



Beiersdorf adopts fresh look with IBM Global Financing

Beiersdorf, a leading German company, covers three sectors of activity: cosmetics (its Nivea and Labello products are famous all over the world), health care (dermatology, orthopedics and the healing of wounds with Hansaplast products), and adhesive tape (Tesa). In Italy, Beiersdorf has had two branches with a total of 600 employees since 1931.

“IBM Global Financing provides affordable solutions at low interest rates.”

Francesco Motta, Information Technology Manager, Beiersdorf Italia



Beiersdorf sells Nivea products throughout the world

“In 1997, we had to change the entire fleet of company systems, including the computers at both Italian sites, consisting of 270 clients (200 workstations and 70 laptops) and 8 servers,” explains Francesco Motta, Information Technology Manager for Beiersdorf Italia. “After examining different ways of acquiring the IT solution, we finally opted for financing (the opportunity to lease products through periodic payments, in this case for 36 months) rather than outright purchase. We thought it would be the most convenient solution, especially with the risk of obsolescence associated with computers, which often need to be changed every two or three years.”

High transparency

IBM Global Financing, one of the 37 IBM financial institutions, has been operating since 1994 in three different sectors: providing financing solutions to IBM customers, improving the financial relationship with vendors and resellers and buying/selling IBM and non-IBM remanufactured products.

Beiersdorf chose IBM Global Financing for a number of reasons. “One of the main benefits that particularly attracted us was simplicity,” continues Francesco Motta. “The whole process is straightforward and clear. IBM Global Financing delivers IBM products directly to the customer, acting without brokers and the burden of a supplementary administration management. This means you can ‘rent’ the products from the same company that offers you the financing solution. In the past, the collaboration



Beiersdorf European head offices

with other broker companies had created difficult-to-manage situations. In addition, IBM Global Financing offerings are much more convenient than other providers’ solutions.

Flexibility for the future

“IBM Global Financing provides affordable solutions at low interest rates that also include ‘indirect benefits,’ such as an insurance policy on desktop and notebook systems (covering also theft), and support services (defined ‘all risk’) helping the customer to choose the right systems and the most suitable type of contract”, said Francesco Motta.

“In 1999, the need to strengthen our AS/400* system has prompted us to re-examine the contract we entered into with IBM Global Financing two years ago”, commented the Information Technology Manager for Beiersdorf Italia. “This has allowed us to discover another important benefit of IBM Global Financing solutions: the flexibility. The terms of a contract can be reviewed every

two-three years, adapting the details of the offering to the evolving needs of our company”.

“Our plans for the coming years? Keeping up the collaboration with IBM Global Financing, with periodical ‘reviews’ of the terms of the contract to adapt it to the changing business needs”.

IBM Global Financing

IBM Global Financing is the world's largest IT financier, established in over 40 countries. Each year they provide over \$35 billion of new financing to customers and business partners worldwide. IBM Global Financing is dedicated to the needs of the IT industry, providing a comprehensive range of financial services, including:

- Financing all aspects of customers' IT solutions – hardware, software and services
- Working capital financing for business partners to fuel their commercial growth
- A wide portfolio of IBM-quality remanufactured equipment.



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