



How Flexible is B2B Computer Leasing?

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Biography

It all began with Andrew, and his brother Philip, creating the game 'Movie Producer' for the Dragon 32 computer in 1983. From there they started a mail order games business and then progressed to custom building PCs for their customers. Following a meeting with a local car leasing company, Andrew and Philip couldn't understand why there wasn't anyone using this concept for computers. After testing interest with an advert placed in Computer Shopper, they were inundated with enquiries from businesses who wanted to lease their computer equipment – and so HardSoft Computers (<https://www.hardsoftcomputers.co.uk/>) was born.

Around ten years ago, Andrew and Philip saw a shift towards Mac and became one of around 50 Apple Authorized Resellers in the UK. HardSoft now has a mix of Mac and PC customers and recently re-launched their custom built PCs.

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Paper type Opinion

Abstract

Many businesses are turning to leasing to keep IT hardware up-to-date. Not only does leasing options for IT hardware avoids the need for one-off capital spend, but leased equipment depreciation is kept off the renting company's books thereby making a significant difference to the bottom line. With full support and warranty included in leasing packages, maintenance issues are eliminated, and IT managers are able to run their budgets more efficiently, whilst being ensured that every three years the company gets brand-new equipment under the leasing arrangement. Combined, the predictability of the leasing cost, the flexibility of the software options and the reliability of the backup and support are a tempting mix for businesses of all sizes. In this article, the author looks at why computer leasing is the way forward for businesses, and why it is not as complicated as people think.

Introduction

Many of our potential customers are initially mistakenly under the impression that leasing is inflexible, that they are likely to be tied into long term contracts whilst their computer equipment ages and becomes obsolete. One of the first questions we are asked is about the flexibility of leasing and we always say "do you have a mobile phone contract?" because leasing IT equipment works in just the same way. Leasing also means that rather than having to pay outright for computer equipment, you can keep your cash flow intact for more pressing needs of the day-to-day business.

HardSoft are the trailblazers of the Flexi-Lease, and the clue is in the name! Our Change, Continue, Cancel solution for businesses is simple and designed to be as flexible as our customers need it to be. Our Flexi-Lease solution offers customers full control with these three options during a lease. A typical lease is three years,



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and when our customers reach the two-year point of their lease, their account manager contacts them with three options.

Change after two years

With technology advancing at a rapid pace, you can find that you are working on devices that have become outdated and don't perform the way you need them to. If this happens, you can choose to return the kit and start a new lease – just like upgrading your mobile phone. The first lease is cancelled and the new lease with the delivery of your new up-to-date equipment. This allows you to remain at the cutting edge of technology and, in most cases, the monthly costs remains around the same (it can increase of course, depending on the equipment and specifications of your new devices).

Continue after two years

A Flexi-Lease gives you the opportunity to change your mind, whichever lease you decide upon, at any time after you have reached the mid-point of your lease. This means that if your business is continuing to grow and expand, and you need to equip your new staff with additional equipment, you can just add to your lease with the latest equipment available.

Cancel after two years

You also have the option to cancel your lease and return the equipment after two years. If you choose to return your devices we are able to cancel the last year of your lease agreement, with all of your remaining payments cancelled – although we do charge £75 to collect the equipment from you and erase the Data securely (we also can't cancel software agreements or those which include a renewal and upgrade of a previous agreement) so it's not possible to do a 'Change' option then 'Cancel' afterwards.

You may find that at the end of your three years lease, you are still happy with the equipment you have, and despite there likely being a more up-to-date and higher specification version available, you are happy to keep what you have for the time being. If this is the case, then you just cancel your lease and purchase the equipment for £1.00 so ownership transfers to you.

Real customer examples of this leasing flexibility

The most effective way for us to show you how flexible leases are, is to show you some real examples of our customers taking advantage of our flexible leasing over the past few weeks:

Customer A: Previously paying £17.95 per week

New Equipment: 1 x iMac 27 Retina 5K Display – Core i5 – 3.4GHz, 1TB Fusion Drive, 16GB RAM, Integrated 27" 5K Retina Display, Radeon Pro 540 – 4GB Graphics, Wireless, Bluetooth, macOS, Magic Keyboard and Magic Mouse 2.

Option 1: CHANGE and TRADE-IN the existing equipment.
New Flexi-Lease: 3 Years @ £13.50 per week.



Option 2: CHANGE and CONTINUE with the existing equipment.
New Flexi-Lease: 3 Years @ £17.65 per week.
Lease includes 3 years 'Collect & Return' Warranty with Loan Mac

With either option, the customer receives brand new equipment and is paying less than their current lease payment.

Customer B: Previously paying £24.60 per week

New Equipment: 1 x MacBook Pro 13" non Touch Bar – Core i5 – 2.3GHz, 128GB PCIe SSD, 8GB RAM, 13" Retina Display, Intel Iris Plus 640 Graphics, Wireless, Bluetooth, macOS, Carry Case.

Option 1: CHANGE and TRADE-IN the existing equipment.
New Flexi-Lease: 3 Years @ £13.20 per week.

Option 2: CHANGE and CONTINUE with the existing equipment.
New Flexi-Lease: 3 Years @ £18.00 per week.
Lease includes 3 years 'Collect & Return' Warranty with Loan Mac

Again, with either option the customer will receive brand new equipment but pay less than their current lease payment.

Customer C: Previously paying £21.20 per week

New Equipment: 1 x iMac 21.5" Retina 4K Display – Six Core i5 – 3.0GHz, 1TB Fusion Drive, 8GB RAM, Integrated 21.5" Retina 4K Display, Radeo Pro 560X – 4GB Graphics, Wireless, Bluetooth, macOS, Magic Keyboard and Magic Mouse 2.
1 x iPad Pro 11" – WiFi Only, 256GB Storage
1 x Apple Pencil 2nd Gen
1 x Apple Smart Folio Keyboard 3rd Gen
Lease includes 3 years 'Collect & Return' Warranty with Loan Mac

Option 1: CHANGE and TRADE-IN the existing equipment
New Flexi-Lease: 3 Years @ £22.80 per week.

Option 2: CHANGE and CONTINUE with the existing equipment.
New Flexi-Lease: 3 Years @ £24.90.
Lease includes 3 years 'Collect & Return' Warranty with Loan Mac

This customer will be paying around the same as their previous lease payment, whilst receiving brand new kit.

In conclusion

In today's dynamic world, companies are constantly facing changes in their IT and business equipment requirements. For everyone, computer leasing is the way forward, and it is far easier than you think!

Reference

For more information about HardSoft's flexible leases, readers can contact HardSoft's sales team on 020 7111 1643 or email sales@hardsoft.co.uk.