



Technology and Software Solution financing offers strategic advantages

Running a business is never without challenges, however in a weakened economy there are exponentially more to face. The biggest may be how do I achieve profitable growth in a persistently slow economy? History shows companies typically hoard cash and take measures to reduce expenses. While cutting costs may be necessary, companies rarely cut their way to permanent prosperity. Instead, the difference between sustaining a recession and growing in one might actually be to *invest*. Invest in new revenue-generating IT Solution.

We all know that new technology solutions will improve efficiencies and thus increases output and profit. And what's more is that the value of new IT Software Solution comes from use, not ownership. So, in an uncertain economy financing Software Solution acquisitions can be a key strategy for growth. KEY Equipment Finance enables businesses to make the needed acquisition and still retain their cash reserves. With KEF, customers can preserve precious capital (since we require less up-front money than outright purchases) and use it for revenue-generating projects. Plus, since cash flow management is particularly important during an economic slowdown, companies can use financing to acquire the technology solution they need based on their operating budget rather than on their capital budget. This is a tremendous benefit since the payments can be closely matched with revenue generated.

When companies need to be nimble, KEF accommodates changing needs and IT Software Solution upgrades where ownership does not—a perfect combination for a company expecting sudden changes.

The bottom line is KEY Equipment Finance offers strategic, competitive advantages for today's businesses. When used appropriately, KEF enables you to pay for the Software Solution as they use it, which can boost financial performance at a time when they need it most.

Find Out More

Our range of innovative solutions open doors to success. To find out more, Visit www.KEFonline.com/it or,

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INDUSTRY EXPERTISE

With market-specific operations and dedicated financing, legal, tax and asset management professionals, we understand your industry and business needs.

GLOBAL LEADERSHIP

Key Equipment Finance is a global leader in Technology and Software financing. We have over 100,000 clients worldwide, an equipment portfolio of over \$14.9 billion and offices in 26 countries.

Benefits of Financing:

- Conserves your working capital
- Spreads costs over time
- Protects from obsolescence
- Creates wider financial scope
- Your own financial advisor and legal counsel.

The Leading Choice for Software / IT Solution Finance - KEY Equipment Finance

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