

Distribution of Lease Products

-

*commercial strategies in direct lease
and vendor lease*

-

some best practices

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Contents

Vendor Finance & Asset Finance

Product/Channel/Asset Mix

Vendor Lease

Models

Key succes factors

Direct Lease Distribution through Bank Branches

The Three Golden Rules of Synergy

e-Lease

Direct Lease online

A little story about Lease Specialists and Bank Generalists

Vendor Finance & Asset Finance, a different approach

Asset class

IT
copiers
automotive
Mat. handling

**non core
to
end user**

transportation
buses, cranes
earth moving
agriculture
production
medical

**core
to
end user**

**Vendor
finance**

**Asset
finance**

Approach

‘wholesale
medium ticket’

Tailor Made

‘small ticket’

**Mid office
On line scoring**

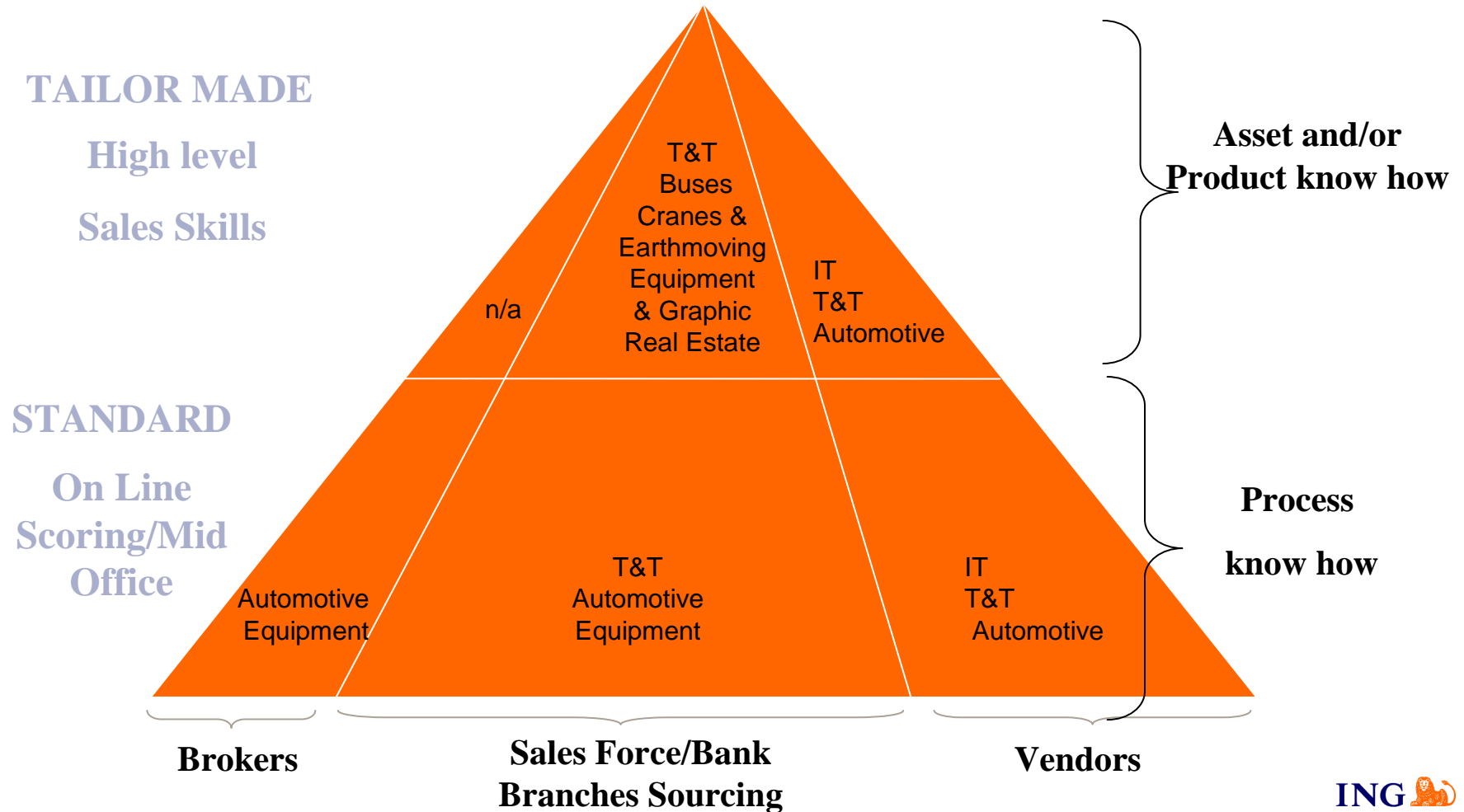
‘push’ via
vendors

**Sales
Footprint/Bank
Branches**

‘pull’ end
users

**Sector/asset
knowledge**

Product/Channel/Asset mix



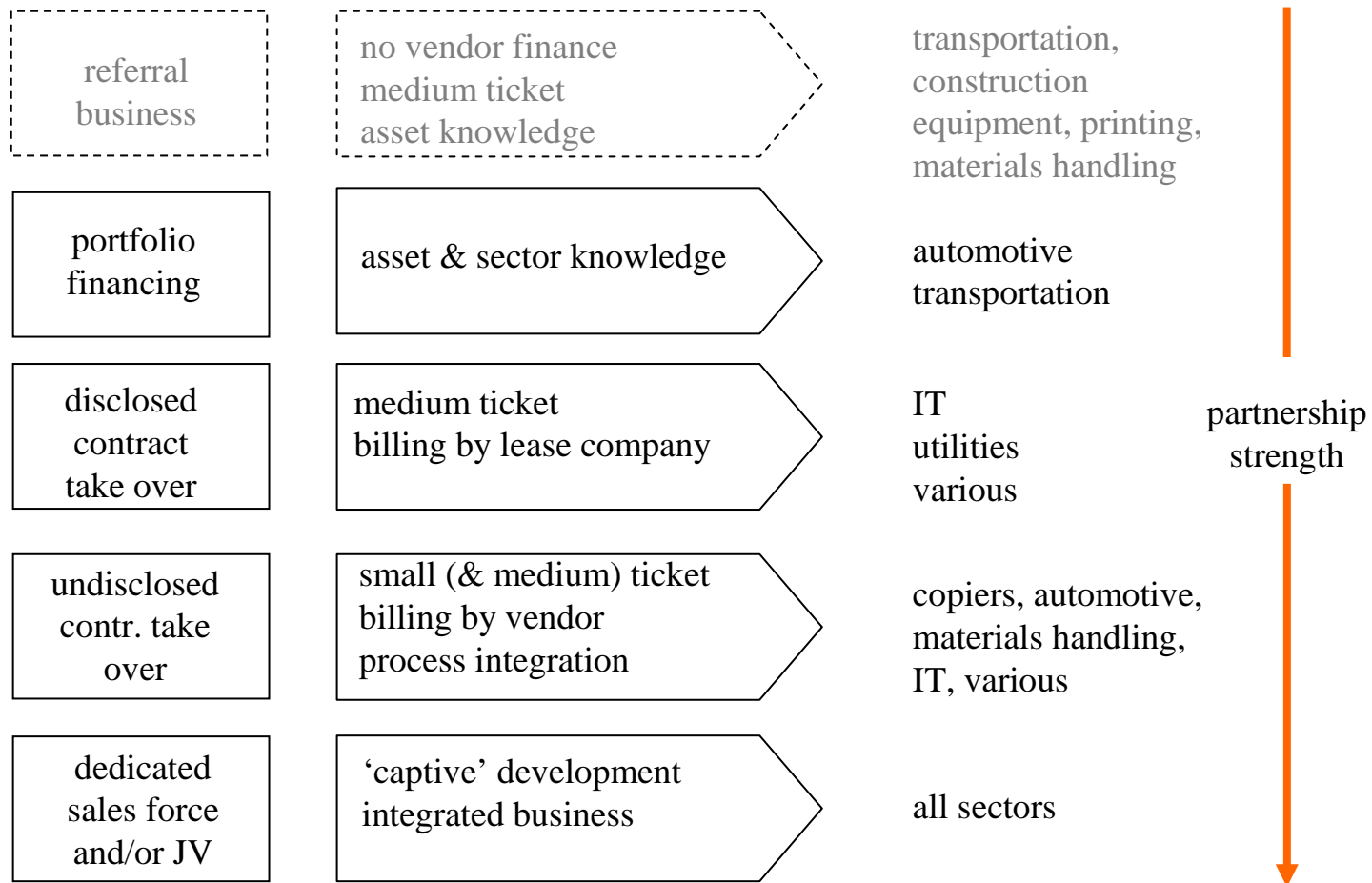
Vendor Lease - challenge

Make it

easy

for a Vendor to sell its products

Vendor Lease Models



Vendor Lease : key succes factors

Easy process

Respond to expectations

Portfolio approach

Speed

Flexibility

Clear legal framework



Direct Lease distribution through Bank branches

Direct Lease Bank Branches - challenge

Make it

easy

for the bank branch to sell your products

Time for a little story :

The three Golden Rules of Synergy

Three Golden Rules of synergy, a 'case study'

By the end of last century...

Leasabel

- 100% subsidiary of Bankabel
- 12 regional lease advisors

Bankabel : 250 Relationship Managers

- Regional Business Centers
- Portfolio Management Reporting System

How can these two sister companies create synergy??

Lead generation was not successful

Lead generation means :

Bankabel Relationship manager gives a lead to Leasabel Advisor

Leasabel advisors is responsible for making a deal out of the lead

Why not successful?

Lack of coordination in relationship management

No reporting or feedback to relationship manager

The customer sees the bank and the lease company as one...

...Credit decisions though may divert

Golden Rule n°1: Close the Cultural Gap

Aliens...

...just humans



Case Study : each Leasabel advisor gets a workplace at Bankabel Business Center

Golden Rule n°2: Reporting is a must!

Quantitative or qualitative feedback

Communication is key!

jan 2007	feb 2007	(bedragen * € 1.000 euro)	realisatie feb-07	budget feb-07	afwijking van budget
13.247	19.404	Automotive	32.652	28.778	3.874
3.505	1.705	Bussen	5.210	9.861	4.652-
4.519	5.230	Grafisch	9.750	9.109	640
2.620	2.091	Grondverzet & Agrarisch	4.711	7.233	2.522-
6.769	6.944	ICT & Zorg	13.713	8.917	4.797
8.464	8.677	Kranen & Waste	17.141	10.445	6.696
4.471	5.899	Overig	10.370	10.993	624-
-	-	Overig Transport	-	-	-
18.208	14.177	Trucks & Trailers	32.385	30.765	1.620
40	-	Vastgoed	40	6.833	6.794-
9.457	14.676	Vendor Centraal	24.133	10.400	13.733
71.300	78.803	TOTAAL PRODUCTIE	150.103	133.335	16.768

Case : Customer Profitability Management System

Show the additional income at the level of the originator of the deal

Targetsetting aligned between leasing specialist and banking generalist

Golden Rule n°3: Clear and easy processes

Make life easier for your internal client

Case :

- One credit decision committee: Bankabel
- 'nihil obstat' by Leasabel

Clear process steps

Timelines

Flawless execution



Case : e-lease system

Integration of...

- Automatic upload of client-information (GRID)
- Automatic online credit scoring tool and pricing tool embedded (Raroc)
- Automatic document generation.
- Automatic upload to back-office.
- Automatic generation of client/management information.
- Single entry of data, improved data quality.

...for all leases up to €500k

The screenshot displays the ING Lease system interface. At the top, the ING logo is visible, followed by the word 'LEASE' and the text 'ING Lease Nederland B.V.' and 'E-Lease@ING'. A navigation menu on the left includes 'Homepage', 'Nieuwe aanvraag' (with sub-items 'Vendor Lease' and 'Direct Lease'), 'Mijn aanvragen', 'Mijn taken', and 'Uitloggen'. The main content area is titled 'Nieuwe Aanvraag - Vendor Lease' and contains a form with the following fields:

Aanvraag Details	
Naam aanvraag:	<input type="text"/>
District:	152716
Eigenaar:	Robin (R.) van Tilburg2
Leaseadviseur:	"Geen"
Assetspecialist:	"Geen"
Contractvaluta:	EUR
Datum aanmaak:	23-05-2007

Below the form, there is a 'Vendor' section with fields for 'Naam:' and 'Vestigingsplaats:', and a 'SELECTEER RELATIE' button. At the bottom, there is an 'Arrangement' section with an 'Arrangement:' dropdown menu.

e-Lease = easy

The screenshot displays the ING Lease e-lease system interface. At the top, the ING logo and 'A part of ING Wholesale Banking' are visible. The main header includes 'LEASE' and 'Contact Us'. Below this, the user is logged in as 'ING Lease Nederland B.V.' with the email 'E-Lease@ING'. The breadcrumb trail shows 'Aanvraag > Contract > Scenario'.

Scenario - Vendor Lease

Samenvatting

Naam aanvraag: UNIQ11733440683390.6	Vendor: Koninklijke Douwe Egberts B.V.
District: 150098	(sub-)Lessee: Arntz van Helden B.V.
Eigenaar: Test RSM 1	Leaseadviseur: Test LAD 1
Contractvaluta: EUR	Assetspecialist: Test ASP 1
Omschrijving contract: CO UNIQ11733440683390.6	Contractnummer: 1000

Scenario details

Omschrijving scenario: SC UNIQ11733440683390.6
Leaseproduct: Operational Vendor Lease - OVL
Leaseobject categorie: 21 Vracht-/tankcontainer

BEWAAR SCENARIO

Progress Bar: Aanvraag (✓) → Lessee (✓) → Indicatie (✓) → **Fiat (!)** → Offerte (🔄) → Contract (🔄) → Uitbetalen (🔄)

Contractpartijen (✓)	Lease-objecten (!)	Financiële gegevens (!)
Zekerheden / documenten (!)	Status scenario A000 - In aanmaak Taak A000_COMPLETE_REQUEST_OWNER	Limieten (✓)
Creditscoring (!)	Aanvullende contractdata (!)	Stukkenraster

Acties

*TODO: Het aanvragen van een fiat is nog niet mogelijk.
De onderdelen 'Contractpartijen' en 'Stukkenraster' moeten nog worden aangevuld.*

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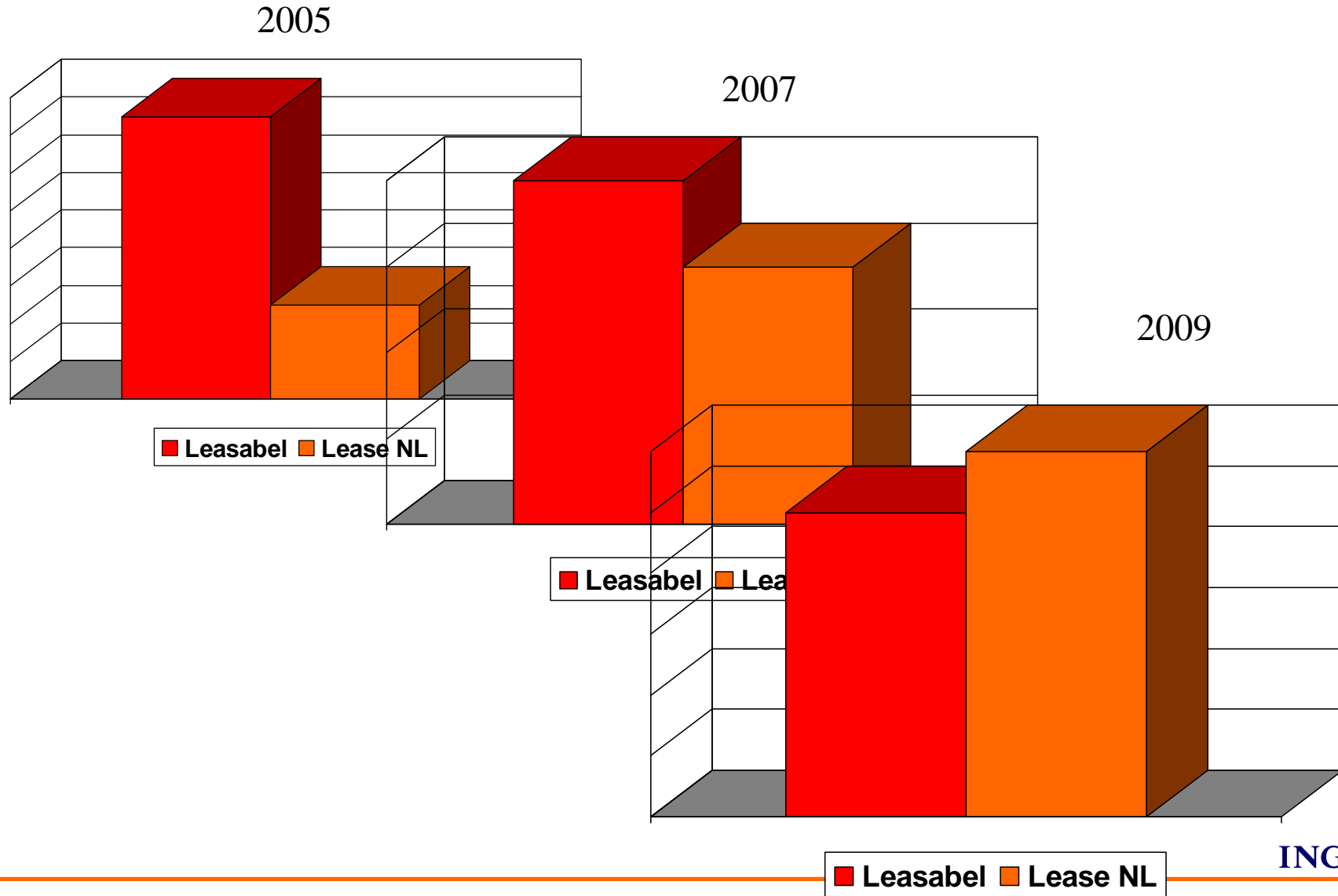
Proposal ready in 15 minutes

3 golden rules?? There is one other...

Management attention !



And what were the results?



Direct Lease Online Distribution

Direct Lease Online - challenge

Make it

easy

for your the customer to buy your products

One last little story :

**Lease Specialists
and
Bank Generalists:**

A better understanding leads to better business

Introduction...

Hello,
I am a Lease
Specialist



Hello,
I am a Bank
Generalist



Generalists and Specialists

I am at your service, lord RSM.
I can do *anything*.

Lease Specialist



Switching the roles...

I will introduce you to all my customers

Bank Gen.



Lease Spec.

Guess what, he does not have a clue

Specialists and Generalists two of a kind

The Specialist

Knows everything of nearly nothing

Explains how it works. It's simple!

Does not understand why the generalist is so stupid, but well paid

Assures that he will arrange everything, "easy task", "no problemo"!

Just wants names&adresses of customers to visit, and fast!

The Generalist

Knows nothing of nearly everything

Has understood how it works, but needs a little refreshment just to get it 100% clear

Is of the opinion that Specialists only use jargon

Hears that in this particular case things are a little bit different and that it might be a little more difficult to realise the deal

Says that the specialist should stop asking, but bring new customers to him

One of a kind...

The Specialist

Is ready to help the Generalist any time he wants, and explain how it works as many times as needed

Shares his knowledge in an easy way

Uses the leverage of Generalist colleagues to make deals, in fact he is 'smart and lazy'

Knows that he should keep the Generalist well informed during the whole process

The Generalist

Is ready to take up the challenge and to learn more

Says that once you have done a few deals, it is more fun to do

Is proud of being independant in the process

Helps to closes the deal and prepares the ground for the next deal

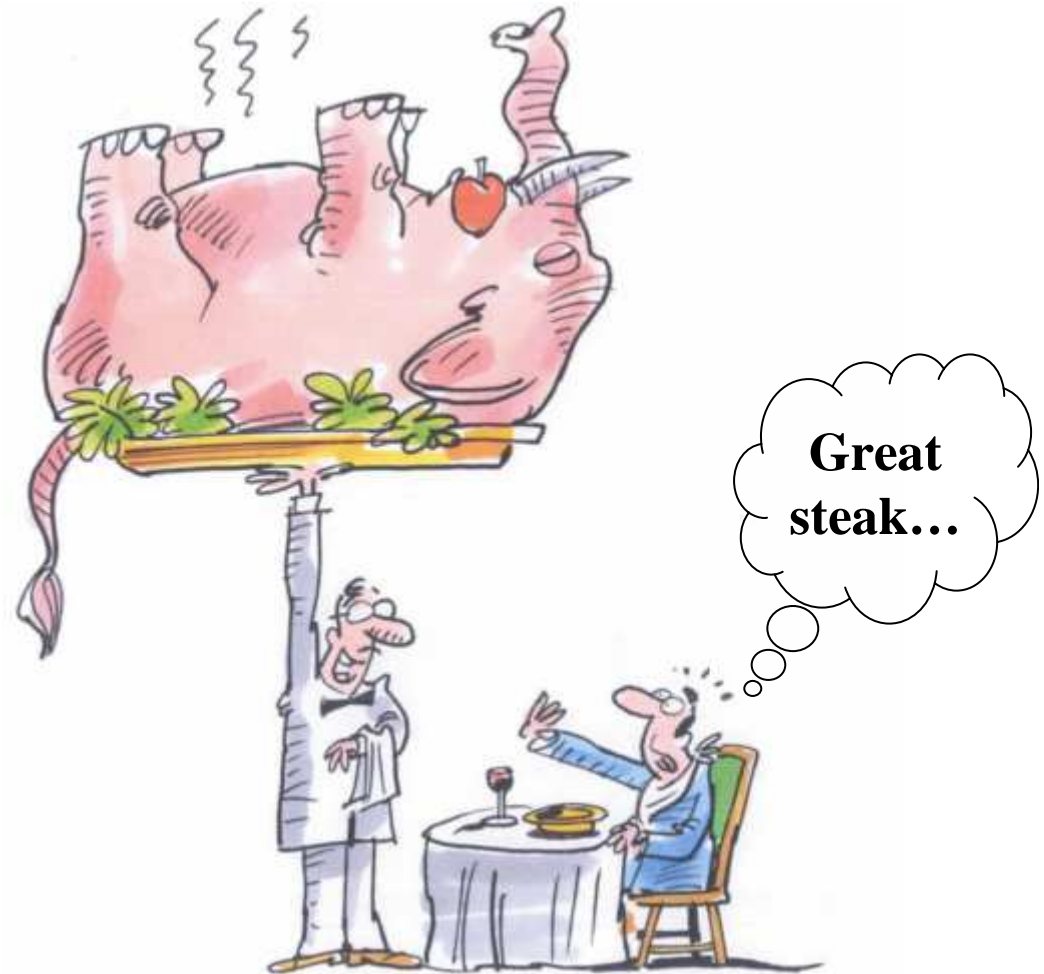
Specialists and Generalists



Do not have nasty surprises!

On the contrary, they...

...deliver beyond expectations!



Thank you for your attention!

