

## **FOR IMMEDIATE RELEASE**

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## **Key Equipment Finance Brings Lease Modeling and Pricing into Salesforce**

*Ivory Consulting's SuperTRUMP Pricing Software to Streamline Key  
Equipment Finance's Lease Pricing Operations*

**(WALNUT CREEK, CA- April 21, 2020)** – Ivory Consulting Corporation has announced that Key Equipment Finance, a division of KeyBank and one of the largest bank-owned equipment finance providers in the nation, has chosen to bring SuperTRUMP into Salesforce.

In migrating their pricing operations to Salesforce, Key Equipment Finance bands together the proven solution for modeling and pricing complex leases and loans with the world's leading CRM. With SuperTRUMP for Salesforce™, Key Equipment Finance streamlines the quote-to-fund process and mitigates the risk of double-data-entry errors. This transition aligns with Key Equipment Finance's digital transformation strategy of pivoting away from siloed solutions to a collaborative, connected system.

"We highly value the customizability, capabilities and ease of use that SuperTRUMP provides," said Michael Valenti, Vice President, Pricing & Economics, Key Equipment Finance.

"SuperTRUMP is the equipment finance industry's premier lease pricing tool, and we are very excited to migrate all of this to the Salesforce platform, along with the additional efficiencies that it will bring. Ivory Consulting has been a long-standing, valued partner, and we look forward to continuing investing in each other's success."

“The success of this implementation was driven by a cross-functional, collaborative approach between the Key Equipment Finance and the Ivory Consulting teams,” said Scott Thacker, CEO, Ivory Consulting. “By adopting SuperTRUMP for Salesforce, Key Equipment Finance is investing in the latest technology we offer. They will benefit from multiple operational efficiencies and deeper data analysis of their pricing activities – whether a loan or a complex after-tax lease. We look forward to supporting Key Equipment Finance throughout their digital transformation.”

### **About Ivory Consulting**

For over 35 years, Ivory Consulting Corporation has been the leading provider of equipment lease and loan software, software customizations and consulting services for the equipment finance industry. Ivory's flagship product, SuperTRUMP, is the proven solution for modeling and pricing complex leases and loans and is trusted by 8 of the Monitor top 10 companies. Ivory Consulting Corporation is privately held and headquartered in Walnut Creek, CA.

### **About Key Equipment Finance**

Key Equipment Finance, a division of KeyBank, has been in the equipment, software and services finance business for 47 years and is one of the largest bank-owned equipment finance providers in the U.S. The company provides tailored equipment lease and finance solutions for commercial clients and government entities, manufacturers, distributors, resellers and, through Specialty Finance Lending, a business unit of KeyBank, provides structured facilities across various sectors of the specialty finance market. Additionally, Key Equipment Finance's Capital Markets team utilizes its syndication capabilities to structure large, multi-bank transactions. With headquarters outside Denver, Colorado, Key Equipment Finance manages approximately \$13 billion in assets and originates nearly \$5 billion of equipment financing annually. For more information, visit [keyequipmentfinance.com](http://keyequipmentfinance.com).