LifeSize® Smart Lease™

Because the 'how to buy' is just as important as the 'what to buy'

Procuring video conferencing technology can be both exciting and daunting at the same time. Let's face it – it's not a common acquisition so how do you know you're making the right decision for your organization?

LifeSize® Flexible Leasing™ has made it easy by helping you address the 'how to buy' with our unique Smart Lease™ program.

Three facts are certain: video technology is evolving at a rapid pace, your competitive pressures are ongoing, and the economic landscape will always be unpredictable. As a result, the "unknown" is a part of everyday reality and can hamper your technology decision. How do you get what you want while protecting your organization from these variables in the future?

The answer: LifeSize® Smart Lease™

It's not about changing what you buy - it's about changing how you buy. It's about choosing which solution fits your needs now instead of guessing at the future.

Get what you need today

LifeSize Smart Lease, *powered by TAMCO*, can save your business thousands of dollars by giving you the ability to acquire the equipment you need today without worrying about a large capital outlay or what new technology is on the horizon.

If technology or business needs change, the innovative *LifeSize Guarantee* protects you from obsolescence by allowing you to move into a new solution at any time during the contract term without rolling over the previous balance or charging hidden fees.

Smart Lease is also structured to qualify for off-balance sheet classification (i.e. you can record the acquisition as a monthly operating expense and leave it off your books).

BENEFITS:
Smart Lease™

Operating Expense Classification

Conserve capital and protect your balance sheet by recording your acquisition as a monthly business expense.

The LifeSize Guarantee

Technology obsolescence protection = peace of mind.

Act of God Coverage

Insurance deductible reimbursement up to $5,000 if your equipment is damaged by a natural disaster.

Flexible End-of-Term

Multiple options to suit any business preference. Decide then, not now.

Plan for the unforeseen

In addition to technology obsolescence protection and operating expense classification, Smart Lease also features natural disaster protection and flexible end-of-term options.

Should your equipment suffer damage due to a tornado, lightning, hurricane, flood or earthquake, your organization can be reimbursed up to $5,000 for insurance deductible costs.

At LifeSize Flexible Leasing we understand that no one has a crystal ball. To keep you from guessing whether you want to own your LIfeSize system at the end of term or not, Smart Lease features multiple options once the initial contract term is over: renew or extend your Smart Lease, buy the equipment for fair market value, return it, or replace it.

Decide what is best for your organization then, not now. Plan for the unexpected and let us help you navigate changes as they arise.

Avoid ownership hassles

Do you really want to own video technology that is still evolving?

Video continues to evolve and technology depreciates quickly. If you made a cash investment, you will likely see a minimal return at best and spend years depreciating the purchase off your books.

If you acquired it with a capital lease program such as a $1 Buyout or $1 Purchase Option, then you are obligated to ownership at the end. Even worse – if your needs change during the term, you're trapped in a contract with equipment that has become outdated or is no longer meeting your business needs.

Paying cash or leasing-to-own may seem the easiest acquisition approach, but for many organizations the flexibility of Smart Lease trumps any perceived benefits of ownership.

Comparative Analysis

By comparing cash and Smart Lease side-by-side using standard accounting and finance principles, we can help you make an informed decision on which method of acquisition best suits your business needs.

	LifeSize® Smart Lease™	Cash
Number of Months	60	60
Equipment Type	VIDEO	VIDEO
Monthly Payment	$1,145	N/A
System Solution Price		$50,000
Present Value (PV) of Payments	$53,890	
Tax Deduction on Payments	($18,881)	
After Tax Interest on Cash	($5,299)	
Depreciation Tax Savings		($13,268)
Net After Tax PV Cost	**$29,730**	**$36,732**
Assumed System Replacement Cost	$0	($25,000)
Off Balance Sheet	YES	NO

Analysis above serves as an example only and assumes a complete system replacement using the LifeSize Guarantee at the midpoint of the initial contract term. Please contact us for a custom analysis based on your unique video solution configuration, current rates, and country of transaction.

Closing Thoughts

Many organizations spend capital to buy new technology, but this can prove more costly in the long run when compared to leasing – more specifically when compared to Smart Lease.

Smart Lease frees up your capital to invest in revenue producing and/or appreciating assets instead of using it for technology that loses a significant portion of its value after installation. At the same time, Smart Lease provides greater peace of mind than other acquisition programs.

Simply put, LifeSize Smart Lease is purpose built to address business, financial, and technology concerns facing many organizations in today's ever-changing marketplace.

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