



Your First Steps in Selling UPS as a Service

Our UPS as a Service offer creates **more cash flow** for partners by **extending their services capabilities** and providing **predictable recurring revenue** with **flexible customer financing**.

1

Understand how it works, the value to your business, and the key benefits.

2

Understand prospects' needs, goals, and budget (instead of leading with hardware or having an "attach" conversation).

Select the Best Fit for Your Business Model

OPTION 1: RECURRING REVENUE



PROCESS

- Purchase the UPS as a Service bundle from Tech Data Capital
- Deploy the technology to end-user customer environments or co-location facilities
- Build the cost into their managed services agreement
- Receive a monthly invoice from Tech Data Capital for the term of the agreement

BENEFITS

- Monthly recurring revenue for the partner
- Operational Expense*

OPTION 2: UP-FRONT MARGIN



PROCESS

- Purchase the UPS as a Service bundle from Tech Data Capital
- Cut a PO to Tech Data Capital for the full amount
- Receive a credit from Tech Data Capital
- Receive up-front, in-full margin payment from Tech Data Capital
 - » Tech Data Capital sets up the end-user customer to get a simple monthly bill

BENEFITS

- Partner gets paid upfront; in-full margin payment reduces risk and liability for partner
- Recurring revenue for the partner (3- or 5-year refresh cycles)
- Operational Expense/Capital Expense*

Sales Process



Have the business conversation



Validate the customer can support a cloud offer



Determine the right services fit: M&D, M only, or D only



Determine the right financing and terms



Develop your proposal with Tech Data Capital



Onboard customer (upon acceptance)

Uncomfortable? Engage Tech Data Capital: financingteam@techdata.com

Life Is On



*Customers must consult with their organizations' individual accounting principles.

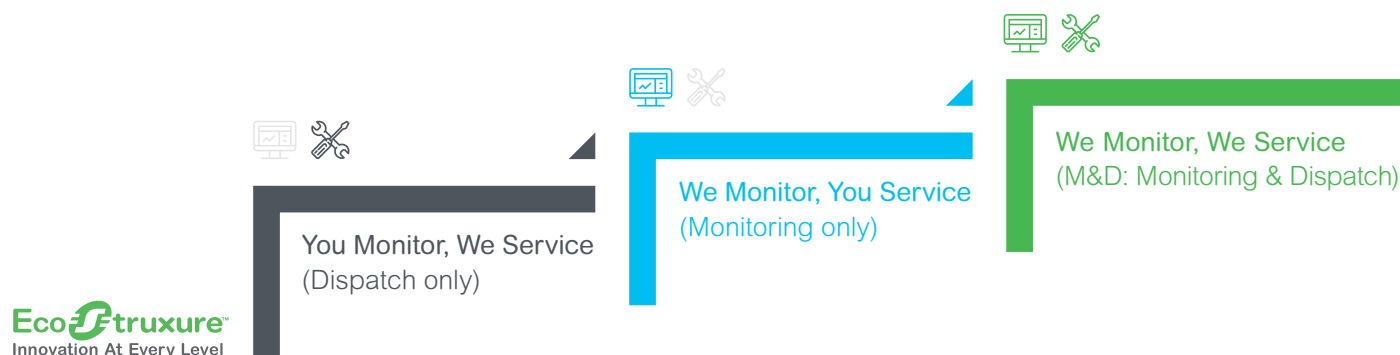
Finding and Qualifying a UPS as a Service Deal

Baseline	Offer-Specific
<ul style="list-style-type: none"> Does your customer know how long their UPS has been in place for? Or how old their UPS battery is? Would they be interested in having you proactively manage their lifecycle so they don't run into issues down the road? 	<ul style="list-style-type: none"> Is the customer open to a cloud-based offer? <i>(Yes? Great. No? Then UPS as a Service won't work for them; it requires connected devices.)</i> Are they interested in a solution with no up-front costs and billing over time? <i>(Yes? Great. No? Well, what arrangement are they looking for?)</i> Is your customer challenged to obtain funding for their technology projects? How are your other technologies within this project being funded? Are you familiar with the benefits of aaS models? Have you ever considered breaking deals out into a monthly or annual payment structure? If not, reach out to your Distribution Financing Specialist.

Structuring a UPS as a Service Deal in Collaboration with Tech Data Capital

- Are you or your sales reps talking with Financing when you pitch new deals?
- Have any of your customers inquired about leasing or financing before? If so, where did you send them?
- Do you currently work with any third-party leasing companies?
- Is an OpEx or CapEx preferred? *(operational expense or capital expense?)*
 - » Involve Finance if needed. This will help you set up the right financing with Tech Data Capital. If the customer doesn't know, you can present the most popular financing option from Tech Data Capital to see if that works for the customer.
- What contract length do they want? *(3 or 5 years?)*
- What terms are important? Do they want to own the hardware at the end of the term or not?

You Decide How You Want to Engage: Your Monitoring & Dispatch Options



The UPS as a Service solution enables flexibility as your business evolves.
Choose what works for you.

Life Is On

Schneider
Electric

