



NEW! TOTAL FINANCING

On the road to recovery...



WHY SELL TOTAL FINANCING?

SELL MORE

- Make a bigger sale by leveraging customer cash flow and available budget
- Less money paid upfront means customers can acquire more today. You close a bigger sale.

EARN MORE MARGIN/PROFIT

- Bundle HP and non-HP Products and Services, including Software
- Non-hardware component subject to slightly higher rate

GET PAID FASTER

- Lease transactions paid in less than 30 days
- Avoid credit risk and delayed payments that are common in Net 30 transactions

CREATE A CUSTOMER FOR LIFE

- 86% Customer Loyalty Satisfaction Index
- Happy Customer = Returning Customer (8 out of 10 customers return for next turn of technology)

THE OFFER – Help your customer choose to own or to lease. Promotions expire January 31, 2010

WHAT YOU CAN SELL:

- All PSG (Smart Buys only in US)
- All IPG except Scitex/Indigo /Halo
- All ISS
- All SWD/BCS SMB SKUs
- ProCurve
- All Left Hand Network Equipment
- Minimum: \$1,500 US; \$5,000 Canada
- Maximum: \$150,000

AVAILABLE also for Public Sector

Note: Federal Government Minimum: \$50,000

IS YOUR CUSTOMER.....



...working towards ownership?

Economic Recovery Lease - 36 month lease

- Low rate lease with 10% end-of-term purchase option
- For customers wanting the affordability of low

OR IS YOUR CUSTOMER.....

...working towards a tech refresh?

0% - 36 month lease

- Fair market value purchase option
- Lease structure similar to a rental; customers generally will refresh at end of term and expense monthly payments

NEED MORE DETAILS?

KEY LINKS:

- ▶ HP Financial Services:
www.hp.com/hpfinancialservices
www.hp.com/go/totalfinancing

- ▶ HP Financial Services Partners & Resellers:
www.hp.com/go/partnerleasing

How to engage HP Financial Services

By phone: Scott Tangeman, Arrow ECS Leasing Services, 770-625-7565

By e-mail: HPFSPartnerSales@hp.com

Leasing@arrow.com



Financing available through Hewlett-Packard Financial Services Company (HPFSC) to qualified commercial, education, and state, local and U.S. Federal government customers in the United States and Canada and is subject to credit approval and execution of standard HPFSC documentation. Offer valid through January 31, 2010 on transactions in the United States between \$1,500 USD and \$150,000 USD and in Canada between \$5,000 CAD and \$150,000 CAD. For U.S. Federal customers, a minimum transaction size of \$50,000 applies. Lease with discounted purchase options assumes transaction is documented with a 10% end-of-term purchase option and disregarding any charges payable by lessee other than rent payments (such as maintenance, taxes, fees and shipping charges). Low lease rate offer is an implicit lease rate, assuming lessee does not exercise a fair market value purchase option at the end of the lease term and timely returns the leased equipment to HPFSC. Not all HP products are eligible for these lease rates. Not all customers may qualify for these rates. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice. Customers should consult with their accountant/tax representative for the tax implications of this offering as HP makes no representations regarding tax treatment.