



genesiscapital
TECHNOLOGY

**REFRESHINGLY
EFFICIENT
TECHNOLOGY
FINANCE**

Empowering Your Growth Since 1997

For over two decades, we've been a trusted source of financial support for more than 25,000 organisations across the UK and the Republic of Ireland. Our focus for our partners is simple: to help you sell more of your technology, to more customers, more often.

Personalised Support, Digitised Convenience

At our core, we believe in the extraordinary within the everyday. Each of our customers enjoys a dedicated team of account managers who cater to their preferences, whether online, over the phone, or in person.

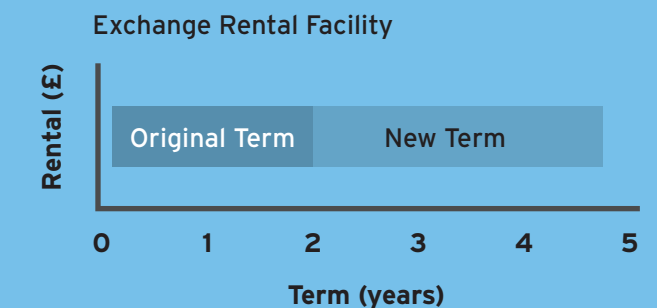
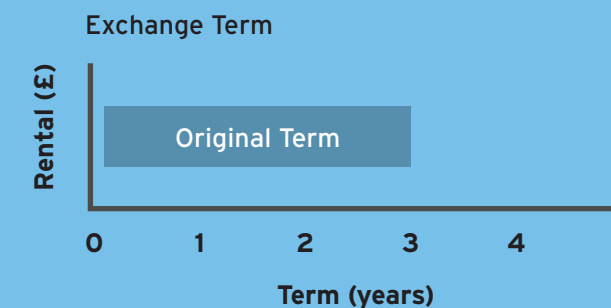
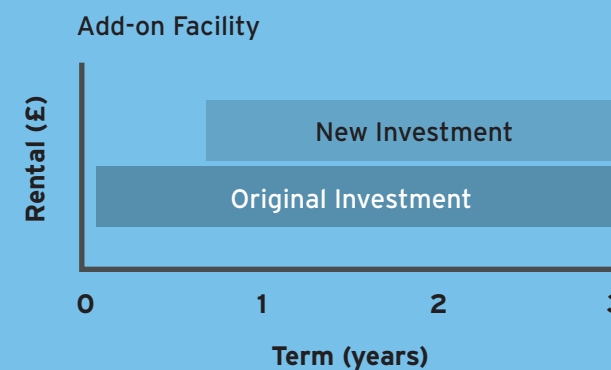
We embrace digitisation and systems as tools that enhance, never replace, our dedicated team.

- **Total Solutions:** Incorporating helpful, tax-efficient, and competitive payment options into your customer proposals makes you true value-added partner; helping you to stand out from the competition.
- **Strengthen customer relationship:** Helping customers switch to revenue budget means they can afford to keep investing with you - more contact, more understanding, and a more resilient partnership.
- **Refreshingly efficient finance:** No need to change how you already work. An account management team on call to help you every step of the way and online tools that are available 24/7.
- **Innovative payment services:** We run 0% schemes; low-rate funding; stepped repayments and seasonal profiles to help make sure your proposal to the customer is the most compelling one on their table.

Upgrades made easy

Unlike many assets your products and services are evolving rapidly and it's vital that the funding your customers use can evolve with them in the same way.

Using add-ons, project finance plans or exchange rental options we can ensure that your customers aren't held back from their investments, and that you don't miss out on upgrade sales opportunities.



Acceptance rates - the #1 success factor

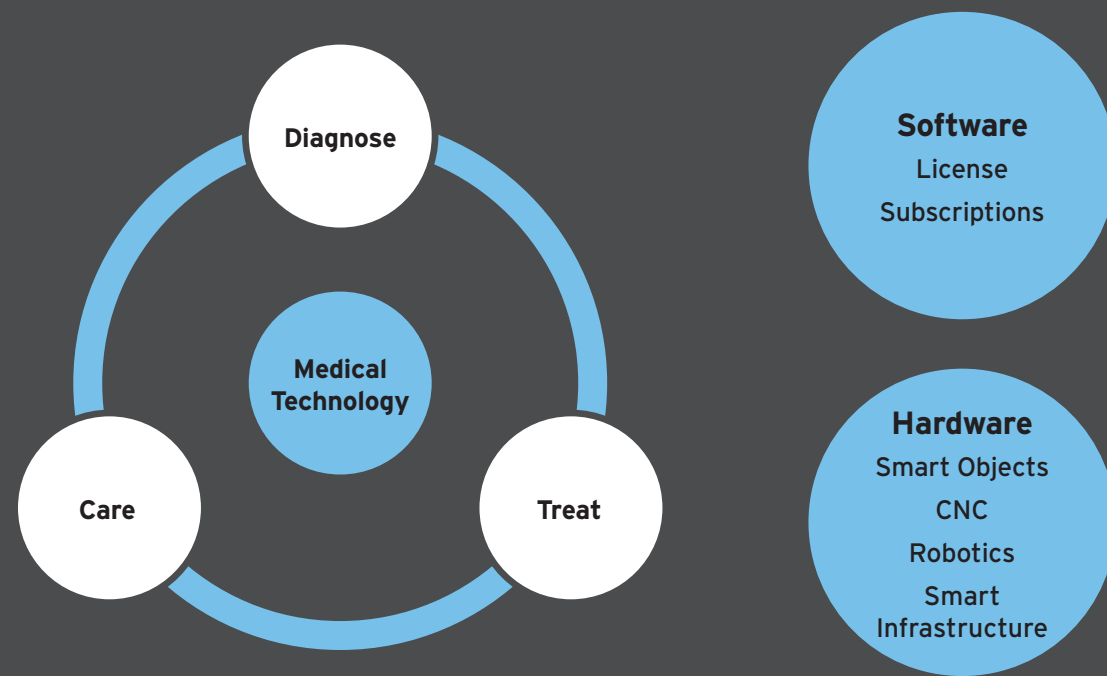
When you choose to actually add payment services or funding to your customer offering it's important to ensure that those customers get the funding help they need.

Partner finance is however just like any other form of lending and will always be subject to the credit appraisal of the finance company, so making sure your finance partner have a wide-ranging appetite for different credit risks is vital to the success of the programme.

The funding market is vast and ever-changing.

Navigating this complex landscape can be challenging. We have over 25 years of experience of financing emerging, often intangible, technology. We already run partner programmes for large organisations and smaller resellers alike and have a portfolio of more than 20,000 satisfied customers. We're enviably positioned to provide the best funding options for your customers.





Accelerate subscription cashflow

We have a specialist team focussed on helping you create a compelling subscription proposal for your customers. Customers prefer smaller, regular payments but often they must pay annually in advance for the subscription.

By embedding our funding into the plan, you will receive the value of a multi-year subscription upfront (often allowing vendors and authors to offer their resellers an additional discount or allow resellers to negotiate one) whilst providing the customer with simple monthly payments.

Smaller repayments make acquisition easier.
Multi-year subscriptions reduce customer churn.
Renewals on the same basis make retention easier.

It's a simple win win.

Enhance your sales

- Shorter sales cycles
- Increased margins
- Customer retention
- Lower churn
- Competitive advantage
- Upselling and upgrades

Satisfy customers

- Faster ROI
- Cashflow preservation
- Tax efficient payments
- Flexible and future proof
- Range of finance products
- Low start and stepped repayments
- Seasonal rental plans





London: +44 (0) 208 255 5505

Nottingham: +44 (0) 115 880 0505

info@genesiscapital.co.uk

www.genesiscapital.co.uk



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