




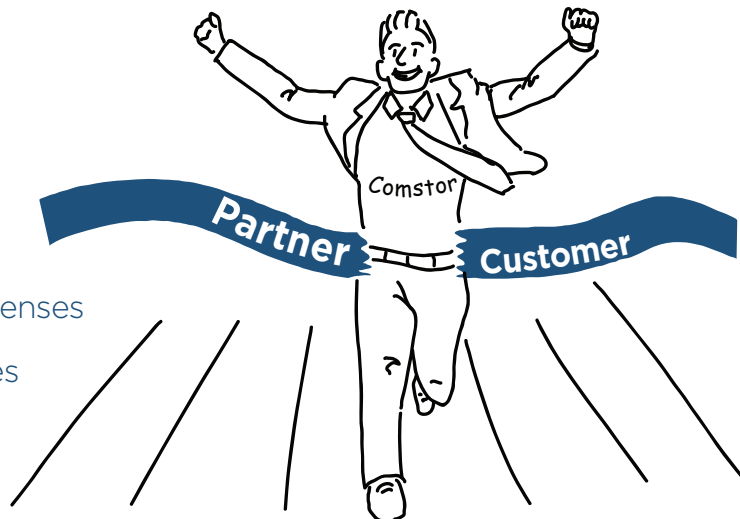


# Cisco Multi-year Service contracts: what's in it for you?





Cisco Multi-year contracts are about adding value – for **you** and your **customers**. Here's how:

## Partner benefits

-  Increase customer loyalty
-  Reduce administration costs
-  Better manage operating expenses
-  Increase revenue opportunities
-  Enhance margins



## Customer benefits

-  Lock in prices
-  Receive continuous coverage
-  Take advantage of incremental discounts
-  Improve cash flow



### Increase customer loyalty:

longer commitment and willingness to enter into a multi-year agreement shows trust, and keeps competitors out



### Reduce admin and operating expenses:

reduce admin by selling contracts only once;  
reduce cost and release budget for new business, free resources for existing customers



### Increase profit margins:

increase revenue for the same effort and operational expense;  
achieve services attach and renewal metrics and release higher Cisco rebates



### Increase revenue opportunities:

expand the total revenue per customer, up-sell and cross-sell, extend the overall relationship timeline

## Offer flexible financing

- **Flexible** and **competitive financing** for end customers investing in Cisco solutions
- **Predictable monthly payments** to ease cash flow, protect capital, and preserve other lines of credit
- Finance that **supports your business goals** and customer technology needs, today and in the future
- Customers can enjoy **0% interest** on **Cisco multi-year contract**

## Boost your profitability

**Promotions:** get more attractive pricing than renewing single year contracts every year

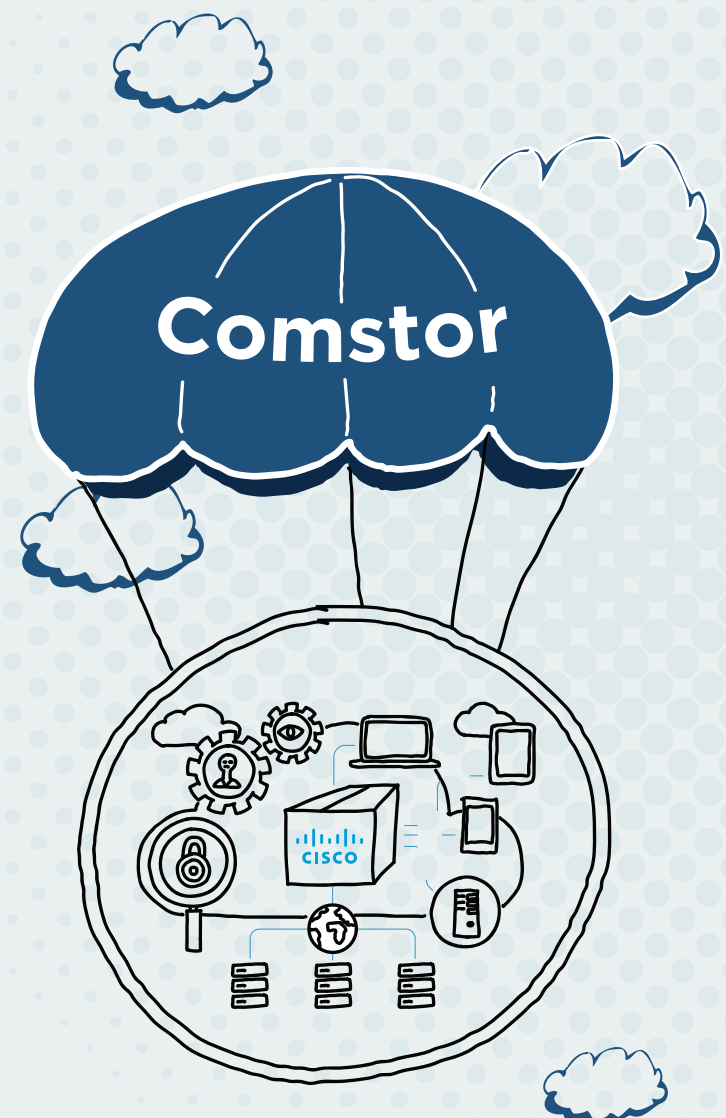
- **3-5 year contracts** can give you up to **17% incremental discount**
- **5 year contracts** can give you up to **23% incremental discount**

**Cisco Capital rebate:** finance a multi-year contract through **Cisco Capital at 0% interest**, and get **1% rebate off** the total amount financed

## Sell Multi-year Services successfully

The secret to selling **Multi-year Services** is to help your customers think long term:

- **Sell at every opportunity:** at first sale, on uncovered equipment, and at renewal time
- **Prepare** the customer for the larger initial expense: position multi-year as a **fundamental component** of a **complete Cisco solution** rather than an afterthought
- Be ready to **show the details:** show how much they can save with a multi-year agreement and the added benefits of a multi-year agreement
- **Enhance with financing:** Cisco Capital offers **flexible payment schedules** to match cash flow and budget cycles by spreading the cost



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