



CASE STUDY

BALBOA HELPS NETSUITE PARTNER SELL SERVICES WITH LICENSE



MD Technical Resources (MDTR) is a NetSuite solution provider based in Chicago, Illinois who exclusively focuses on NetSuite sales, implementation, training, and support for new or existing NetSuite accounts and users. MDTR identifies an opportunity for the NetSuite solution and crafts a project scope to present to their prospect. This presentation includes an option to lease finance the NetSuite license and implementation costs over the license term to help minimize large upfront costs associated with the sale.

BUSINESS CHALLENGE

Mike Davis, President MD Technical Resources, secured an opportunity in excess of \$200K for the NetSuite solution plus implementation costs. The customer was committed to the NetSuite project but wanted to finance the purchase to conserve cash flow during the conversion. The customer's established banking relationships would not lend for software/license acquisitions much less implementation costs associated with these types of purchases.

NetSuite and MDTR had different funding schedules – NetSuite had to be paid 100% prior to MDTR

completing the implementation. MDTR turned to Balboa Capital to provide the financing for their customer's project. Their Account Manager, Javier Enriquez, worked with Mike Davis and his customer to create a financing solution.

SOLUTION

As a direct lender, Balboa Capital is comfortable with the NetSuite solution and implementation costs associated with these projects. Javier worked closely with MDTR and their customer to accommodate the NetSuite license and MDTR's services under one Master Lease Agreement. Javier also coordinated the different funding schedules to meet the time requirements at NetSuite corporate and at MDTR as implementation was completed.

CONCLUSION/RESULTS

Balboa Capital was able to meet MDTR's need to deliver a financing solution to their customer to secure the sale. Through Balboa Capital, MDTR can now offer unique financing options that provide true value unmatched by even longstanding banking relationships. Technology purchases and upgrades are seen as large upfront costs that do not offer an immediate savings or payback. Balboa Capital's lease programs and dedicated service levels will continue to help MDTR and NetSuite bridge this cost gap for their customers.

CONTACT US TODAY TO SEE HOW WE CAN HELP YOU.

Balboa Capital provides leasing and financing to small and mid-sized businesses across the United States. We have experts in a number of industries including all aspects of Technology, Fitness and Recreation, Automotive, Medical, Manufacturing, Transportation, and Foodservice and Hospitality.

Contact Javier Enriquez for rates, programs, and credit information via phone, fax, email, or anytime on the internet at www.balboacapital.com