

shaping tomorrow with you

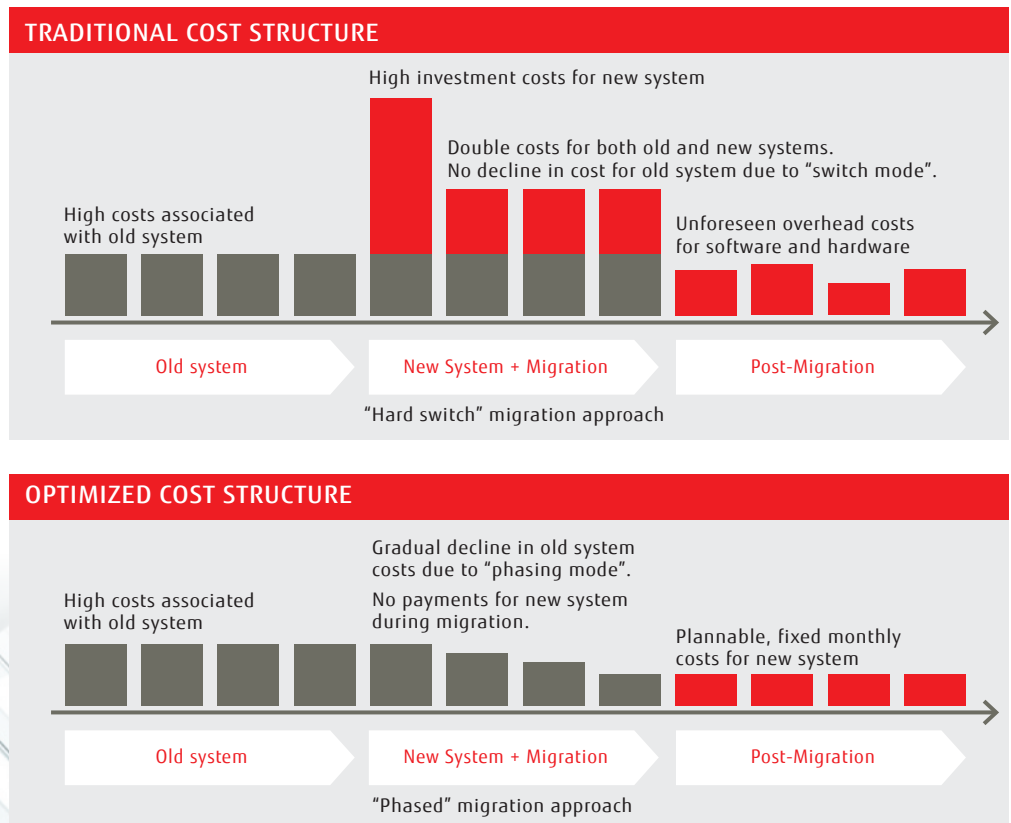
# Budget Optimization Solution

## Protecting CAPEX and Improving OPEX

# CIOs and CFOs look at two sides of the same coin

While the CIOs are attempting to optimize their IT assets, information management, and intellectual property; the CFOs are attempting to optimize their balance sheets, key performance indicators, and cash flow. Fujitsu Financial Services can help to merge the two optimization streams into one comprehensive solution, which helps you overcome challenges in your datacenter while unlocking value from your exiting IT assets. The Solution is a completely customer focused and tailored offer built to address your IT needs with limited budget availability.

While IT spending will remain flat, IT financing will grow at 10% per year. This will allow for the financial management required to work within IT budgets and yet meet business demands. Existing bank credit lines are being cut or capped leading to favorable vendor financing solutions being placed at the core of hardware and software purchasing decisions. Fujitsu can offer you both technical and financial solutions helping your organization acquire tomorrow's technology today.



# Optimization

## Solution Components

**Trade-Ins & Buybacks:** Removal & disposal of old or unused equipment at fair market value with flexible conditions. Potential write-off problems can be eliminated.

**Sale & Lease Back:** Sale of existing IT equipment to a financing partner who leases it back to you. This can provide a major cash injection, remove assets from the balance sheet, and reduce complexity in managing your IT infrastructure.

**Operating Lease:** A lease agreement structured to reflect the future value of the equipment. Payments can be made on a monthly, quarterly, or yearly basis. This lease agreement can be balance sheet neutral (off-balance sheet).

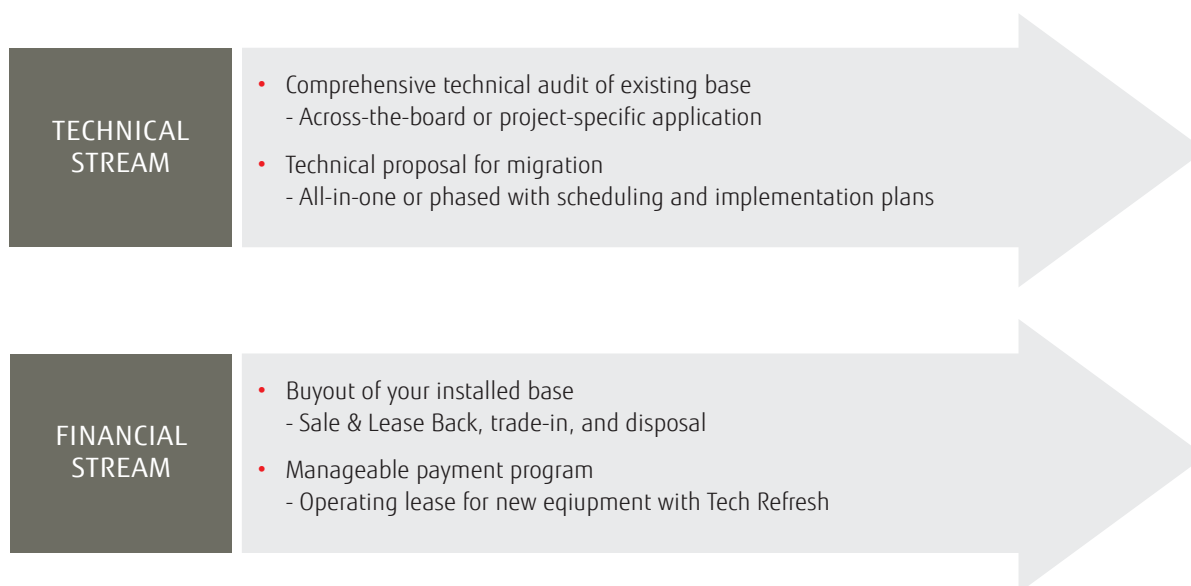
**Tech Refresh Option:** Provides regular technology upgrade allowances for a pre-defined percentage of the original equipment on lease.

**Dynamic Capacity:** A usage-based payment model for storage & servers. Any usage above and beyond the base level charge will be automatically logged and billed at a predetermined rate.

**Lifecycle Management:** Enabling the planning, transitioning, acquiring, managing, and retiring of your dynamic IT infrastructure.

## Solution Benefits

- Immediate cash injection with removal of old systems & protection against IT obsolescence.
- Protect existing capital & credit lines for other core business operations.
- Off-balance sheet financing to improve key company financial metrics.
- Improved cash-flow & liquidity: avoid large capital expenditures and work within operating budgets.
- Payments match usage: removal of potential write-off issues.
- Cost control and plan-ability: migration, administrative, and overhead costs are calculated into one low monthly payment.
- Maximum flexibility: trade-ins, tech refresh options, deferred payments.
- Environmentally sound equipment disposal improves your green footprint.
- Total solution provisioning from a leading global IT manufacturer.



# Optimization

## Financing is the golden component of your IT investment decision

### ABOUT FUJITSU AMERICA

Fujitsu America, Inc. provides a complete portfolio of business technology services, computing platforms, and industry solutions. Fujitsu platform products are based on scalable, reliable and high-performance server, storage, software, point-of-sale, and mobile technologies. Fujitsu combines its renowned platform offerings with a full suite of onshore, near shore and offshore system integration, outsourcing, and datacenter services covering applications, operations, infrastructure, customer service, and multi-vendor lifecycle services. Fujitsu provides industry-specific solutions for retail, manufacturing, healthcare, government, education, financial services, and telecommunications sectors. For more information on Fujitsu America's business scope, visit <http://us.fujitsu.com/solutions>.

"IT and corporate finance will converge... a tipping point for the CFO's involvement with IT. In a world where capital is at a premium, CFOs will seek to use IT assets as a lever to generate cash."

McKinsey & Company

There are many reasons to choose IT financing over cash purchase and ownership, especially in difficult economic times. Leasing and financing from Fujitsu Financial Services can accelerate the acquisition of mission-critical IT in times when flexibility, transparency, and affordability are written big. We can transition fixed costs into variable costs, thereby allowing you to conserve your capital. Financial solutions can help create budget where none existed, turn upfront costs into affordable payments, protect against technological obsolescence, and disperse financial risk. We give you a peace of mind, leaving you to concentrate on your core business.

Please feel free to contact us if you would like to find out more about Financial Services.

Web: [solutions.us.fujitsu.com/financialservices](http://solutions.us.fujitsu.com/financialservices)

### FUJITSU AMERICA, INC.

1250 East Arques Avenue  
Sunnyvale, CA 94085-3470, U.S.A.  
Telephone: 800 831 3183

or 408 746 6000

Web: <http://solutions.us.fujitsu.com>

Contact Form:

<http://solutions.us.fujitsu.com/contact>

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