



case study

exploiting the web with icenet

background

This case study presents a success story – a story of one of the UK's leading asset finance brokers re-defining industry concepts of efficiency, service and channel support, through the adoption of ground-breaking technologies from icenet.

Lease UK is an independent and specialist firm of asset finance brokers. From its beginnings in 1995, the company has built a strong and enviable reputation for the very highest standards, earning it a significant market share, which now places it amongst the top echelon of sales-aid brokers operating in the UK today.

the client challenge

In 2004, Lease UK began its search for a system to replace its already stretched access database. Following recommendations from internal operations staff already familiar with Ice Pro, icenet was engaged at the beginning of 2005 to install Ice Pro, icenet's established proposal management system.

for a low risk, rapid implementation solution, to be used as a stepping stone to achieve their end goal.

Ultimately, the management's vision was to promote functionality via the Internet to their partner channels. Specifically, they wanted to provide a self-service, state of the art solution to the dealer network, with the aim of increasing service and efficiency levels.

Keen to create order and improve stability in operations, Lease UK was looking

the icenet solution

During 2005, as part of a significant R&D programme, icenet embarked on re-engineering the Ice Pro solution into a more user friendly, web based platform, using Microsoft .Net technology. Core to the design of the new solution - Ice.Net - was the aim for the application to be hosted at icenet's new data centre, enabling access by customers, on demand and over the internet. This development provided an excellent platform for Lease UK and in 2006 icenet successfully migrated Lease UK from Ice Pro to Ice.Net.

a powerful internet based dealer point of sale (PoS) solution, enabling core functionality such as proposal entry and tracking, to be promoted to the channels, on a self-service basis.

Alongside the Ice.Net, PoS and EFI developments, Lease UK embarked on developing and enhancing their own corporate web site - to be found at www.leaseuk.com - to provide a multi-functional contact point for partners and prospective customers.

Following the migration to Ice.Net, the first significant enhancement delivered to Lease UK was an electronic funder interface (EFI) to one of their key funders. Working in close partnership with the funder and their technology partner, icenet delivered this interface for use in early 2007. This was closely followed by a key development initiated by Lease UK, to provide them with

Among its many features, this web site now offers the ability for applications for finance to be captured, with a view to these being sent electronically to the Ice.Net core system, via its inbound web service, for onward processing. This open connectivity will be rolled out to other partners running their own proposal and sales systems, in the coming months.



the result

Today, Lease UK enjoys huge efficiencies from the core Ice.Net system and has been successful in having its Ice.Net PoS solution adopted by a large number of dealers, distributors and manufacturers, cementing its position with its partners by providing leading-edge technology and delivering enhanced service to all parties involved.

icenet and its customers thrive in this type of collaborative working partnership, which delivers rapid business benefits:

- Increased efficiencies
- Applications keyed only once
- Applications submitted instantly and improved response times via EFI's
- Automatic production of documents
- Alerts and remote dealer access
- CRM function for mail shots, actions and notes

Naturally, the overriding benefit of Ice.Net is the ability to increase throughput whilst keeping costs under control, resulting in increased service levels and profitability, for both Lease UK and its dealer network.

Alastair Lawson, Chairman, Lease UK commented "Our partnership with icenet has allowed us to exploit the latest technology, keeping us at the forefront of our marketplace and crucially, icenet have responded well to the challenges we have set them." Alastair continues, "Since the introduction of the initial EFI developed by icenet, we have been able to send multiple applications simultaneously and secure timely underwriting decisions for our dealer network. This has had a significant impact on turnaround times and dramatically reduced our admin costs."

icenet's significant R&D programme has allowed Lease UK to take advantage of some of the latest technology advancements being made available in emerging releases of Ice.Net including SMS, XML/Web service integration with partner applications.

icenet continues to work with Lease UK as a trusted technology partner and is currently developing a second EFI with another funder, to add to the countless interfaces already enjoyed by icenet customers.

To find out more about icenet solutions and services please contact us on +44 (0)8707 542 323 or visit our website at www.icenet.co.uk



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Alastair Lawson, Chairman, Lease UK