

Case Study

Zebra Finance

When Robert Easton and Mick Woodall, previously Head of Branch Operations and CEO at Beneficial Bank, decided to run their own operation, they sought the very best possible software solution to support their aggressive growth plans.

The pair had spotted an emerging business opportunity serving the UK's smaller independent retailers, many of whom were facing withdrawal of credit facilities by the big finance companies, so they acquired a 50% holding in a small finance operation – Appliance Finance.

"We agreed to select the very best IT solution available on the market to underpin our growth for years to come," says Robert. "Out of four potential suppliers, Financier from Welcom Software was the only real contender. Welcom really understand the special demands of the finance sector and have been pioneers in developing business intelligence capabilities into their back office systems. It was also reassuring to discover that, as part of their strategy to employ people who understand finance, two of their consultants used to work for me at Beneficial Bank and The Associates."

"Our criteria included ease of use, a suitable front end system for our style of dealer processing and a comprehensive back office solution for administration. The system had to be very flexible to accommodate the inevitable changes necessary in a rapidly growing operation. In particular, we were looking for sophisticated management information processing and Business Intelligence capabilities." From selecting Financier, converting Zebra's records and training staff, through to installing the new system and going live, the entire implementation process took less than 3

months.

"It went remarkably smoothly and Welcom Software staff, including their Help Desk, was very supportive," commented Robert. "I can already generate reports and analyses using the Business Intelligence software and we're currently establishing our Key Performance Indicators, which can then be monitored automatically. Being able to generate new analyses ourselves means we can stay close to the business even in a period of exponential growth."

Agreement Quotation Screen
 File Edit View Help
 Welcome Software - Financier V8

Quote No: QUOTE31 New Quote

Product Category: SPL - Secured Personal Loans
 Product Code: BSL - Interest Bearing Secured Loan
 Advance: 15,000.00
 Pay Frequency: Monthly Term: 60
 Broker Code: Specialist Loan Broker Ltd
 Commission %: 3.00 Commission: 450.00

Additional Options:
 Print Quotation
 Income Evaluation
 Print Agreement
 Illustrative Settlements

Total Advance: 15,000.00 Base Rate: 1.0000%
 Charges: 5,255.60 Margin: 0.0000%
 Total Repayable: 22,155.60 Total: 1.0000% Yield: 12.98
 Instalment Amount: 369.25 APR: 13.0% VAT:

Additional Options:
 All
 Detail
 Insurance
 Acceptance Fee

Customer Details:
 Type: Name: Number: Address Line 1: Postcode:
 Main: Wilson M, Mr: 24: 6 West Street: G11 7RT

Quotation Details:

Type	Product	Frequency	Term	Premium
Detail	Acceptance Fee	Monthly	60	100
Insurance	Secured Loan PFP	Monthly	60	1500

Software is only as good
as the people who make it