

# Help your customers move to Microsoft's cloud platform

Microsoft Azure

Many businesses are enthusiastic about the potential of Azure and other Microsoft cloud platform solutions – but may delay adoption due to the upfront costs and investment required and possible unanticipated expenses.

**Payment Solutions** can help you facilitate your customer's adoption of Microsoft's cloud platform solutions with flexible payment structures that address their total cloud infrastructure needs – including third party hardware, software, services and subscriptions – maximise their IT spend, and accelerate deployment.

## Key selling points



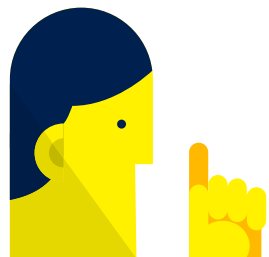
### Seller value

- ▶ **Accelerate deployment and consumption** – consolidate all aspects of the cloud solution, including software and services, into a single, predictable payment structure.
- ▶ **Drive profitable sales** – provide payment options to maximise your customer's IT spend, while meeting their budgetary and cash flow requirements.

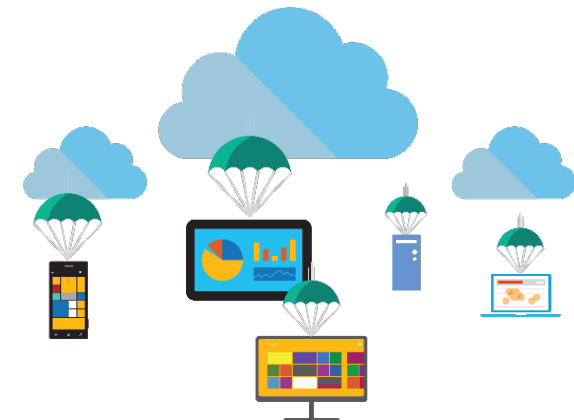
### Customer value

- ▶ **Innovate on your terms** – structure payments to meet your business requirements; add new seats and adjust subscription amounts as needs change.
- ▶ **Optimise cash flow** – turn upfront costs into predictable payments and better align project cost outlays with anticipated benefits.
- ▶ **Buy into commitment bonuses** – you can secure commitment bonuses by funding Azure with Payment Solutions, and also benefit from predictable monthly payments.

## How it works



- 1 Familiarise** yourself with Payment Solutions
- 2 Identify** and present opportunities to your customer
- 3 Engage** with your Payment Solutions Specialist (PSS)
- 4 Sign documents**



Microsoft works with third-party financing providers to facilitate payment solutions for credit approved customers under the Microsoft Financing program.

Microsoft Financing

# Head off customer objections with Payment Solutions

Customer may say...	How to tackle the objection
"The sales cost is too high for us."	Outline the benefits they will get from deploying a Cloud Solution. Offer an affordable payment structure that can amortise upfront costs to match budget requirements and deployment plans.
"We're financially strong. We don't need any kind of financing."	As customers consider their technology solution, outline to them their additional payment options and the associated economic impacts.
"We'll have to wait until next year since we have a very limited budget this year."	Introduce custom payment solutions such as deferral and ramped payments. Show how Payment Solutions can match the customer's business calendar and seasonal transactions, helping them accelerate deployment of their cloud solution.

## Eye on competitors

Competition	Structured Payments	Defer Payments	Ramp Payments	Services Payments
Amazon Web Services (AWS)	Monthly	No	No	No
VMware	No	No	No	No
Payment Solutions	Monthly, Quarterly, Semi-annual, Annual	Yes	Yes	Yes

## Want to know more?

Learn how Payment Solutions can help you win more opportunities in a *Mobile First, Cloud First* world.



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## Customer win



**Industry:** Interactive Entertainment

**Who:** A large American video game manufacturer.

**Deal:** \$3.5M Revenue

**Products:** Azure, Thunderhead

**Challenge:** Customer was launching a much anticipated online game, and needed capacity to accommodate an expected surge in users.

**Solution:** Structured payment plan.



## Flexible payment structures



**Structure:** regular monthly, quarterly or semi-annual payments



**Ramp:** payments start low to match deployment and migration projects