



## Pay for technology as you use it with **Flex On Demand** from Dell Financial Services™.

With Flex On Demand, you can acquire the technology you need to support your changing business with payments that scale to match your actual usage.\*\*

Today's fast-moving business environment drives the need for immediate technology solution availability. Many customers buy excess capacity upfront and pay for technology they don't use, which consumes additional budget and creates the risk that other critical projects will not be funded. Flex On Demand allows you to pay for technology as you use it, and it provides immediate access to buffer capacity. Your payment adjusts to match your actual usage.

### HOW IT WORKS



#### PROJECT AND SELECT

We work with you to establish the "Committed Capacity" you currently need and the "Buffer Capacity" you will require in the future. All technology is installed and available to you on day one.



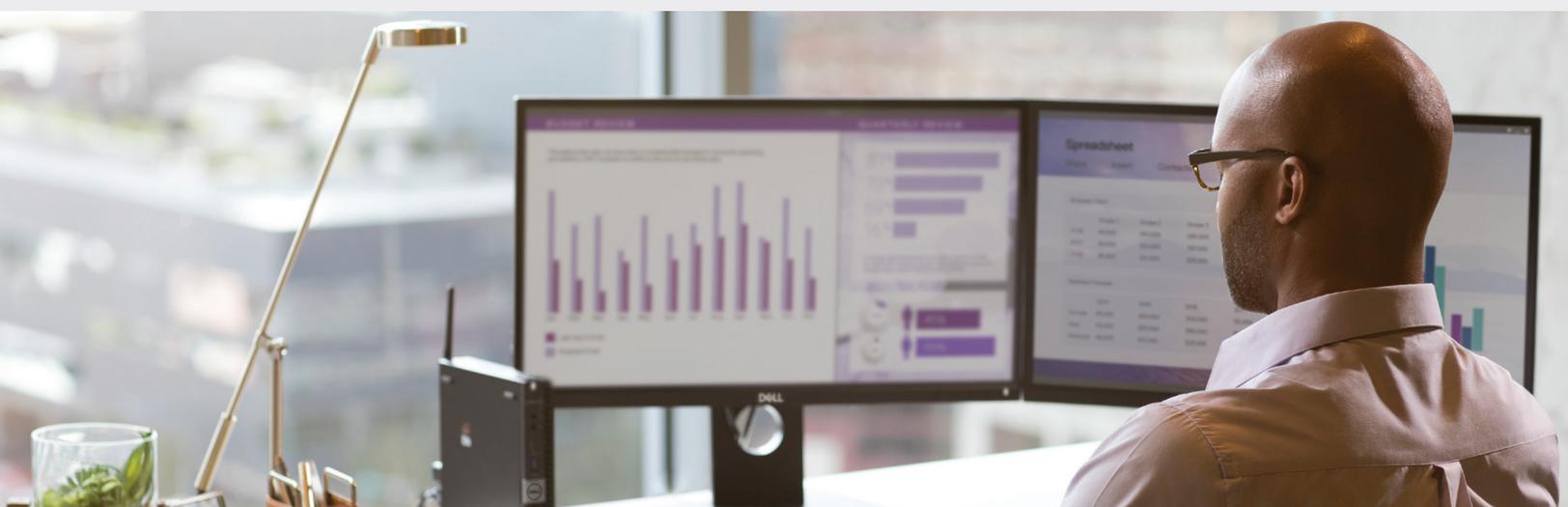
#### ENJOY FLEXIBILITY

Each payment you make is comprised of a fixed Committed Capacity amount plus a variable Buffer Capacity amount. Buffer Capacity usage is measured on a regular basis using automated tools installed with your equipment.



#### FLEX ON DEMAND

If your usage consistently consumes the majority of the Buffer Capacity installed, you have the option to receive additional Buffer Capacity. Should additional Buffer Capacity be installed, your level of Committed Capacity and the related payment will increase.



### Did you know?

"Typically, large IT organizations only use 50% of their storage system's installed capability."<sup>1</sup>

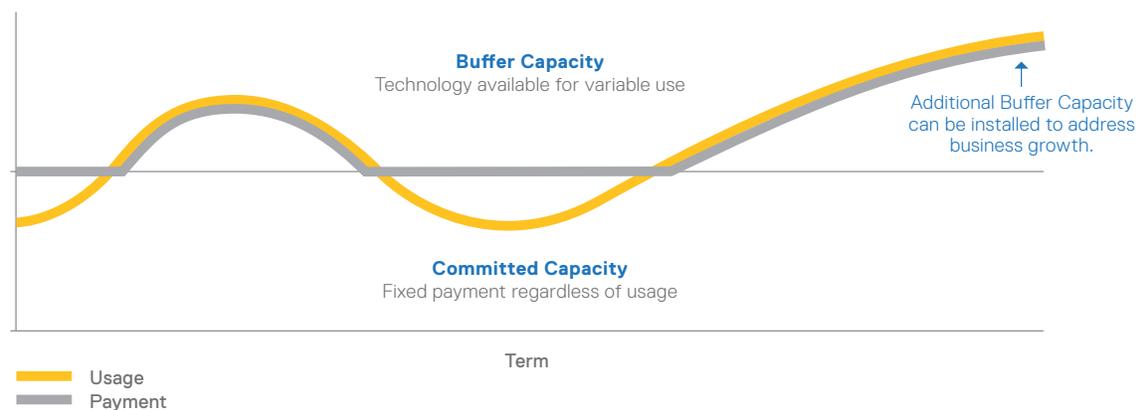
## Benefits of Flex on Demand

- Align cost with usage: Don't pay for buffer capacity you don't use.
- Increase budget power: Pay for what you use and free budget for other projects.
- Improve agility: Flex On Demand technology provides instant deployment and usage to address capacity spikes driven by the business.
- Better overall value: Pre-configured technology is delivered and installed ready for your use.
- Simple and easy to use: On day one, we install what you need now and in the future, and measure your usage with automated tools installed with our equipment.

### Example: Scaling technology to match business changes

A technology distributor needed to deploy a new customer relationship management system that would drive variable storage usage. Flex On Demand allowed them to efficiently match their payments to their usage while ensuring they weren't paying for excess capacity.

The chart below illustrates the relationship between their technology usage and their Flex On Demand payment.



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<sup>1</sup>Reference: The McKinsey Quarterly

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