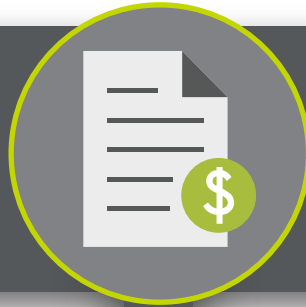


# AS-A-SERVICE VS OWNERSHIP

For integrators & solution providers

Cash Purchase or  
\$1 Buyout Lease

OWNERSHIP



TAMCO Shield Monthly  
Payment Option

AS A SERVICE

## CUSTOMER SELLING POINTS



- Traditional Lease  
Allows for a Convenient  
Monthly Payment



- Natural Disaster Coverage  
- Obsolescence Protection  
- Focus on Use & Access  
- Easily Stay at the  
Forefront of Technology  
- Subscription Model

## MARKETPLACE PERCEPTION



Viewed as a  
Commodity Sale



*As a Service Subscription  
Model* & in Alignment  
with Current Market  
Demands

## FINANCIAL PERKS



Cash Makes it Difficult to  
Sell Multiyear Support.  
No Recurring Revenue &  
Lower Margins.



Maintain Margins by Selling  
Multi-Year Support, Create  
Recurring Monthly Revenue  
& Increase Commission

## CUSTOMER STICKINESS



No Contractual  
Customer Loyalty



Contractual Loyalty