



Getting ahead with the help of data

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Getting ahead with data

- Why?
 - What business objective(s) do you want to achieve?
- What?
 - Technology basics
 - Amped up!
- How?
 - Getting started with data
 - Learning from others
 - Living within constraints



Why?

Understand & Learn



Faster



Transformation



Risk Management

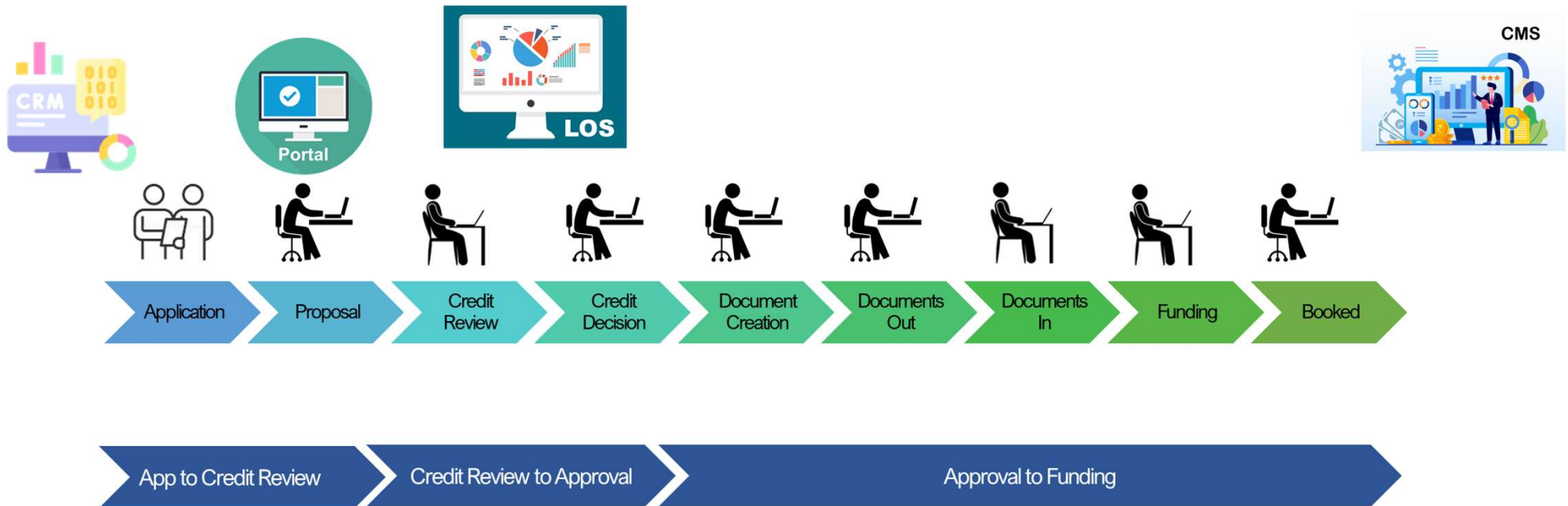


Differentiation

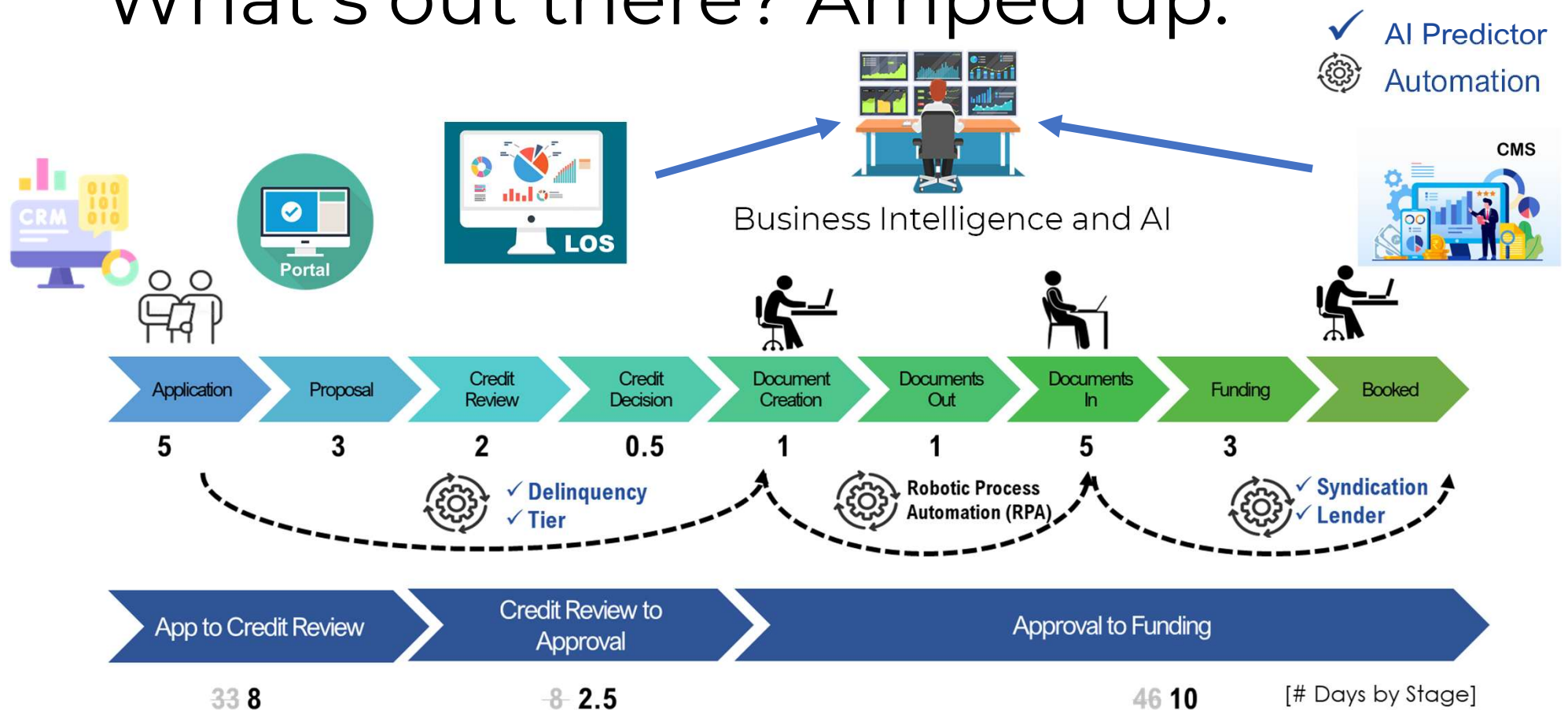


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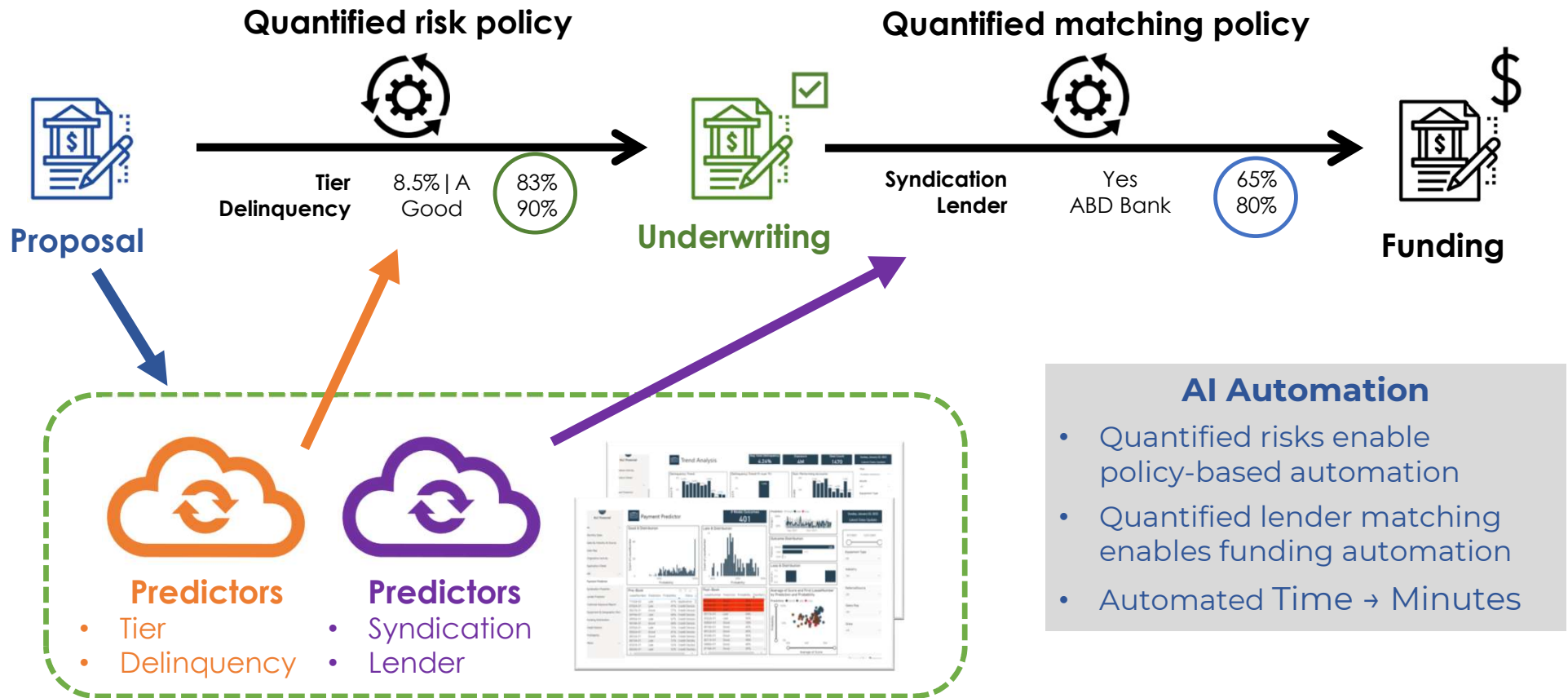
What's out there? The leasing basics



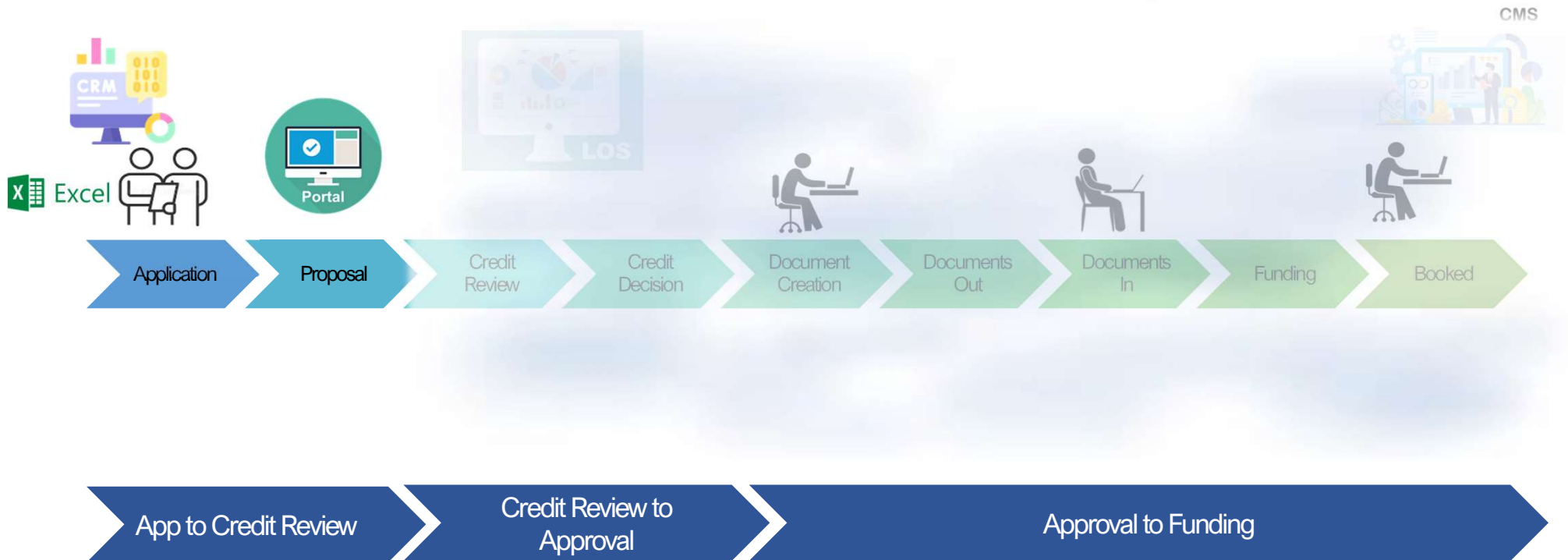
What's out there? Amped up.



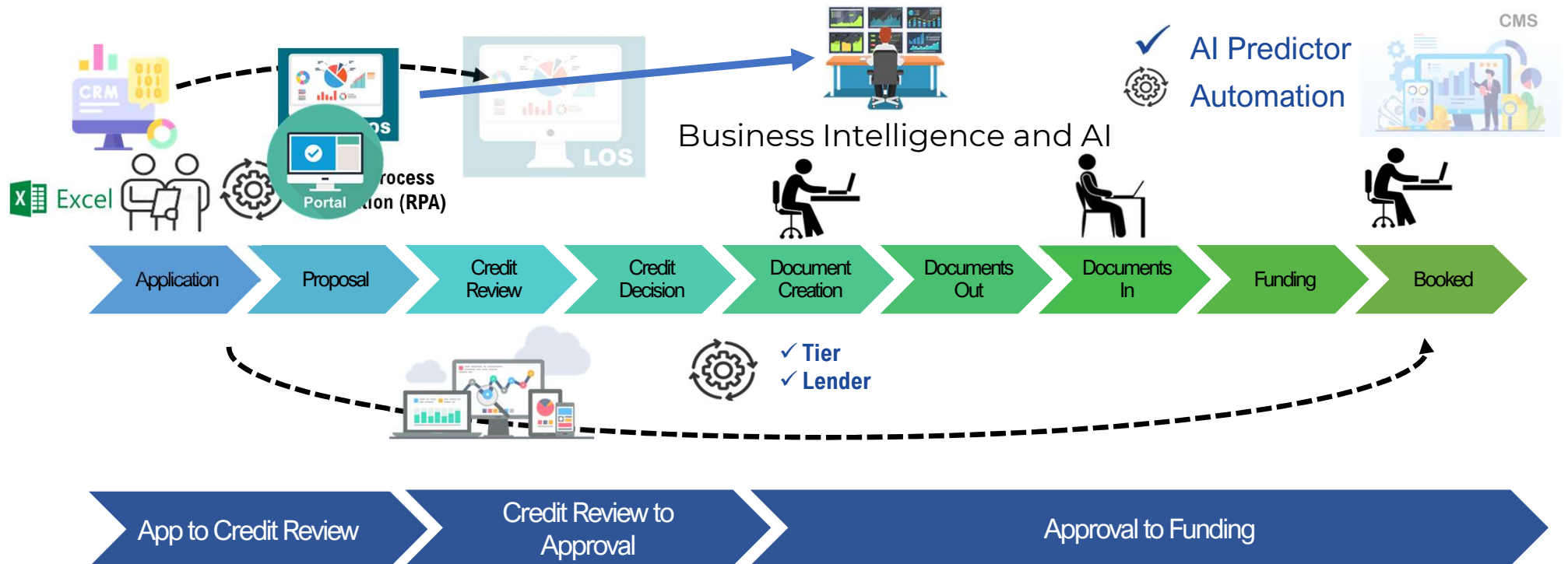
Lessors are using AI to make better, faster decisions



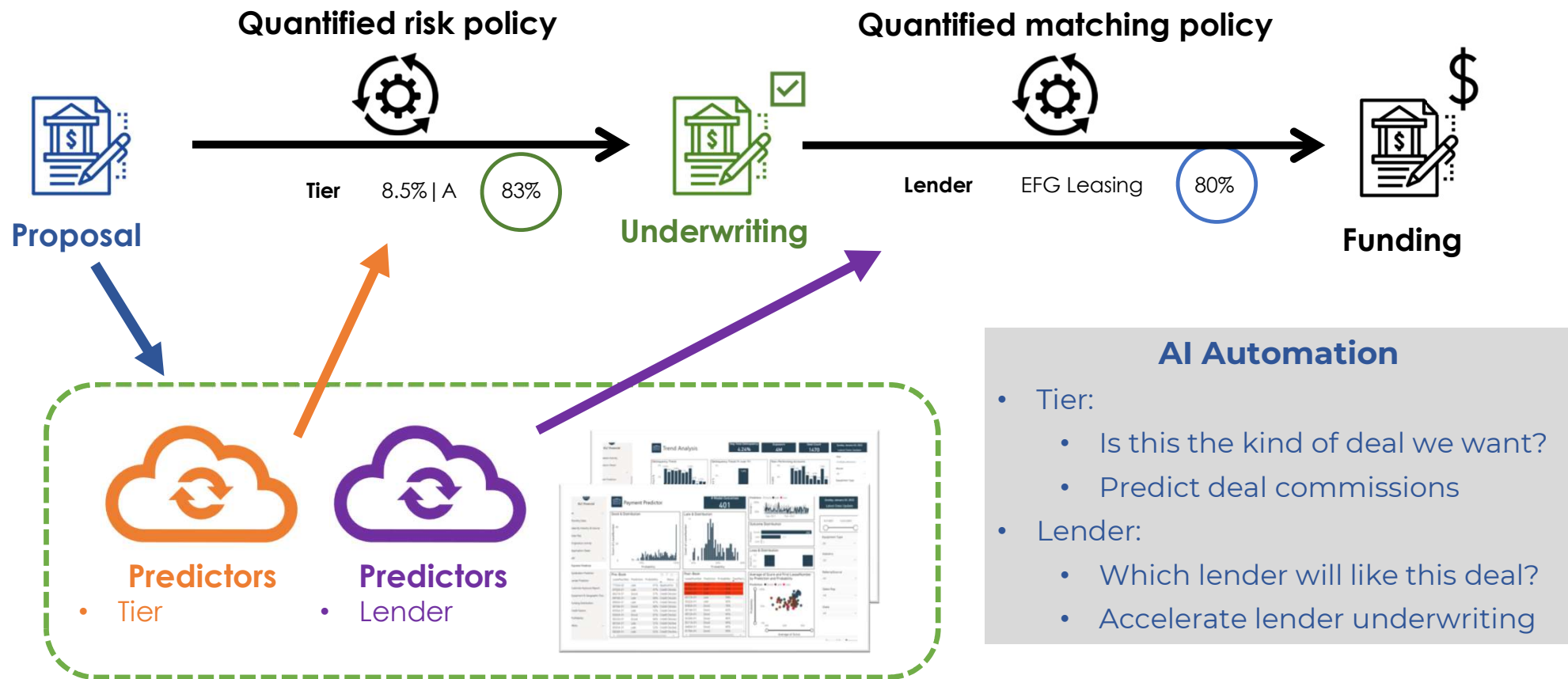
Finance Broker view – Today



Finance Broker view – The future

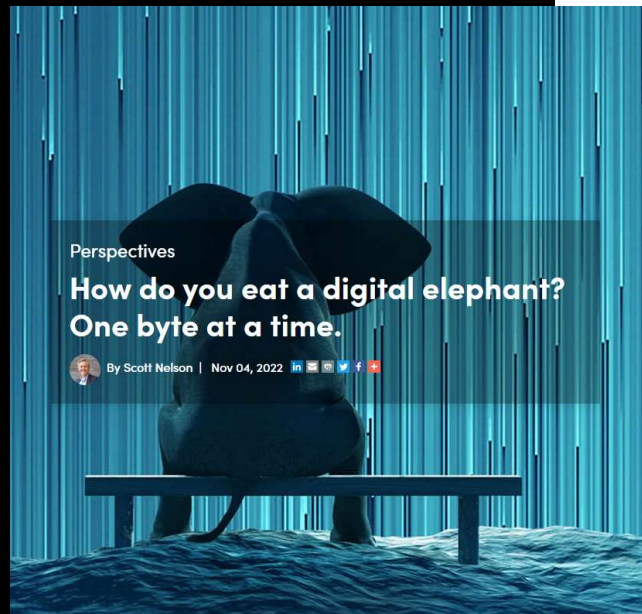


Brokers can use data to automate too...



How?

- No time like the present to get started
“Data is like wine – it gets better over time.”
- Recipe for Transformation
 1. Set your objective(s)
 2. Make a plan.
 3. Choose your ingredients
 4. Get started



Perspectives

Don't worry, your data is "Good enough"



By Scott Nelson | Oct 21, 2022



"I'm not sure our data is good enough."

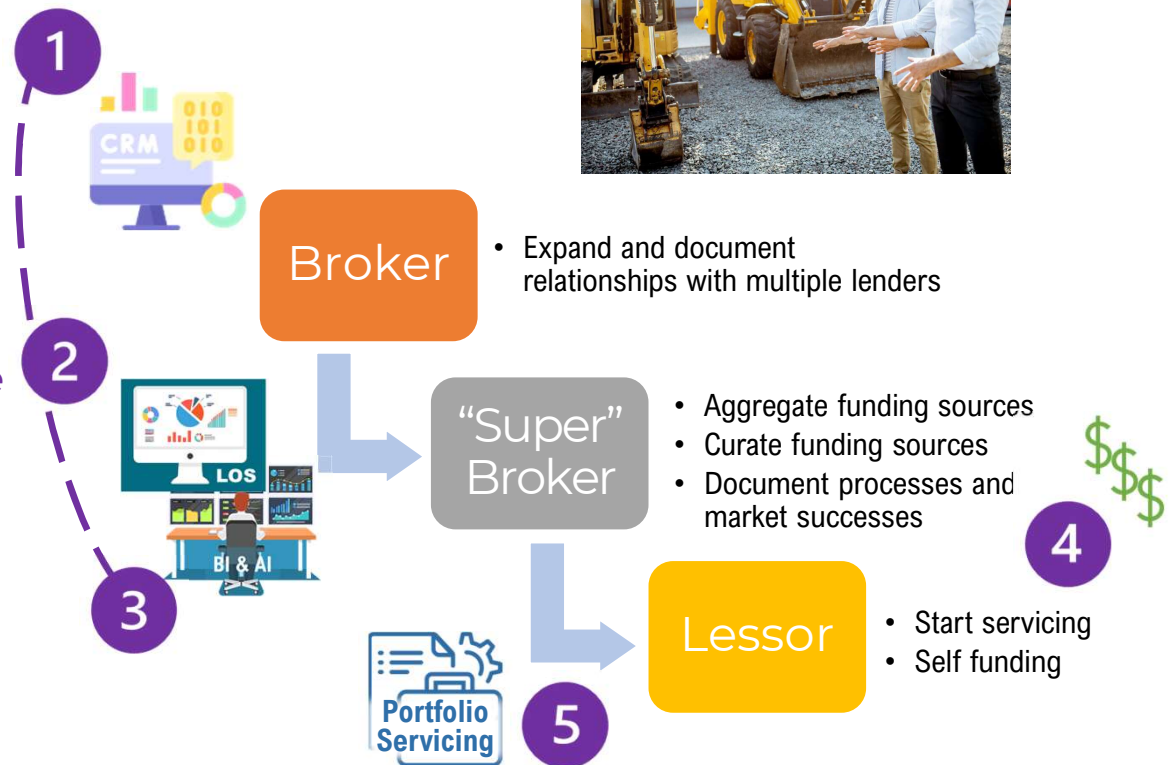
https://tamarack.ai/blog/2022/10/21/Perspectives/Dont_worry_your_data_is_quotGood_enoughquot/ar/142/

https://tamarack.ai/blog/2022/11/4/Perspectives/How_do_you_eat_a_digital_elephant_One_byte_at_a_time/ar/149/

Example: Data for Transformation

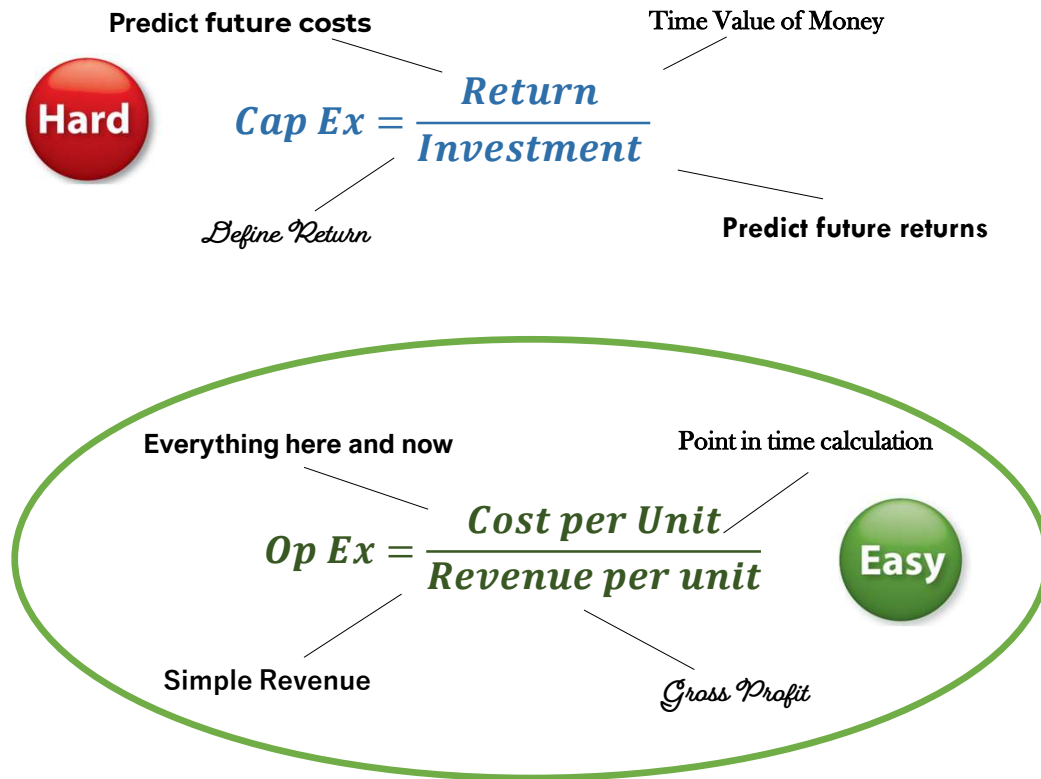
1. Start capturing the data you need and generate now – CRM
2. Add LOS software to integrate with partners and capture the data you need in the future (LOS).
3. Add BI and AI to improve productivity AND document success for next steps.
4. Use data to provide “proof of efficacy” for funding partners
5. Begin servicing with outsource partners

Combine



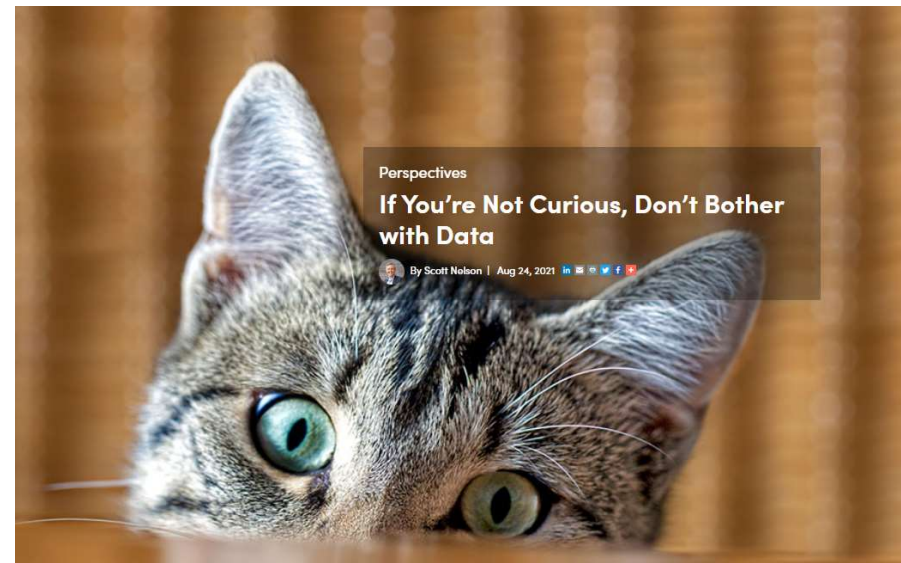
Working within constraints: Think Op Ex, not Cap Ex

- Cap Ex is speculative and hard to calculate
- Op Ex is easy and now. It's a technology commission
- Good SaaS partners focus on your growth because their fees are part of Op Ex.



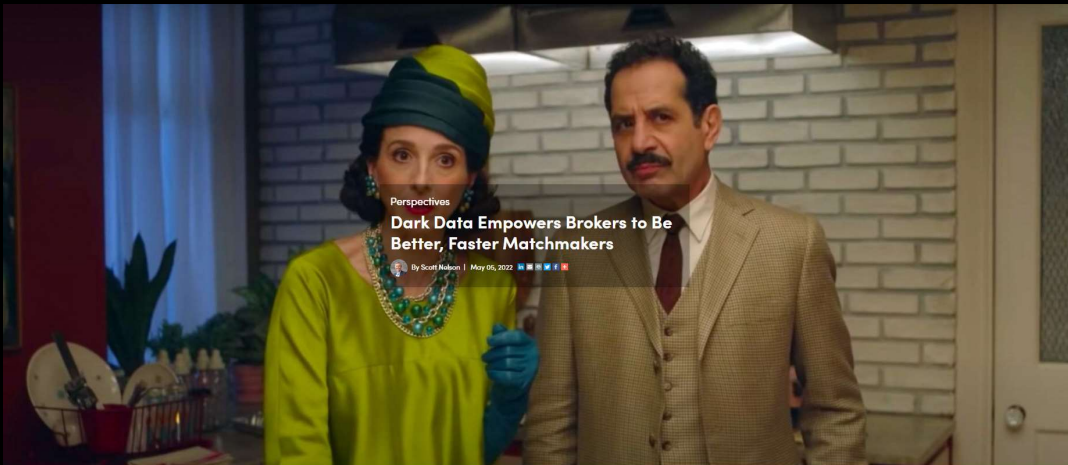
Putting data to work: Tap your curiosity

- No time like now to get started.
- Data-based Automation (AI) drives growth and productivity
- Chose the right partners to live within constraints
- Prepare to persuade others of your value with your success

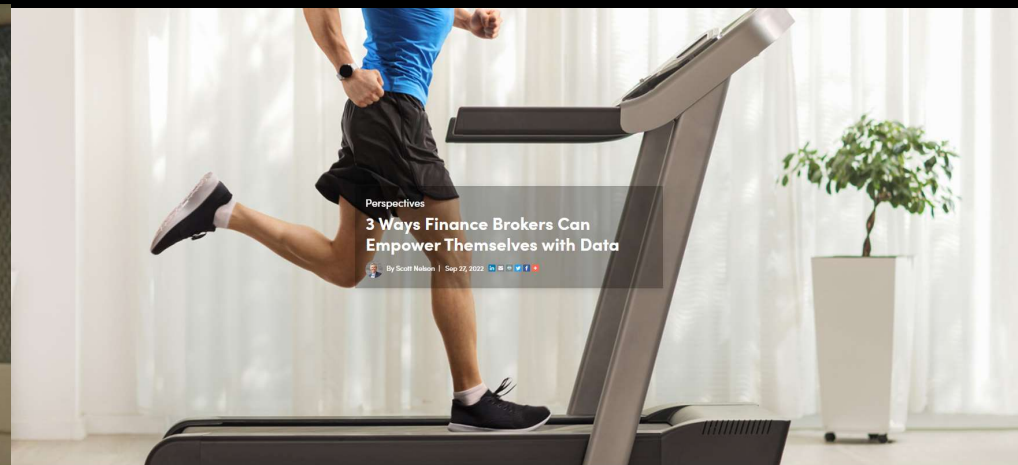


https://tamarack.ai/blog/2021/8/24/Perspectives/If_Your_e_Not_Curious_Dont_Bother_with_Data/ar/65/

Better, faster, more effective...



https://tamarack.ai/blog/2022/5/5/Perspectives/Dark_Data_Empowers_Brokers_to_Be_Better_Faster_Matchmakers/ar/112/



https://tamarack.ai/blog/2022/9/27/Perspectives/3_Ways_Finance_Brokers_Can_Empower_Themselves_with_Data/ar/136/



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Naturally intelligent financial data

Thank
You