



# An Alternative Source of Capital for Cisco Technology During an Uncertain Economy



## Current Economic Situation

The financial markets remain tumultuous and under considerable stress.

Liquidity has evaporated, causing capital to become scarce and credit spreads are widening which makes the cost of borrowing more expensive.

This is due to several factors including the sub-prime mortgage crisis, which forced financial companies to write down billions of dollars of distressed assets to reduce their debt-to-equity ratios. To raise capital, banks have sought to sell assets which further deteriorate the financial markets. These combined forces put severe stress on the markets causing capital to become scarce and freezing bank-to-bank lending, making the cost of new debt much more expensive and difficult to acquire, even for AAA-rated businesses.

Businesses are now trying to preserve both the cash they have on hand and their credit lines, which places more scrutiny on capital equipment purchases.

## The Effect on Your Business

This economic instability increases the true cost of running a business. Raising capital has become more difficult and expensive. For some, reduced credit ratings limit access to capital using traditional credit lines. Businesses must now rely on internally generated cash flow to offset the tight credit market. This ultimately creates an environment in which preserving capital is the priority.

Securing alternative sources of capital has never been more important as businesses are increasingly challenged to reduce spending and preserve capital while remaining effective and competitive.

## Cisco Capital Can Make The Difference

Cisco Capital<sup>SM</sup> is continuing to make borrowing available and affordable for most Cisco® customers.

As a captive finance source, we're not experiencing the same financial capacity issues as some banks and independent leasing companies. We leverage the strength of our parent company, Cisco, to provide an alternative source of capital. As a trusted business partner, we help you to acquire Cisco technology with the best acquisition strategy for your business.

Cisco Capital combines expertise in flexible, competitive financing with a comprehensive knowledge of Cisco technology.

Cisco Capital provides unique value and insight by building a more strategic framework for the acquisition and lifecycle management of Cisco solutions.

## Customer Benefits

Cisco Capital can help you identify a more strategic acquisition path for Cisco solutions with:

- Cash and credit conservation; access to an alternative line of credit
- Flexible financing structures and terms that allow access to future budgets, with the option to move from capital to operating expenditures
- Captive finance rates and residuals that help to reduce your total cost of ownership
- Accelerated ROI by allowing project costs to be aligned to the technology benefits
- Total business solution financing (Cisco equipment, software, services, partner services, and complimentary third-party equipment)
- Customized financing for the best economics and useful life scenario for your unique business circumstances

## Learn More

Visit our Cisco Capital website for additional information and current offers at:

[www.cisco.com/go/ciscocapital](http://www.cisco.com/go/ciscocapital)

Or Contact your Cisco Capital representative to learn how our captive financing can make the difference for your company, today.

### United States

Enterprise: 800 730-4090  
Commercial: 866 CISCO-80

### Canada

Enterprise: 800 730-4090  
Commercial: 866 727-9515

*Customer eligibility and terms subject to credit approval and final Cisco Capital review.*

**More Cisco expertise. More competitive financing.**



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