



BNP PARIBAS
LEASING SOLUTIONS



The Total Volume Plan

Simplicity meets print.

It's simple to sell. It helps you to build better customer relationships that last longer.
And it ensures your customers always have the best print solution for their business.

PERFORMANCE THROUGH PARTNERSHIP

TOTAL VOLUME PLAN IN THE REAL WORLD

**TVP IS HIGHLY VALUED BY OUR PARTNERS ACROSS THE UK.
HERE'S WHAT SOME OF THEM HAVE TO SAY ABOUT IT.**

A LEADING MANAGED PRINT AND DOCUMENT MANAGEMENT SYSTEMS COMPANY.

"In the past, we would choose to recommend standard lease agreements. But since discovering TVP, we've been able to win some excellent opportunities that simply weren't available to us through traditional pricing. Our customers like the fact that it's an all inclusive per-page cost and a single bill. This saves our business a lot of time and money on administration, too. It's a very good product that has complemented our existing leasing portfolio. And we've got a great relationship with our account manager at BNP Paribas Leasing Solutions. I hope to work with them for many years to come."

A LEADING INDEPENDENT SPECIALIST MANAGED PRINT, MANAGED DOCUMENT AND IT SERVICES PROVIDER.

"TVP is a fantastic tool to help us offer managed print solutions to both commercial and corporate customers. It enables us to sell directly to finance directors and IT directors – people who appreciate the overall value that it offers their businesses. Obviously, they like the fact that it can reduce their print costs. But they also like the visibility it gives them over their total cost of ownership. And so many of them tell us that it has delivered huge savings on admin, simply because everything is on a single bill. It's a very effective sales tool. I'd thoroughly recommend it."



TVP IS ATTRACTIVE TO CUSTOMERS

THERE ARE NO UPFRONT COSTS TO PUT THEM OFF.



THE BENEFITS OF TOTAL VOLUME PLAN ('TVP')

HERE'S A QUICK OVERVIEW OF WHY TVP IS THE ONLY WAY YOU SHOULD CONSIDER DELIVERING PRINT SERVICES.

THE BENEFITS TO YOU

■ IT'S LOW RISK AND LOW ADMINISTRATION

We collect the service charge and pay it to you every quarter – you don't have to spend your valuable time or resources doing this.

■ IT'S EASY TO SELL

TVP is very attractive to your customers. There are no upfront costs to put them off. They just get a simple cost per print, and payments that they can manage every quarter.

■ YOU CAN BUILD BETTER CUSTOMER RELATIONSHIPS THAT LAST LONGER

Because TVP requires you to regularly assess your customers print volumes, it helps you to develop a deeper understanding of your customers' evolving print requirements. This puts you in a stronger position to win more business.

■ IT'S HARDER FOR COMPETITORS TO STEAL YOUR CUSTOMERS

It's not so straightforward to calculate or estimate a settlement figure for TVP in comparison to a standard lease.

■ WE HELP YOU EVERY STEP OF THE WAY

BNP Paribas Leasing Solutions will offer face-to-face training and plenty of resources to help you make the most of the opportunities available to you through TVP.

THE BENEFITS TO YOUR CUSTOMERS

■ THE EQUIPMENT IS ALWAYS WORKING AT ITS BEST

It's less likely that the print fleet will need heavy servicing. So customers are happier – and IT staff spend less time resolving mundane print issues.

■ PRINT COSTS ARE TOTALLY TRANSPARENT

This makes budgeting and departmental cross-charging much simpler.

■ TVP IS CHEAPER TO ADMINISTER

With its known cost per machine and single billing source for all equipment and service charges, the cost and time spent on print fleet administration can be dramatically lowered. Sometimes, this is incentive enough for a customer to adopt TVP!

■ ACCESS NEW TECHNOLOGY QUICKER

As soon as their total print volume is achieved, your customer can upgrade to the latest technology.

■ IT'S EASIER TO AVOID HEFTY SETTLEMENT COSTS

Overuse of the print fleet during the course of the contract will result in a lower settlement figure with TVP, than under a standard lease.



SAY GOODBYE TO THE STANDARD FIVE-YEAR LEASE

By this time, it will have printed hundreds of thousands of pages. And it will start to need regular maintenance visits to keep it in good working order.

But your customer still has 18 months until the end of their five-year lease.

AT THIS POINT, THEY HAVE ONLY TWO CHOICES:

- **Pay a costly settlement for the remainder of the contract, so they can start a new contract with new equipment; or**
- **Risk business downtime and expensive maintenance fees by sticking with their exhausted printer or MFD for longer.**

Neither solution is what your customer really wants. And whichever they choose, the risk of a competitor snatching business away from you is high.

FACT

The average business printer or multi-function device (MFD) starts to wear out after just 3 and a half years¹.

¹Source: BNP Paribas Leasing Solutions research.

SAY HELLO TO LOYAL CUSTOMERS

The Total Volume Plan (TVP) from BNP Paribas Leasing Solutions can resolve these issues for good. That's because it lets you create a contract based on the useful life of the print fleet – not an arbitrary amount of time in years.

Your customer pays a simple, transparent cost for an agreed total volume of prints. Once that agreed volume is achieved, the equipment can be returned, and you are free to speak to your customer about a new contract. What's more, BNP Paribas Leasing Solutions handles all customer billing, so your administrative burden is reduced. TVP is simple to sell. It helps you to build better customer relationships that last longer. And it ensures your customers always have the best print solution for their business.

TOTAL VOLUME PLAN EXPLAINED

TVP MAKES IT REALLY SIMPLE FOR YOUR CUSTOMERS TO MANAGE THEIR PRINT COSTS – AND, IMPORTANTLY, TO KEEP THEIR PRINT FLEET CURRENT.

TVP is a transparent business print solution. It gives your customers a single cost per print, for an agreed number of prints. This cost covers all equipment hire and service charges for their entire print fleet, over the lifetime of the contract.

But we define a contract's 'lifetime' a little differently. For us, the lifetime of a print contract is not five years, or any other arbitrary amount of time – we think it should be determined by the useful life of the equipment.

THE PROBLEM WITH THE STANDARD FIVE-YEAR CONTRACT

BNP Paribas Leasing Solutions' own research has shown that print equipment starts to become a hindrance to a business after a specific amount of usage. Typically, this is around 42 months into a standard five-year contract. At this point, the average print device will have been heavily used, and will require regular maintenance visits and replacement parts to keep it in good working order. This can often lead to dissatisfied customers who may go on to seek a new print supplier.

A TVP contract, however, resolves all of these issues, simply because it's based on the volume of printing the customer is likely to do.

LET'S EXAMINE THIS IN MORE DETAIL.

Print equipment starts to become a hindrance after around

42 MONTHS

into a standard 5 year contract.



SCENARIO: TECH WORLD

MINIMUM
QUARTERLY PRINT
VOLUME
25,000

TERM
5 YEARS
20 QUARTERS

TOTAL PRINT
VOLUME
500,000
PRINTS

COST PER PRINT
2P
1P EQUIPMENT CHARGE AND
1P SERVICE CHARGE

TOTAL CONTRACT
COST
£10,000

QUARTER 1

At the start of the first quarter of the contract, BNP Paribas Leasing Solutions collects its advance payment from Tech World for the agreed minimum print volume.

Q1 Service charge and equipment rental for Tech World

= **£500**
25,000 X 2P

The service element is passed on to Great Print Ltd., with BNP Paribas Leasing Solutions retaining the remaining amount.

Q1 Service charge paid by BNP Paribas Leasing Solutions to Great Print Ltd

= **£250**

QUARTER 2

When the time comes to collect payment for the second quarter, it transpires that Tech World actually printed double the expected quarterly volume in Q1. BNP Paribas Leasing Solutions therefore collects this amount on top of the standard billing for Q2. The contract is now one quarter shorter, as the print estate has been more heavily used than initially expected.

Q2 Service charge and equipment rental for Tech World (includes Q1 excess)

= **£1,000**
50,000 X 2P

THE REMAINDER OF THE CONTRACT

Over the coming months, Tech World prints double its predicted quarterly volume another seven times. So it reaches its total print volume commitment eight quarters earlier than expected.

Q12 Final service charge and equipment rental for Tech World

= **£500**
25,000 X 2P

CONTRACT SUMMARY

Total billed to date

£10,000

Predicted contract length

20 QUARTERS

Actual contract length

12 QUARTERS

Great Print Ltd is now free to negotiate with Tech World two years earlier than originally planned.



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ABOUT BNP PARIBAS LEASING SOLUTIONS

BNP Paribas Leasing Solutions is one of the leading providers of asset finance in Europe.

In the UK, BNP Paribas Leasing Solutions has over 40 years' experience providing tax-efficient financing solutions for thousands of businesses across multiple sectors. Whether working with small and medium-sized enterprises, multinational companies or public sector organisations, our approach is the same: to create solutions that are tailored to help each customer meet their objectives. We're a stable business, backed by BNP Paribas, one of the strongest banks in the world.

FIND OUT MORE

To find out more about our leasing solutions and how we can help you invest in new equipment efficiently, contact us on:

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