



# Alfa<sup>^</sup>

## The Future of Leasing: Digital Perspectives that are Transforming the Industry

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# What is digitalisation?

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Customer  
Service

Linking to  
non-finance  
related  
systems and  
data

Machine  
Learning  
and AI

Virtual  
Reality

The Internet  
of Things

Using technology to open up original  
ways of operating, selling, and  
improving.

**98%**  
understand the  
digitalisation  
challenge

**47%**  
are piloting  
digital

**16%**  
have created a  
fully digital  
business

“It is important to move forward in small steps to minimise risks and retain employee engagement.”

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“The breadth of vision and actual scope of digitalisation varies considerably”

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# What is driving digital change?

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# Evaluating Digital Strategies

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21%

have begun the process of full transformation

34%

believe digitalisation means developing a digital ecosystem

73%

want to streamline their processes

31%

operate under agile principles

*“You don’t need a digital strategy, you need a strategy for a digital world”*

**Andy Follows, MD, Aquilae**

*My organisation has a clearly defined, coherent digital strategy that is aligned with the overall corporate objectives.*

92%

PROGRESSIVE

50%

TRADITIONAL

*Our leadership team includes an individual who can combine business/marketing understanding with tech expertise.*

89%

PROGRESSIVE

56%

TRADITIONAL

# Obstacles to Digitisation

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## Skills

**60%**

see skills gaps as a significant organisational challenge

**23%**

prioritise recruitment of digital natives

**35%**

are filling specific skill gaps

## Business Environment and Investment Appetite

**20%**

more equipment lessors than vehicle and fleet lessors are experiencing significant margin erosion, particularly for vanilla finance business

## Technology

**71%**

operate crippling legacy software platforms

## Innovation Culture

**18%**

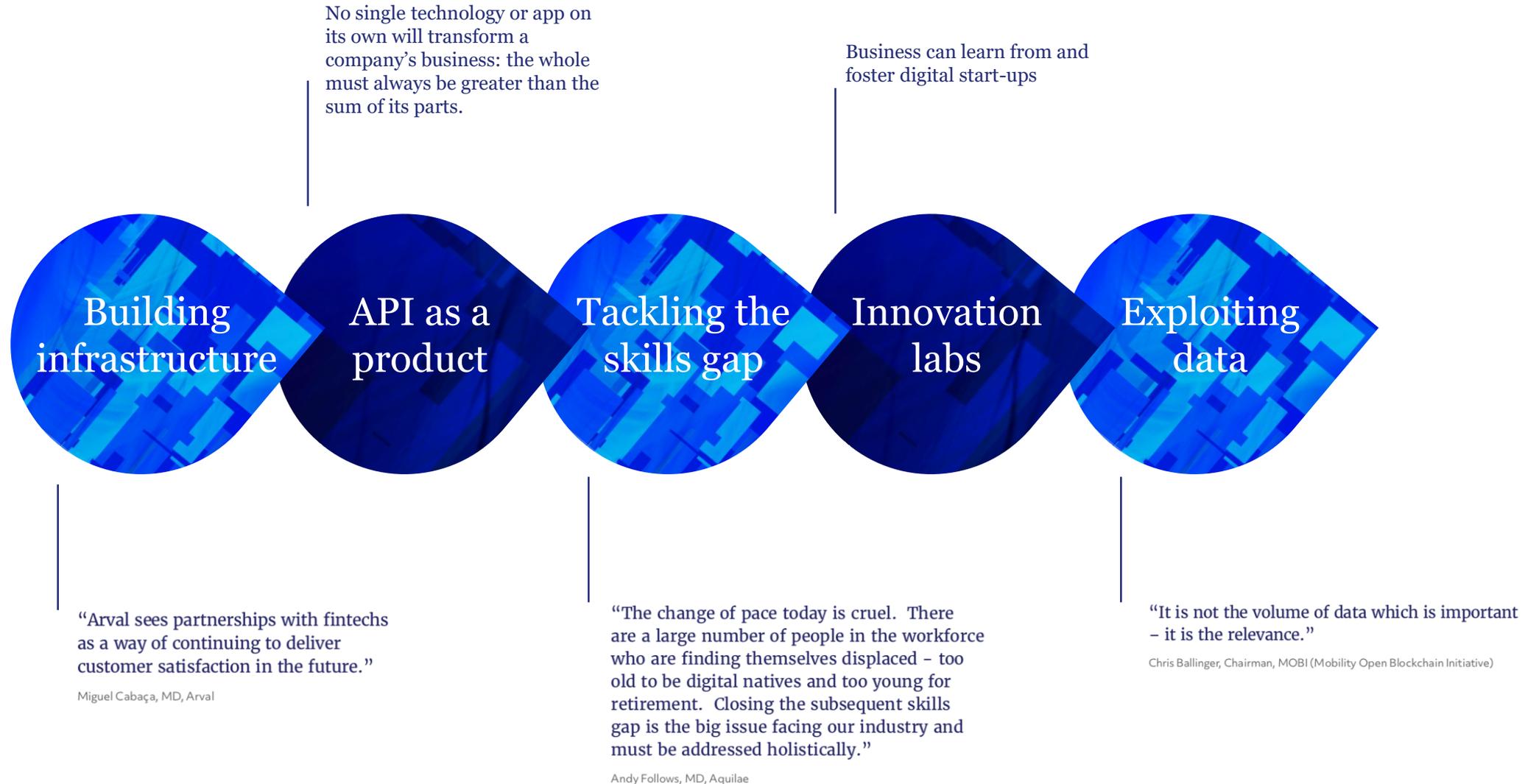
believe they are currently disrupting

## Partner Alignment

In order to build a digital ecosystem, it is vital to include partners such as vendors/dealers, manufacturers, funders, suppliers and technology providers

# Meeting the Challenge

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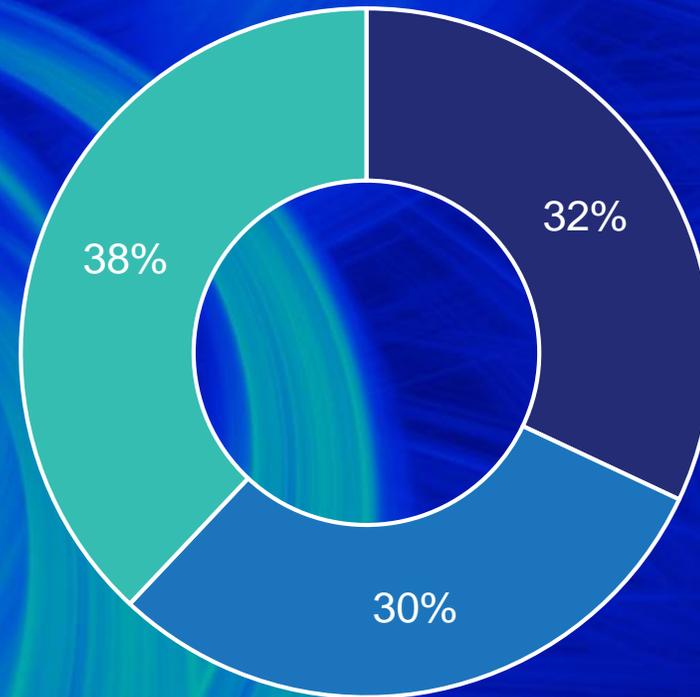


## Identifying the right partners

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How does your business acquire the relevant technical capabilities?

In-house    Outsourced    Combination



# Building Infrastructure

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Anonymised responses about where people see opportunities for developing in-life services:

“Vehicle servicing, insurance, asset protection”

“Automated scheduling of vehicle maintenance, vehicle collection and delivery”

“End-of-contract and renewal process, as well as customer self-serve”

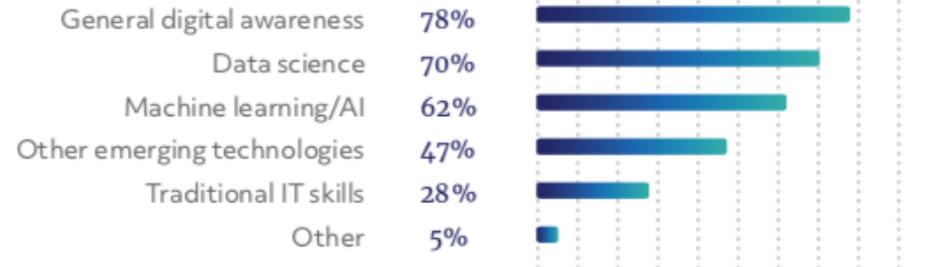
“Predictive service intervals, pay-as-you-use, consumables”

“End-of-life management of asset finance agreements”



# Tackling the skills gap

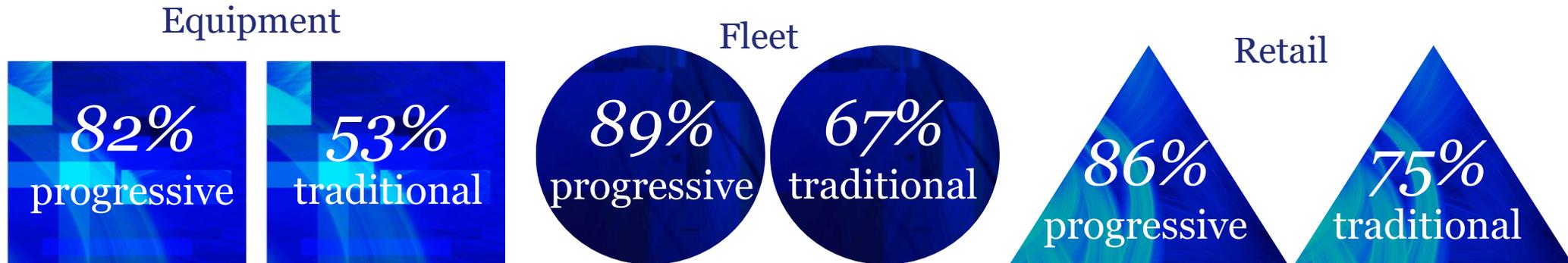
*Acknowledging that there is a gap in the skills required, what are the new digital skills that respondents are looking for in prospective employees?*



“We need to focus on the fundamentals of purpose, culture, strategy and capability if we are to close the skills gap. However, the culture of many organisations is preventing them from achieving this goal.”

Andy Follows, MD of Aquilae and former CEO of Tesla Financial Services

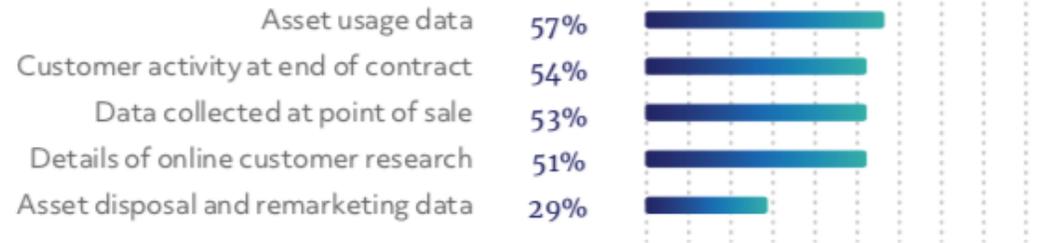
Middle management’s ability to deliver new digital initiatives:



# Exploiting Data

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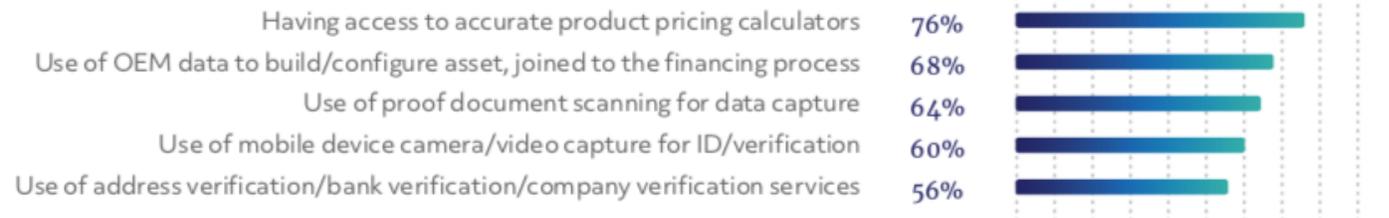
*What are the gaps in your collection of data during the customer journey?*



**“Blockchain and related trust-enhancing technologies are poised to redefine the automotive industry and how consumers purchase, insure and use vehicles.”**

Andy Follows, MD, Aquilae

*What types of third party data provide the most valuable insights?*



# API as a Product

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No single technology or app on its own will transform a company's business: the whole must always be greater than the sum of its parts.



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Come and talk to us



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