

monitor
spotlight

**ASSET
MANAGEMENT**

AT THE HELM

Martin Klotzman
AMS Product Manager



WHO WE ARE

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.

“With AMS, we can better track asset evaluation requests, collaborate in real-time, produce on-demand reports, manage KPI targets, streamline compliance procedures and automate internal controls. It's hands down the complete cradle to grave asset management solution!”

ROBERT MERCOGLIANO

Managing Director and Head of Asset Management
Equipment Finance Group | SunTrust Equipment Finance & Leasing Corp

Ivory Consulting Corporation

The Crossroads of Technology and Asset Management

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IVORY
SUPERTRUMP

THE CROSSROADS OF TECHNOLOGY AND ASSET MANAGEMENT

Bill Gates once said that technology and business are becoming inextricably interwoven, making it nearly impossible to talk about one without also discussing the other. This is particularly true in today's rapidly evolving technology environment as companies embracing change realize they can achieve continued success by meeting similarly evolving customer expectations.

Unfortunately, however, asset managers in the equipment finance industry still have impressive, yet largely manual processes in place to perform their jobs. They also often work with numerous departments simultaneously, making communication, collaboration and streamlining activities difficult. As the world of asset management continues to become more complicated, these cumbersome operations are quickly becoming insufficient.

Consider, for example, compliance procedures and audit requirements, which have long been a struggle for asset managers. Too much time is spent maintaining spreadsheets and gathering documents scattered across a series of disjointed systems. By consolidating multiple systems and storing all information inside a centralized database, asset managers can automate this labor-intensive practice. When a complete record of the entire asset life cycle is stored in one place, justification for any particular valuation becomes a simple output of the system because documentation can be provided to auditors in any format.

Today more than ever, asset managers need workflow flexibility inside a single solution that can scale as the business grows. A single solution allows all activities to be tracked from an initial request to the final outcome, thereby increasing organizational collaboration and improving data quality. Using logical and intuitive workflow that streamlines the valuation processes leads to improved sales-cycle turnaround and heightened customer service.

As a result, organizations using technology to streamline processes mitigate the risk of losing business to technology-driven competitors.

Not only can technology simplify compliance procedures, improve auditability and streamline operations; it can also enable data-driven decision-making. Predictive analytics, applied to detailed customer and asset-related data, can significantly improve an asset manager's ability to prepare for multiple end-of-lease scenarios and predict residual outcomes. For every asset on the books, a complete record can be kept detailing how the asset was valued and priced, how the deal matured and/or changed, how the asset was disposed of, and any direct expenses associated with these activities. This information improves profitability and facilitates more accurate and cost-effective data-driven decisions.

Asset-management departments may not have always received the attention to efficiency and technology they deserve, but this can and should change. Software applications designed to manage every aspect of asset management are now available and can revolutionize these operations. Ivory Consulting Corporation's Asset Management Solution, or AMS, is one such solution and was built in conjunction with professional asset managers at SunTrust Equipment Finance. •