

Unlocking SME Potential with our ING Lease Strategic Partnership



ING Lease is a prominent financial institution that specializes 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.



Case
Study

Payment Services



Tapping into the SME Market

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 revolutionized 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 recognized 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 However, they faced challenges in effectively reaching and servicing this customer base due to outdated systems and processes.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.

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.

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.

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:

- Increased Customer Acquisition
- Improved Operational Efficiency
- Enhanced Customer Experience
- Business Growth

Conclusion

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.

