

Financing Solutions for Telecommunications and Media and Entertainment

Create engaging integrated experiences customers demand through advanced technologies and financing



Highlights

- Exceed customer expectations by enhancing network and IT agility through financing that helps align payments with anticipated benefits
 - Accelerate digital transformation initiatives through flexible financing to improve cash flow and liquidity
 - Quickly fund transformational change in a new cognitive era for digital communications
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As billions of users worldwide set ever-higher standards for connectivity, content, and quality—a disruptive transformation is rapidly emerging as consumers become more empowered and competition grows fierce.

The winners will be those that can most rapidly personalize content and services to deliver a truly engaging experience—one that consistently satisfies, surprises, and even amazes demanding customers to turn them into loyal advocates.

That's why industry leaders are turning to cognitive computing—to take advantage of data and digital technologies to both deliver on those high expectations and exceed them in ways not yet even imagined.

Meet IT needs through flexible and predictable financing

In a new cognitive era, cloud, predictive analytics, and other advanced technologies become essential, but financial pressures and budgeting obstacles remain. In such a competitive environment where future needs are impossible to imagine, how can leaders meet IT needs and reduce financial risk?

IBM Global Financing can help—providing financing solutions that make funding IT projects more affordable and predictable. With customized financing you can:

- **Accelerate digital transformation**, gaining deeper insights into customer expectations to deliver more personalized experiences that build brand loyalty
- **Enhance network and IT agility** to deploy next-generation video-enabled services quickly and easily
- **Transform your enterprise** into a digital and data-centric business to optimize operations



So as consumers continue to demand higher value—content and connectivity where and when they want it—you can meet and exceed their expectations through financing strategies that meet your business goals.

IBM Global Financing experts can help you capitalize on opportunities to create the telecommunications, media, and entertainment personalized and connected experience that delight customers and turn them into loyal advocates. Take advantage of flexible financing options that include:

Financing option	Benefits
Loans	<ul style="list-style-type: none"> • Rates as low as 0 percent to affordably acquire the technology you need now • Predictable scheduled payments to match targeted deployment milestones • Additional funding sources to conserve cash
Fair Market Value (FMV) leases	<ul style="list-style-type: none"> • Lower cost of ownership for IT hardware and appliances • More flexibility to add capacity as your needs change • Shifts obsolescence and disposal risk to IBM Global Financing
IBM Project Financing™	<ul style="list-style-type: none"> • One dedicated funding source to avoid project delays • Integrated financing for IBM and non-IBM hardware, software and services
IBM Global Asset Recovery Services	<ul style="list-style-type: none"> • Use existing equipment to help fund new IT investments • Safe and secure disposal in compliance with local regulations

For more information

To learn more about financing solutions for telecommunications and media and entertainment, please contact your IBM Global Financing representative or IBM Business Partner, or visit the following website:

ibm.com/financing/us-en/solutions/payment-options



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