



Direct Lease Application for ING Lease

A Ximedes Case Study

Tapping Into The SME Market With ING Lease

ING Lease is a prominent financial institution that specialises in providing leasing and asset finance solutions to businesses worldwide. With a rich history spanning several decades, ING Lease has established itself as a trusted partner for companies seeking flexible and tailored financing options. The company offers a diverse range of leasing services, including equipment, vehicle, and real estate leasing, enabling businesses to acquire essential assets without significant upfront costs. Known for its expertise, innovation, and commitment to sustainability, ing lease is dedicated to helping businesses thrive by offering strategic financial solutions.

This case study highlights the collaboration between Ximedes and ING Lease, a leading financial institution. The Ximedes' IT developers team played a pivotal role in creating the 'Direct Lease Application' and associated portals that enabled ING Lease to tap into a previously untapped target segment, small and medium-sized enterprises (SMEs). This innovative solution revolutionised ING Lease's operations, allowing them to expand their services to a wider customer base and achieve significant business growth.



The potential of the SME market

ING Lease recognised the potential for growth in the SME market segment. However, they faced challenges in effectively reaching and servicing this customer base due to outdated systems and processes. ING Lease approached Ximedes, known for its expertise in developing cutting-edge IT solutions, to create a scalable and user-friendly application that would cater specifically to the needs of SMEs. Ximedes' IT Developers Team: Ximedes assembled a talented team of IT developers with extensive experience in building robust and scalable applications. The team included software architects, front-end and back-end developers, and quality assurance specialists. Their collective expertise allowed for the creation of a comprehensive and efficient solution.

Solution

Direct Lease Portal

The Ximedes' team developed the 'Direct Lease Application', a web-based platform that streamlined the leasing process for SMEs. The application provides a user-friendly interface, allowing SMEs to easily navigate and complete the necessary steps to secure a lease.

Key Features

User-Friendly Interface: The application was designed with a focus on simplicity and intuitiveness, ensuring that SMEs could navigate the leasing process effortlessly.

Digital Documentation: The solution enabled the submission and processing of digital documents, eliminating the need for physical paperwork and reducing processing time.

Automated Credit Assessment: The application integrated automated credit assessment capabilities, allowing for quick evaluation of SMEs' creditworthiness and accelerating the approval process.

Customer Portal: ING Lease's SME customers gained access to a dedicated portal, providing real-time updates on their lease applications, payment schedules, and other relevant information.

Dealer Portal: A separate portal was created for ING Lease's network of dealers, facilitating seamless collaboration, document exchange, and application tracking.

Success

Implementation and results

Ximedes' IT developers team worked closely with ING Lease's stakeholders to implement the solution efficiently. The 'Direct Lease Application' and associated portals were rolled out gradually, ensuring a smooth transition for users. The new system empowered ING Lease to engage and serve SMEs effectively, resulting in several notable outcomes:

Key Results

Increased Customer Acquisition: ING Lease successfully penetrated the SME market segment, attracting a significant number of new customers who previously found the leasing process cumbersome or inaccessible.

Improved Operational Efficiency: The automated credit assessment and digital documentation capabilities streamlined the leasing process, reducing manual efforts and enabling faster turnaround times.

Enhanced Customer Experience: The user-friendly interface and dedicated portals provided SME customers and dealers with a seamless and personalised experience, fostering stronger relationships and loyalty.

Business Growth: By successfully targeting SMEs, ING Lease experienced substantial business growth, expanding its market share and reinforcing its position as a leading leasing provider.



How ING Lease and Ximedes cooperate

Ximedes' IT developers team played a pivotal role in transforming ING Lease's operations and enabling them to cater to the SME market segment effectively. Through the development of the 'Direct Lease Application' and associated portals, ING Lease achieved increased customer acquisition, improved operational efficiency, enhanced customer experience, and significant business growth. This successful collaboration exemplifies the impact of innovative IT solutions in unlocking new opportunities and driving business success.



Ready to achieve similar results? Let's talk.

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