

# DELL FINANCIAL SERVICES™

Fair Market Value Lease – the simple way to refresh technology regularly and save costs.



## Why refresh?

As technology evolves to deliver better performance and greater efficiency, and as the demands of big data, mobility and cloud become ever more important to the future-ready enterprise, organisations risk falling behind when they continue to use technology past its replacement cycles.

Refreshing technology on a regular basis can make a significant difference to performance and costs.

- ◆ **Make employees future ready**

Today's desktops and laptops can boost employee productivity by up to 50% compared to devices that are five years old.<sup>1</sup>

- ◆ **Enhance security**

While 75%<sup>2</sup> of organisations have suffered a security breach in the last 12 months, and with older devices not being compatible with many new security updates, the latest technology supports comprehensive encryption and authentication capabilities, keeping data secure wherever employees are working.

- ◆ **Save money**

Technology over three years old costs significantly more to maintain and new IT is much more adaptable to emerging business demands.<sup>3</sup>

## Fair Market Value Lease

A Fair Market Value Lease from Dell Financial Services (DFS) – often known as an Operating Lease - is the simple way to refresh your technology regularly and save costs.

The approach delivers a way of acquiring applicable IT hardware while only paying for the use of the equipment, not its ownership. At the end of the lease you can choose to return the technology and refresh it, extend the usage or purchase the equipment.

The solution means that you often end up paying less than the cash price. A recent IDC data survey<sup>4</sup> clearly shows that leasing can be more cost-effective than purchasing equipment outright. For instance:

- Notebooks managed through refresh leasing **cost 24% less** than notebooks purchased outright.
- Leasing two generations of x86 servers over six years **costs 32% less** than buying one server and keeping it for six years.

### A DFS Fair Market Value Lease delivers a range of benefits:

- The freedom to deploy the right technology as soon as necessary
- Little or no upfront cost
- Allows active IT-lifecycle management
- Enables efficient and cost-effective expansion and upgrades
- Protects against technology obsolescence
- Avoids the hassle of complying with e-waste disposal regulations
- Frees-up capital and protects cash flow

To find out more, please contact your  
**Dell EMC Account Manager** or visit [Dell.com/DFS\\_UK](http://Dell.com/DFS_UK).



“We can drive innovation in part through the residual value of our leased solutions, which enables us to adopt the latest technology.”

*Hein Brat,  
Director of New Business, Bitbrains.*



‘It no longer makes sense to own technology - leasing two generations of PCs over six years is 24% less expensive than buying one machine and holding on to it for six years.’

*IDC*

1. Techaisle Whitepaper, The Ageing PC Effect – Exposing Financial Impact for Small Business

2. Dell Global Security Survey, Feb 2014.

3. WIPRO White Paper, January 2010

4. IDC January 2015.

Deploying an Effective Server Life-Cycle Strategy Will Minimize Costs: Leasing is a Valuable Tool  
PC Leasing and Financing: The Benefits to Enterprises Pursuing a PC Leasing Strategy