



LEASETEAM, INC.

## What are the kinds of industry challenges keeping executives awake at night and what advancements or opportunities can they address using your software and services?

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When talking with companies in the equipment finance industry, there is one topic that is on everyone's radar screen. Companies want to know how they can keep up with the rapidly accelerating pace of change. Companies are realizing that in order to remain competitive and thrive in today's marketplace, they need to be optimized for efficiency and for strategic agility. ASPIRE, our lease and loan management solution, is helping our customers do just that.

In today's competitive equipment finance landscape, if you can't evolve your business to meet the constantly changing landscape, your business won't remain competitive. ASPIRE's flexible architecture allows our customers to avoid being held hostage by their technology. ASPIRE provides the transparency needed to anticipate customer needs and provide a top-notch customer experience, the flexibility to tailor business processes - improving operational efficiencies and executing at higher levels, and to offer new products and services. Additionally, since few of us can accurately predict what new strategies will be needed for future business directives, ASPIRE provides a platform that allows our customers to modify their business models with the comfort in knowing they have a technology in place that will grow with their business in whatever direction it takes.

## What technology trends are influencing the development of your software and services?

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One technology trend that has influenced our development is our customer's desire to be able to conduct business from anywhere. In general, people are used to being able to access information and conduct business from their mobile devices so providing functionality to our customers like customer portals and mobile apps are extremely important.

Another technology trend that is important to our customers, falls under the "Big Data" umbrella. In order for our customers to anticipate their customer's needs, identify areas for process improvements and identify opportunities for new products and services they need their system to provide them with quality data analytics and reports. Because ASPIRE was designed as a complete end-to-end solution operating off of a single database it is able to provide rich data and analytics to our customers about the entire lifecycle of a customer and their transactions.

The third technology trend we're seeing an increased interest in is cloud computing, software as a service (SaaS) and managed hosting options. Companies are evaluating where it makes sense to build and maintain an infrastructure, or to have it managed for them. Some customers are coming to the conclusion that the expense and resources needed to address high-quality, high-availability, data security and responsiveness is becoming harder and harder to maintain. We're seeing a shift towards customers selecting a hosted, managed services option. This has also become an attractive option for our customers, because the hosted option shifts the expense from Capex to Opex.

## Are leasing and asset financing companies changing their level or type of investment in IT this year? Where is most of the investment going? What type of IT development?

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From our perspective, we're definitely seeing a bigger investment in technology from the equipment finance industry. So much so that the companies we talk to aren't trying to determine if they need to invest in IT and implement a new, or upgrade an existing, lease and loan management system; their questions center on what is the right technology for their business and how can they implement that technology without impacting their current customers.

Companies are looking for a system that will provide them with operational efficiencies and transparency into their business. They need to implement effective workflows, auto decisioning, data mining and mobile device capabilities. Ultimately, they want to invest in a technology platform that enables them to offer a progressive, top-notch customer experience and allows them to be nimble with their business decisions, positioning them for future success.

Once we've demonstrated how ASPIRE can specifically address all of their current "hot-buttons" and how it positions them to be nimble with their business and their future strategic initiatives, the conversation quickly changes to "how can we implement ASPIRE without disrupting our customers or ignoring their daily demands of running a company?"

The answer is different for every company but in general the answer involves addressing data migration, testing, and adequately training staff so there isn't a temporary drop off in service.

Companies understand if they want to remain competitive they need to invest in technology. ASPIRE provides the technology needed to be successful today and the luxury of seeking new opportunities with the ability to capitalize on them swiftly and efficiently. Which is extremely important because in today's marketplace, any company that doesn't have the technology in place to consistently evaluate their business direction and adjust to changing market demands by making appropriate operational changes is putting themselves at risk

Are there any capabilities that equipment finance companies and their end users are asking for, that are not yet possible using software and services available in the marketplace? What are the roadblocks to development? Can you predict when customers can look forward to their availability?

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From a technology standpoint we really aren't running into any requirements that companies are looking for that aren't available. ASPIRE is built for easy integrations, unlimited customization and configurability, and runs off of a single database which provides robust data analytics. It also offers a progressive set of features and functionality, addresses security concerns, and offers a hosted or an in-house option. The challenge we run into the most is centered more on customizations. Because every business is different, we run across business specific requirements that aren't immediately available. The good news though, is with ASPIRE's flexible architecture developing customs is an easy fix.

## What other markets do you serve? Are you mostly dedicated to the equipment leasing and finance industry?

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LeaseTeam is mostly dedicated to the equipment finance and banking industry. With that said though, we do have several vertical markets that fall underneath that umbrella. For example, we work with the solar industry, the trucking industry and the alternative finance industry. Since each industry has its own nuances and set of requirements, it's really helped build out our product and service offerings.

## What are the disrupting technologies or applications affecting business models today and where does your company fit in that?

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The disruptive technologies that are having the biggest impact on businesses are mobile computing and social media. Both of these technologies have played a big role in reshaping customer expectations. Today's customers are empowered by technology, transparency and an abundance of information. They expect to be able to engage with companies when and how they want, via physical, digital and mobile means. They also expect a consistent experience across all of these channels.

As a vendor partner LeaseTeam takes responsibility for being educated on the industry, where it is going, and what it takes for our customers to be successful. As a result, ASPIRE was built to help our customers anticipate their customer's needs and streamline their processes accordingly to provide an experience that is relevant and a process flow that fits their customer's requirements. ASPIRE does this in part by providing accessibility and multichannel communications, transparency into customer data, and seamless integrations with business partners, suppliers, and vendors.

We feel that in today's competitive marketplace, customers have more options than ever before. The businesses that are responsive to their customers, anticipate their needs and tailor their business processes to best serve their clients gain a clear competitive advantage