Leasing & Installment Plan

Introduction

Virtualization is a steady trend now – most business have already adopted virtual infrastructures for data security and availability by the dozen these days. Those who haven't yet done it for some reason, are trying to catch up right now, looking for faster ways to introduce virtualization into their business. Virtual storage is what they start with, because it's a keystone of any virtualization process.

Problem

Virtualization projects usually require large upfront investments, making the CapEx reach for the stars with their stellar prices. Many companies just don't have sufficient IT budget to afford that. Thus, such companies either look for low-cost solutions or turn away from the idea of virtualization at all, both options being unfortunate.

Solution

StarWind offers a financing system for customer who do not want to buy the license and spend large sums upfront on their virtualization projects. There are two programs – **Installment Plan** and **Leasing**.

Installment Plan is a standard payment method that breaks solution price into smaller parts and reduces Capital Expense. The installments are set on a schedule basis for the maximum convenience, so it is easy for the customer to perform financial planning. It is a perfect approach for small businesses, which may have limited resources, as well as for bigger companies, which prefer to link installments to the revenue movements and not worry about high license cost. When the whole price is paid, the customer becomes the sole owner of the product.

In order for the appliance price to dwell only on Operational Expense, StarWind offers its hardware solutions for **leasing**. Such a payment method does not imply any Capital Expense, though it also does not give the customer the ultimate product ownership. Thus, when the leasing term ends, the customer is given a choice to purchase the product or return it to StarWind.

Conclusion

Installment Plan and Leasing are the answers to the basic problems of virtualization adoption among businesses, allowing them to acquire a virtualized storage infrastructure on a subscription basis.

In 2016, Gartner named StarWind "Cool Vendor for Compute Platforms".

To learn more, visit **www.starwind.com**