Hello Assaf,

Below are the two departments the client may be more interest in:

**1. Group Chief Financial Officer (CFO)**

* **Concerns/Objections:**
  + **Cost Impact**: The CFO may be concerned about the initial investment in handset inventory or financing and how leasing affects cash flow.
  + **Uncertain Profitability**: The CFO may worry about whether the leasing model will generate enough revenue to cover the costs of acquiring and maintaining devices.
* **Mitigation Strategies:**
  + **Financial Modeling**: Provide clear financial projections showing increased profitability through lower upfront costs, steady recurring revenue, and reduced device inventory expenses.
  + **Risk Sharing**: Suggest bundling leasing with lower mobile plans to offset costs and demonstrate a balance between device financing and overall customer spend.

**2. Group Chief Technology Officer (CTO)**

* **Concerns/Objections:**
  + **Technology Integration**: The CTO may be concerned about the complexity of integrating the leasing model into existing IT infrastructure and platforms, including tracking devices, managing returns, and maintaining device compatibility.
  + **Data Security**: Concerns about ensuring security and data privacy when customers frequently upgrade devices and the potential risk of data leakage from traded-in phones.
* **Mitigation Strategies:**
  + **Tech Integration Support**: Propose an effective plan to integrate leasing functionality into existing systems and highlight how the technology stack can be enhanced.
  + **Security Protocols**: Address data security risks by implementing robust data-wiping protocols, ensuring all traded-in devices are cleared of personal data, and working with a trusted vendor to manage devices securely.

Regards