult your tax and accounting advisors. Lenovo Financial Services does not offer or provide tax or accounting advice.