



Global Technology Finance, LLC

SmartMoney

Tactical Tips for Solution Provider Success



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(Issue #2)

Amazingly, GTF customers enjoyed 67% year-over-year revenue growth in the 1st half of '07—and we are not talking about doubling a penny, but millions of dollars of revenue.

HOW?

Right Strategy + Right Capital = Solution Provider Success

1. Execute the Right Strategy:

Simple! Focus on being the best Sales and Service Technology Agent possible. Period.

This means offering managed services where there is demand, creating a strong customer service–centric operation, offering current products and expertise, etc.

2. Secure the Right Capital:

Get out of the “Liquidity Trap”. You are in the trap when you do not have sufficient capital resources to deliver a full (product-and-service) solution to your hard-won customers and you find yourself unable to execute the strategy optimally.

Consequences of being in the trap include having management time diverted from executing the strategy, slowing growth and profit; showing profits but having no cash; turning down business because of insufficient credit; compromising and risking customer service because of resource constraints, and outsourcing critical customer service functions to a 3rd party, thereby jeopardizing your end-user relationship.

SMART MONEY

means solving the Liquidity Trap:

At GTF we have an acute understanding of not only the

WELCOME...

to **SmartMoney**, by Global Technology Finance—the newsletter providing tactical tips, distinct advantages, and practical solutions for Solution Providers! Our last issue was so well received that we decided to publish it quarterly and make it available both online and in print. Visit us online at <http://www.4gtf.com/contact> to sign up today to receive your free copy of **SmartMoney**. Let us know if you prefer the print or electronic version. We are looking forward to working as a finance partner to help to grow your business. Go online now to find out how our innovative financing approach can help. Visit: www.4gtf.com

ABOUT GTF

Global Technology Finance, LLC (GTF) provides structured capital funding solutions to technology solution providers and others in partnership with CIT, Textron Financial Services and IBM Credit Corporation.

Since 1998, GTF has provided capital or capital commitments in excess of \$3.8 billion in support of numerous Solution Providers. Our industry finance team has over 100 years direct experience in the technology industry.

GTF provides technology channel financing exclusively to Solution Providers through a unique, vendor-neutral capital program managed by Solution Provider financial veterans.

financial dynamics necessary for success, but also the myriad strategic and operational issues facing Solution Providers, as we believe our record clearly demonstrates.

- We have provided \$3.8 billion in funding for Solution Providers
- We are focused solely on Solution Provider Funding
- We have over 100 years of cumulative experience as Solution Providers

Our intimate, day-to-day involvement with many Solution Providers has taught us numerous tactical tips. One of the more interesting is described below:

A successful operator, when asked how he balances the constant demands of his business, described it in this way:

"I look at our business as a three-legged stool – sales/marketing, operations and finance/administration. If a leg is broken or weak, the stool will fall over. So, I work hard to ensure that each of the stool legs is strong."

At GTF, we are eager to build the strong financial leg of your stool.

IF WE CAN HELP, WE WILL

Please visit our Web site www.4gtf.com or call (949) 955-1866 to register for email alerts including future issues and tips.

GTF Program Highlights:

Our unique, vendor-neutral, structured finance approach – as opposed to the typical bank structure – allows us to offer Solution Providers distinct advantages:

- 100% PO/AR Financing
- No personal guarantees
- No financial covenants
- No administrative fees
- No line limitations
- No bad debt risk
- No UCC's placed on your business
- No upfront fees
- Interest cost 0% to prime
- Intimate knowledge of your vendors, operating and financing needs

Sign Up for SmartMoney Online

Web site: www.4gtf.com
or contact our President directly,
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GTF IN THE NEWS

Watch for the upcoming issue of the **Tech IQ Magazine** featuring an in-depth look at GTF's innovative financial packages designed specifically for Technology Solution Providers. Find out more about **Tech IQ Magazine**, a publishing pioneer in the high-technology market and the computer channel, online at: www.techiqmag.com



PARTNERS CORNER

GTF partners with some of the finest companies in the industry to provide an outstanding financing program that exceeds the needs of Solution Providers. We do business with over 400 vendors and have successfully provided more than \$3.8 billion in technology financing.

- Financial Partners
 - o CIT Commercial Services
 - o IBM Global Financing
 - o JPMorgan Chase
 - o De Lage Landen
 - o Textron Financial
- Vendor Partners
 - o GTF works with over 400 leading vendors