

## Equipment as a Service/EaaS

The manufacturer's own rental model, which can be billed/offered as a subscription, per hourly use or per service unit. With the EaaS model, the manufacturer and his own rental model are financed.

### Advantages/added values of an EaaS model:

- Up to 2-3 times lifetime sales potential because the manufacturer retains control of the asset
- Up to 20% additional margin potential through monetization of additional services
- Up to 15% higher growth potential for companies with recurring revenue

### Equipment as a Service/EaaS in four steps

#### => Step 1: IoT BASED SALES FINANCING

- Loan and leasing financing possible (focus on the creditworthiness of the end customer)
- Up to 20% more sales potential possible through active sales financing solutions
- Residual value guarantee/return obligation as a differentiating feature from the house bank

#### => Step 2: PAY-PER-USE FINANCING

- Pay-per-use leasing and credit model available (focus on creditworthiness of the end customer)
- Additional repayment flexibility reduces investment hurdles
- Flexible contract term model and flexible residual value model available

#### => Step 3: IoT-BASED/PAY-PER-USE FINANCING + SERVICES

- Combination of IoT based financing/pay-per-use financing with lifetime service contract enables long-term customer loyalty
- Linking residual value guarantee with lifetime service contract offers very competitive offer options (price similar to full-pay-out leasing)

#### => STEP 4: EQUIPMENT-AS-A-SERVICE RENTAL

- Rental model which is available as a subscription, per hourly use or per service unit can be billed/offered.
- Due to the mastery of the device over the entire lifespan, this model offers 2-3 multiple lifetime sales potential.

#### => Assets:

Capital goods such as industrial machines/lines/systems, robots/cobots, industrial 3D printers, charging infrastructure, batteries/storage/energy solutions, drones/aircraft, electric/hydrogen trucks/buses, charging infrastructure (electric, hydrogen) and clean technology

#### => Geography/Coverage::

- IoT BASED SALES FINANCING: EU
- PAY-PER-USE FINANCING: Germany, Austria, Switzerland, Great Britain
- AS-A-SERVICE RENTAL MODEL: EU and UK