



Part of Carousel Industries' on-going success has been embracing Innovation. Innovation comes in the form of aligning Carousel with best-in-class technology suppliers and exceeding the service expectations of our Customers. Our commitment to a multiple product portfolio allows Carousel the flexibility to design the right hardware & software solution for our Customer's specific needs.

As a company, Carousel understands that a client's interest in exploring how to best leverage the use of technology is a direct result of some specific business issues or problems. Further, we understand that these business issues often have very real financial impacts. One of the things that differentiates us from the competition is our commitment to designing a total solution. A total solution is a recommendation that addresses the very real business, technology, and financial drivers that are part of any technology evaluation.

To deliver on this promise of value, we have created Carousel Industries Financial Services (CIFS). CIFS is a natural extension of our multi-product portfolio model. Leveraging the best-in-class financing Partners, Carousel will illustrate for our customers both traditional and innovative methods of acquisition available. With the launch of CIFS, we will not only custom design a "what to buy" technology recommendation but also deliver a "how to buy" financing solution designed to address the specific *business and financial goals of our Customers*.

Most companies acquire technology for their business with the objective of using that technology to increase productivity, improve efficiencies, reduce expenses, and enhance the "customer experience". In the past, many companies have used their capital budget to acquire this technology and justified the cost through a "return on investment" (ROI) calculation that demonstrates the payback of the investment through savings over time. More recently however, many companies (7 out of 10 according to the Equipment Leasing Association) have discovered that leasing is a convenient alternative that helps them with their bottom line and let's them put these savings to use right away. Leasing helps companies to preserve precious working capital for revenue-producing projects and investment in assets that produce a positive return.

While leasing can be a great method of acquisition, especially in an unsure economic climate, all leases are not created equal. In fact, most leases are quite rigid in nature and offer almost no flexibility to accommodate for rapidly changing technology and changing business needs. Additionally, conventional leasing is often accompanied by ironclad expiry dates and restrictive "end of term" surprises such as large FMV buyouts and automatic renewals. Carousel believes that, when looking into leasing, customers should not only look at interest rates but should also look for "flexibility", "protection", and "bottom line" cost as it relates to the "Total Cost of Acquisition" (TCA).

For these reasons, through a Partnership with TAMCO, Carousel has developed a unique “fee for use” financing program called “Carousel Shield” that provides customers with a real solution to acquiring today's advanced technologies and addresses their needs both today and in the future. Some of the highlights of the program are as follows:

Preservation of Capital & Lowest Bottom-Line Cost - Paying cash is not always the best way to acquire new equipment, because it deploys after tax capital to pay for an asset that typically loses a significant portion of its value immediately after installation. Shield provides a convenient pre-tax monthly fee-for-use, for your mission critical technologies (Voice, Data, Video) systems.

Risk Management Against Disruptive Technologies - Technological innovation is inevitable. Carousel Shield ensures you have protection from unforeseen growth and/or changes in technology. Shield's *System Replacement Guarantee* provides that your business will always have the best that technology has to offer and you pay the monthly fee for use only while the technology is useful. If you chose to adopt a new technology solution, the old agreement is forgiven and a new one issued with no fees, rollovers, or hidden costs. No kidding.

Flexible End-of-Term Options - Unlike the restrictive nature of traditional leases, the Shield program allows Customers to adopt new technology on their timeline rather than being held hostage by lease expiration dates. This is the beauty of the System Replacement Guarantee. However, if you want to keep your system you can do that too. At the end of the term, Shield customers can renew at a reduced monthly rate, purchase, or even return the equipment.

Support – With Carousel Shield, all of the support costs are locked in for the duration of the agreement at today's discounted rates and conveniently “bundled” into your monthly Shield payment -so there's only one check to write each month.

Carousel's commitment to innovative technology has changed the way that businesses communicate and now, with the addition of Carousel Industries Financial Services, we have introduced a better way of acquiring today's complex technologies. Please speak to your Carousel Representative for a free “financial analysis” to see if the benefits of Carousel Shield are right for your business.