

FOR IMMEDIATE RELEASE

May 11, 2020

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ConServ Capital Transform Operations and Customer Experiences with ASPIRE

OMAHA, Neb., (May 11, 2020) – LTi Technology Solutions (LTi), a leading provider in equipment finance software solutions, is excited to announce today that ConServ Capital is now live on ASPIRE. To advance its mission of providing flexible financing solutions for business owners and vendors in the Southeastern United States, ConServ selected LTi and its cloud-based solution, ASPIRE powered by LTiCloud to support its business. With a complete and integrated suite of applications to manage its business, ConServ will be able to streamline workflows, increase automation, and expand organizational growth.

When determining a technology solution to support its business, ConServ felt confident the ASPIRE platform could support their current and future needs. LTi surfaced as the technology partner that checked all of the boxes for ConServ. The partnership was built around LTi's long-standing presence in the industry and a deep understanding of ConServ's niche market in financing used heavy equipment. With ASPIRE, ConServ will be able to take advantage of the cloud to improve productivity, drive down costs, and gain workflow across all its functional areas on a single integrated cloud platform. In addition, ConServ's digital transformation will create further efficiencies in the business by adopting best practices and automation processes that will allow ConServ to focus on its core goal – serving customers.

LTi understood early on, what made ConServ unique. LTi understood how ConServ intended to take their specialty finance business to its next stage of growth. They had a system that got them to where they were in their business growth up to that point. However, it was clear once LTi rolled up our sleeves and began to understand ConServ's business and business processes that they were going to need to improve their automation and productivity with a robust true "lifecycle management system" such as ASPIRE powered by the LTiCloud. ConServ Founder and CEO George Miller said, "Switching to ASPIRE will allow us to scale our unique business model with confidence. Every process from origination to collection is now on the same platform."

LTi Executive Vice President and Co-Founder Randy Haug shared the same sentiment as Miller saying, "In the end, it was a highly successful deployment. ConServ Capital was able to raise more than their initial Equity requirements. Together we were able to deploy and train their talented staff on how to utilize a true digital new operations and portfolio management platform by taking advantage of running in the LTiCloud. Today they have and continue to scale their business according to their goals. It's not just one thing that made it successful. It was everything that both sides brought to the table that made it successful. We call it the "LTi difference," and continue to support their system configuration with the industries most engaged and customer-centric Application, Development, and Technical services team. We could not be happier with our trusted client relationship and partnership with ConServ Capital and their team."

About ConServ Capital

ConServ Capital, LLC was founded in early 2015 by a group of experienced financial executives who saw an opportunity to finance heavy equipment for contractors and haulers in the Southeastern United States. After the 2008 recession, many experienced contractors no longer qualified for traditional bank debt creating a unique opportunity. As of early 2019, ConServ Capital had over 800 pieces of equipment with over 500 customers in 23 states. For more information, visit <https://conservcapital.com/>.

About LTI Technology Solutions

LTI Technology Solutions delivers cutting-edge software and services to equipment finance companies throughout North America and the UK from our Omaha, NE, headquarters. Backed by three decades of experience and expertise, we harness the collective intellect of our diverse team to solve critical business problems for customers every day. Our highly configurable platform, ASPIRE, empowers users to effectively scale their business by streamlining the lease and loan transaction lifecycle. The ASPIRE cloud solution is the industry's leading cloud-based platform and key delivery tool in our client success.

For more information, call (800) 531-5086 or visit www.ltisolutions.com.