

18 Dec 2023

For more information, contact:

Kirsten Dargy

LTi Technology Solutions

(402) 493.3445

[kdargy@LTiSolutions.com](mailto:kdargy@LTiSolutions.com)



## **Tower Leasing Driving Digital Transformation with ASPIRE**

**18 Dec, 2023** - LTi Technology Solutions (LTi), providing a lease and loan cloud platform to equipment and asset-based finance companies, is delighted to announce that Tower Leasing is driving its digital transformation with the implementation of LTi's ASPIRE platform. Tower Leasing identified an ever-increasing need for digital transformation, with the ability to provide more effective deployment and adoption of technology to transform their business as well as improve efficiencies. ASPIRE provided the complete lifecycle management platform needed for the transformation.

When determining a technology solution to support its business, Tower Leasing was confident the ASPIRE platform would support their current and future needs. The partnership was built around LTi's presence in the asset finance industry in the UK as well as an expansive understanding of Tower Leasing's unique business. ASPIRE allows Tower Leasing to tap into vast amounts of data and resources to make swift and accurate decisions.

Kerry Howells, Managing Director of Tower Leasing, said "Tower has recently gone through a substantial growth period and the need for us to upgrade to a more robust and bespoke system was clear. LTi's ASPIRE platform emerged as the ideal solution, and it has enabled us to continue to grow our business while simultaneously improving workflow efficiency. We have been delighted with the platform and the support provided by LTi throughout this transformative upgrade."

Robert Taylor, UK Country Manager for LTi, said "Making sure Tower was on a system that could handle their day to day business, enhancing reporting needs whilst providing a solid foundation for growth was key. With LTi's ASPIRE platform, Tower are now able to focus on growth and delighting their customers and vendor partners."

### **About Tower Leasing Ltd**

Established since 1989, Tower Leasing Ltd is a funder with the support of brokerage facilities which enable companies across the UK to acquire much needed capital equipment through leasing. We create the opportunity for businesses to manage their cash flow whilst being able to secure the latest assets and technology, helping them to succeed within their respective markets. Our services also provide the capability to deliver additional funding to support your business growth with our wide range of finance solutions.

For more information, visit <https://www.towerleasing.co.uk/>.

### **About LTi Technology Solutions**

LTi Technology Solutions is a global customer-centric, cloud-native, full lifecycle leasing and loan finance platform. We support equipment and asset-based finance companies, captives, small ticket, middle market, and independent banks throughout the U.S., UK, and Canada from our Omaha, NE, headquarters. Backed by comprehensive and flexible interfaces, our powerful technology solutions allow for improved efficiencies and decisioning. Our highly configurable

platform, ASPIRE, empowers our customers to scale their business by streamlining the transaction lifecycle.

For more information, call +44 (0) 1189 653 551 or visit [https://www.ltisolutions.com/uk\\_home/](https://www.ltisolutions.com/uk_home/).