



**Get the Power of Business Technology
without the Costs and Hassles of Owning it**



data sales co.
INNOVATIVE TECHNOLOGY LEASING



Technology Leasing: Your Key to Performance and Peace of Mind

No matter what business you're in, information technology plays a vital role in your success. To stay ahead of your competitors, you have to invest in the right technology. But to stay profitable, you have to make that investment pay off. Overspending on technology risks undermining your bottom line. And trying to save money with quick fixes and short-term answers can mean sacrificing business performance.

Technology Leasing through Data Sales Co. gives you a flexible, cost-effective way to get the equipment you need without the burden of outright ownership. A Full Service Lease combines performance and peace of mind in a comprehensive solution that can be tailored to the needs of start-up and emerging companies to multinational Fortune 500 corporations and any business in between.

Here are just a few of the reasons that Data Sales Co. is uniquely positioned to meet your business technology needs.

Experience and Focus

Data Sales Co. has nearly four decades of experience in IT hardware and more than 30 years of experience in Technology Leasing. We're able to offer competitive lease pricing because, unlike many lessors, we deal exclusively in business technology.

Custom Lease Agreements

A custom lease agreement created by Data Sales Co. allows you to get more out of the top business technology on the market and commit less of your operating budget to it. As the needs of your business change, our lease lets you respond without overspending.

Full Service Lease with a Single Point of Contact

We handle all aspects of the lease transaction throughout the term of the lease, including origination, asset management and tracking, administration and even return of equipment—all through a single point of contact. The Full Service Lease lets you concentrate on your business and leave technology ownership to us.

Ease of Administration

Our administrative team uses an award-winning asset management and tracking program to create comprehensive asset profiles for all equipment in all locations. These profiles simplify the management of technology assets and support informed, intelligent decision-making. At every point of the lease term, we work to make it easier for you.



Data Sales Company received the Vendor Excellence Award from American Express for providing Full Service Leases covering more than 45,000 IT assets in all 50 states.

Behind the Full Service Lease: The Difference is in the Details

Data Sales Co. focuses exclusively on business technology, so we can readily understand and meet your needs. We are a true lessor—not a broker. We hold all leases through the full term, so there are no lease transfers or third-party assignments. Simply put, our unique structure and flexibility lets us write leases that others can't.

Financing

Data Sales Co. has the financial leverage to offer the most flexible and favorable lease terms possible. There are no complicated lease documents, auto-renewals, hidden fees or charges. We can even arrange payment deferrals aligned with your company's budget cycles and ROI goals.

- Lease lines from \$100,000 and up
- Competitive lease rates
- Options for start-up, emerging and high-growth companies
- Flexible terms and payment structures
- Fair Market Value/FASB 13 leases

Hardware

Every business has different technology needs, and those needs change with growth, staffing, market conditions and other factors. Data Sales Co. offers a best-in-class lease structure for tier-one hardware to meet the needs you have now, and those that you'll have in the future.

- Servers, routers, switches and other network equipment
- Desktops, laptops, displays and printers
- Tier-one manufacturers such as Cisco, Dell, HP, IBM, Lenovo, NEC, InfoPrint Solutions, Lexmark and Xerox



Data Sales Co. is a full-service lessor with a history in information technology that spans nearly four decades. Our unique capabilities and flexibility allow us to write leases that others can't.

Award-Winning Asset Management and Tracking

Data Sales Co. uses a proprietary asset management and tracking system to develop and maintain incredibly detailed profiles for every asset in your lease portfolio. Through this system, we create custom reports and invoices tailored to your specific needs and requirements.

- Provides comprehensive asset profiles for all equipment in all locations
- Supports informed, intelligent decisions about technology
- Helps you manage assets more efficiently and save money

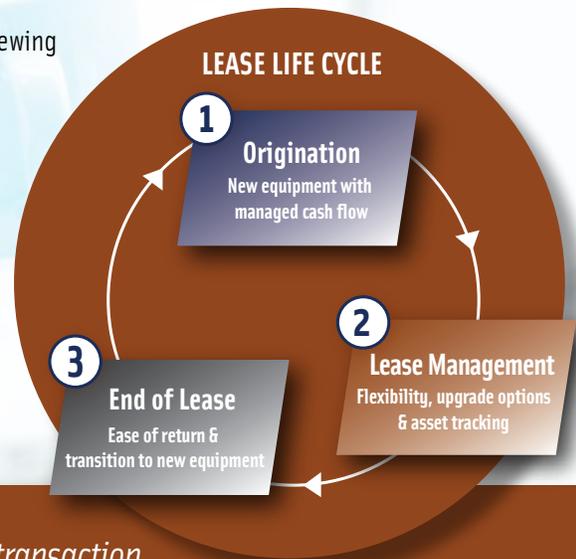
Comprehensive Support

A Data Sales Co. lease isn't just a transaction – it's a turn-key solution that includes understanding your technology needs, helping you make the right decisions about the type of lease your business needs and providing comprehensive service and support through the entire lease cycle. This is how we build and maintain long-term working relationships with our customers.

- Detailed pre-lease asset set up with vendor invoice balancing
- Flexibility to add, upgrade, renew, return or buy out assets
- Asset reports available anytime
- Timely and accurate invoicing
- Processing of all sales and property taxes

At completion of the lease term, we offer end of lease options to simplify the transition to new technology:

- Optimal notification terms for returning, renewing or purchasing equipment
- Quick, accurate assessment of fair market value on all lease assets
- Return transportation via our custom fleet of trucks
- Secure facility to protect, erase or destroy sensitive data
- Environmentally friendly options for handling out-of-service equipment



Data Sales Co. handles all aspects of the lease transaction, from origination, asset management and tracking, administration of the terms of the lease and even return of equipment.

Leasing Case Study: *FastServers*

Situation

FastServers, a company that provides customized high end dedicated hosting solutions to organizations around the world, was experiencing rapid growth and needed a leasing solution to meet its technology capital expenditure requirements.

Solution

Data Sales Co. provided a multimillion-dollar lease facility to FastServers, allowing the company to execute on its operating and financial business plan, secure new customers, and preserve company ownership by growing the business without an equity investor.

Results

FastServers was eventually sold to LayeredTech, a leading global provider of managed dedicated hosting, on-demand grid/virtualization computing and Web services. LayeredTech continues to use Data Sales Co. for its Technology Leasing requirements.



"Data Sales Co.'s partnership with FastServers (now Layered Tech) was extremely strategic, providing us with the financial resources to succeed without diluting shareholder equity. I recommend Data Sales Co. to any emerging growth company looking to lease IT equipment." Ian Andrusyk, CEO and Founder – FastServers

Leasing Case Study: *Polaris Industries*

Situation

Polaris Industries, a manufacturing company with more than 3,000 employees and \$1.9 billion in annual revenues, needed to update its entire fleet of PCs and laptops. But the company was experiencing problems with its captive leasing company that included inaccurate order entry, incorrect invoicing timing and accuracy, and multiple lease returns.

Solution

Data Sales Co. provided Polaris with a Full Service Lease solution for more than 1,500 assets. The lease included complete documentation, customized invoicing, a competitive lease rate, flexible end-of-lease options and ease of equipment return – all through a single point of contact.

Results

This custom solution met all of the company's performance and technology needs, and allowed Polaris to reduce its role in managing the lease and focus on its core business.



"Data Sales Co. delivered on what they promised and continues to provide a level of service consistent with our expectations. We are fortunate to have found a lessor that fits in so well with the Polaris environment." Adam Knutson, IT Infrastructure Manager – Polaris Industries

The Benefits of Leasing: Why it Makes Sense for Your Business

Meet Changing Needs Quickly

You need the latest technology to stay competitive. Leasing makes it easy to add or upgrade computer equipment, so you can respond quickly as your business grows and needs change.

Free Up Working Capital

Leasing allows you to get the benefits of business technology with an affordable fixed investment, protecting cash flow and keeping more of your working capital free to invest in growth opportunities.

Simplify Budgeting

Leasing allows you to establish a fixed cost for technology, which can help you simplify your budgeting process – a huge benefit to start-up companies and businesses with cash flow challenges.

Keep Your Options Open

Your lease can be structured to include equipment upgrade and exchange options that make sure your technology keeps pace with the needs of your business.

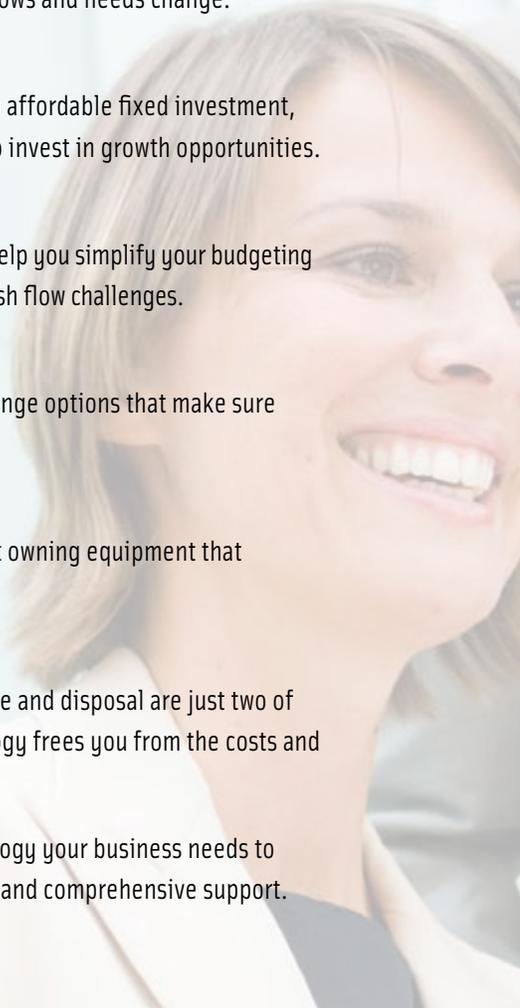
Eliminate the Risks of Ownership

Technology changes rapidly, and leasing can help protect you against owning equipment that becomes obsolete.

End Excess Equipment Problems

If your business owns computer equipment that it doesn't use, storage and disposal are just two of the potential issues you need to deal with. Leasing business technology frees you from the costs and challenges associated with ownership.

A custom Technology Lease from Data Sales Co. gives you the technology your business needs to succeed, with innovative financing, flexible terms, competitive rates and comprehensive support.



Call Data Sales Co. today at (800) 328-2730 to start building your custom Technology Lease.



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