

With greater operational, strategic and financial benefits than outright ownership...

Why wouldn't your clients lease instead of purchase?

- **Leasing reduces risk**
and provides a hedge against technology obsolescence
- **Leasing offers payment and term flexibility**
tailored to match either project or revenue-generation milestones
- **Leasing provides flexibility**
to add or reduce capacity based on business need
- **Leasing preserves cash and credit lines**
for more strategic investments such as facilities expansion, increased research and development, sales force expansion or receivables financing
- **Leasing enables more acquisitions**
within their current budget
- **Leasing accelerates implementation**
of economically attractive new technologies
- **Leasing reduces total cost of ownership**
and improves price-performance
- **Leasing improves key financial measurements**
such as return on assets or debt-to-equity ratios

When you discuss these benefits with your clients, and help them overcome their resistance to financing, they'll begin to understand why...

Leasing technology makes great business sense for virtually any organization.