



Vendor finance from GE Commercial Finance to provide value added financial solutions for IT & Telecom markets

GE commercial finance establishes sales team dedicated to help vendors, resellers and distributors use finance to drive sales

GE Commercial Finance, one of Australia's largest financial services providers, is leveraging its global expertise in vendor finance to launch a new range of vendor finance services for information technology and telecom (IT&T) markets in Australia. Vendor Finance services allow vendors, resellers and distributors to simplify the purchasing process for their end customers by providing packaged financial solutions including flexible loans and leases.

Sandra Philpott, Australia/New Zealand Managing Director Vendor Finance, GE Commercial Finance, expects the long-awaited upswing in IT&T purchasing over the next few years to reignite the need for value-added finance solutions from buyers and sellers alike.

"For IT&T vendors the ability to access flexible, cost-effective and rapid-approval finance can be the difference between winning or losing out to a competitor," said Ms. Philpott. We have established a dedicated Vendor Finance sales team to help IT&T resellers close deals by using financing as a sales tool. This direct approach and our Time To Yes customer service initiative differentiates us in the marketplace and ensures we anticipate client needs and respond quickly and accurately to finance queries and applications.

The Time To Yes initiative means continuous improvement in the processing and approval on finance requests and credit applications to within 24 hours. This initiative is based on GE Commercial Finance's Six Sigma methodology under which the company constantly reviews its processes and products from a customer's perspective to ensure top-quality customer service.

"GE Commercial Finance has an established reputation in business finance with a focus on helping our customers grow and gain a competitive edge," said Ms. Philpott. The IT&T market now has access to this approach with dedicated account managers and a full range of finance products tailored to the specific needs of the technology sellers and buyers."

Of particular interest to IT&T vendors is the opportunity to develop finance plans for their customers under their own brand names with GE Commercial Finance's unique eXpress Finance solution. This solution enables vendors to take advantage of accessible finance packages to close deals faster while earning a commission on approved transactions.

About GE Commercial Finance, Australia/New Zealand

GE Commercial Finance, Australia/New Zealand is a leading business lender, focused on providing innovative financing programs to customers in the mid-market segment. The Vendor Finance division provides leasing solutions, vendor programs and captive outsourcing expertise to end customers, vendors, resellers, manufacturers and distributors. For more information please visit the company's web site at www.gecommercial.com.au.

GE Commercial Finance, which offers businesses around the globe an array of financial products and services, has assets of over US\$220 billion and is headquartered in Stamford, Connecticut, USA. General Electric (NYSE: GE) is a diversified technology, media and financial and services company dedicated to creating products that make life better.

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