

# B+P Solutions ramps up business with a Platinum Plan from IBM Global Financing.



## Overview

### ■ The Challenge

- Support rapid business growth without additional equity investment
- Extend credit line for high-end IBM product purchases

### ■ The Solution

- Platinum Plan financing

### ■ The Benefit

- Secure financial support for continued growth
- Credit line increased from 30 to 45 days
- End-user financing benefits B+P customers.

B+P Solutions B.V. is a fast growing information technology (IT) solutions provider and offers a wide range of business solutions based on IBM hardware, software and services – helping its customers control the cost of server-based computing, while increasing the quality, security, speed and impact of application delivery.

They enjoy particular success in manufacturing, finance and wholesale and the solutions it delivers are based entirely on IBM server platforms, storage and middleware – and the company is quickly building a reputation for the successful implementation of IBM solutions for business on demand. In January 2004, B+P was awarded the

prestigious IBM Beacon Award for Best IBM pSeries on Demand Solution after an extensive Enterprise Resource Planning project at Epson Europe B.V.

B+P customers include Interpharm, Connexions, the largest transportation equipment provider in The Netherlands, and Wehkamp, the country’s largest online retailer. With an increasing number of enterprise customers, B+P was approaching the limits of the credit line established with its company bank, particularly for the high-end server, storage and other equipment needed to create the solutions its enterprise clients needed. It needed a partner that could provide financial support tailored to its specific business model.

### The Platinum Plan solution

IBM Global Financing provides a range of flexible finance plans to help companies manage rapid growth. The Platinum Plan was ideal for B+P Solutions because it enabled it to consolidate the borrowing power of its key assets – its increasing revenue stream and customer base – into a single working capital facility. The facility can then be used both to finance inventory purchases and to draw cash. B+P Solutions’ CEO, Rob van der Velde, explains:

More affordable.	More manageable.	More flexible.
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"We had enjoyed a good relationship with our previous commercial banking partner, but the rapid growth in our business demanded a change in financial strategy. The large-scale projects our customers need us to take on can mean significant investment in equipment, and a standard commercial bank doesn't have the close ties to IBM and its distributors that IBM Global Financing has or the experience in the IT market. This made the whole process of establishing credit lines for purchases much slower and more complex."

### **A mutually beneficial relationship**

By partnering with IBM Global Financing, B+P Solutions can take advantage of an end-to-end, 'closed loop' relationship that streamlines credit risk analysis for purchases because of IBM Global Financing's close relationship with IBM as a whole. B+P Solutions has also extended its credit line from 30 days to 45 days with the Platinum Plan.

"Like any good relationship, our partnership with IBM Global Financing is mutually beneficial," says Rob van de Velde. "The Platinum Plan gives us the credit line we need to support the growth of our company, and in return that helps us sell more IBM solutions. Beyond that, though, it lets us add value to our customers by offering end-user finance to support their technology investments."

### **Spreading the benefits**

Under the Platinum Plan, B+P can offer end-user financing for the solutions it provides. This eases the initial investment required from its customers and gives them the flexibility to change the technology they use to match their changing business environment.

"The end-user finance we offer through the Platinum Plan is very price-competitive, and gives our customers the flexibility to adapt and upgrade their technology solutions to support change in their businesses", says Rob van de Velde. "They can upgrade servers and other key equipment at relatively short notice, returning existing hardware without the normal write-off costs. The commission we take helps reduce the cost of our own finance arrangements, and our customers get a more comprehensive 'one-stop' service at the same time."

B+P Solutions' partnership with IBM Global Financing is set to bring new opportunities for the company in the future, and the two companies are already discussing new opportunities beyond the scope of the initial partnership. B+P believes its relationship with IBM Global Financing will continue to play a key role in the development of its business – helping more companies across the Netherlands take advantage of IBM's vision of an on demand business world.

### **For more information**

For more information about IBM Global Financing offerings, and how they can help your company, please contact your local IBM representative or visit:

**ibm.com/financing/europe**



### **IBM United Kingdom Limited**

IBM Global Financing  
PO Box 41  
North Harbour  
Hampshire  
PO6 3AU

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