



Total  
Solution  
Funding





# Our promise...

We will provide the most innovative, leading edge, tax efficient facilities, which solve today's IT acquisition challenges; and we will work in partnership with you to anticipate the challenges of tomorrow.

You get niche funding expertise, cashflow protection and your existing credit lines are kept free for other, generic business financing.

Fast, commercial credit responses, will be delivered via straightforward agreements which are simple to understand.

Highly competitive pricing will be guaranteed through an unparalleled treasury portfolio and access to extensive tax capacity.

Budgeting for your system acquisition is simple with predictable, fixed periodic payments that ensure you match day to day overhead to day to day benefits, but satisfying future objectives is guaranteed through flexible facilities that evolve with your organisation's needs.

You will receive outstanding customer service, from our dedicated staff, expertly supported by quality assured procedures and industry best practice in training and development.



## Software and services

Funding software and related services is our key area of expertise.

We are perfectly placed to deal with asset security, ownership rights, capital allowances, copyright terms, upgrades and licensing issues. Utilising our specialist agreements with authors allows us to offer niche, tax-based facilities for software-only acquisitions. These proven documents provide the necessary comfort on potential intellectual property infringements without limiting the terms of supply of your new software.

Software suggestions and designs require scoping, research and analysis by the vendor. Integrating a new system with existing legacy systems and the migration of key data can make or break a project. Training key staff is vital to ensure the new software genuinely benefits your business. As key elements of any acquisition process our software funding options can incorporate all of these as well as any other intangibles you may require.



+44 (0) 208 255 5505

# Total Solution Funding



Up-to-date, business critical applications and data management tools are essential to help you maximise organisational agility, giving you the power to move forward and stay competitive.

But cashflow and resourcing issues may limit your ability to upgrade, and the act of investing in new software and supporting systems can even compromise the business it's meant to improve.

Genesis Capital offers you a way of ironing out cashflow peaks, giving you the flexibility to plan upgrades and expansion as business needs or opportunities dictate, not just when your bank balance allows it.

We apply our specialist knowledge and experience of both the Systems and Financial markets; and we go further to understand your needs. We have the knowledge and the resources to help you realise your financial and business objectives in the most tax-efficient, cost-effective way.

You choose your IT resources after very careful consideration and evaluation; you'll want to arrange how you finance it just as carefully. Take a look at Genesis Capital and you'll see why we are the obvious partner when it comes to this niche area of business funding.

**“The team at Genesis Capital really know how to fund software and services; they know how to take away the admin' pain and they went out of their way to explain all of this to different people within RSA, at different times and in different locations. Coupled with the fact that they were also the most competitive on price the eventual decision was a very easy one to make”**

Andy Warren, (Head of UK Purchasing, RSA Insurance)



# Finance that works the way you work

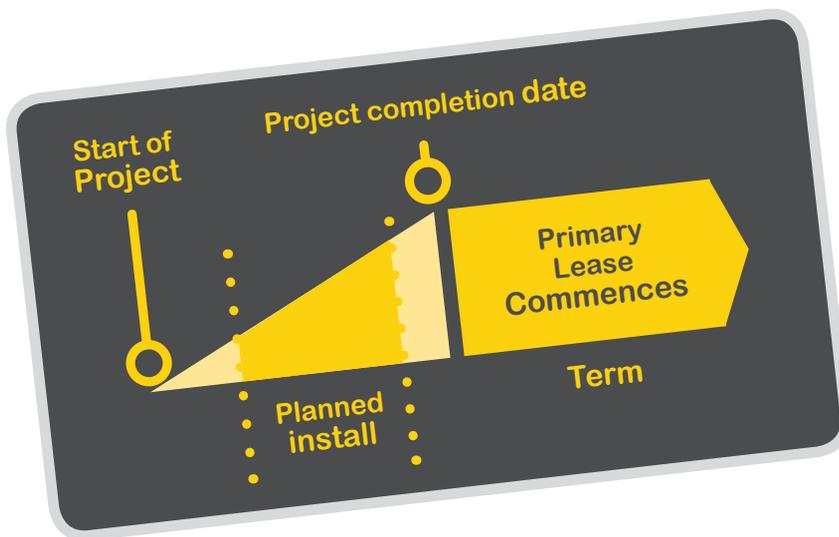
Unlike other business assets, IT products and software evolve and grow. Partnering Genesis Capital means you take the unpredictable financial requirements of an expanding system infrastructure in your stride, either complementing or replacing legacy solutions at will.

It means you benefit from increased functionality and operating efficiency whilst reducing the headache of large bills when you least need them, and it means flexibility for your business operations and predictability for your finance function.

**Our innovative portfolio of facilities offer an unmatched range of flexible financing solutions:**

## Interim Finance Plans

Longer term installations generate administration and payment headaches. Genesis Capital pay the supplier at the end of each stage on your behalf, you simply pay interest on the amount we have settled. At project completion the lease is then activated.





## Future Proof Financing

Whether small add-ons or larger system upgrades, our facilities cope effortlessly.



There is no need to settle the agreement and incur an interest penalty; the additional items are simply incorporated into the original facility and the term or payment altered accordingly.



## Contract Hire

Incorporating ongoing support, maintenance and licence upgrades with the initial purchase makes business sense; easy budgeting and potential off-balance sheet treatment are provided in a facility that removes unexpected costs and provides the reassurance of accessible systems support whenever you need it.

## Sale & Leaseback

Legacy systems may now tie up vital working capital that could be better used elsewhere in your business. We can purchase the system and lease it back to you, liberating these funds, whilst providing you with all the other benefits our agreements offer.

## Lease Purchase & Loans

When you prefer to claim allowances your cashflow can still be preserved, ensuring new system costs closely match new system benefits.





**Genesis Capital  
(Finance & Leasing) Limited**

7 Hampton Hill Business Park,  
High Street, Hampton Hill,  
TW12 1NP

**+44 (0) 208 255 5505**

[info@genesiscapital.co.uk](mailto:info@genesiscapital.co.uk)  
[www.genesiscapital.co.uk](http://www.genesiscapital.co.uk)



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registered in england no. 06903123