The LaSalle Difference

How LaSalle Solutions’ Philosophy Sustains Growth for Everyone

LaSalle Solutions
White Paper
Our Beginnings

The Ingredients of Success at LaSalle

What do customers look for in a trusted partner? Is it the right technology, the best financing or the quickest delivery? Or is it instead a fundamental commitment to service, one that enables all three of those benefits to be delivered as part of a continuously improving business relationship?

For almost four decades, LaSalle Solutions has pursued the latter course, committing itself to mutually beneficial service for its customers. Tech and finance have changed immeasurably in the past decades, but our principles have helped us listen, evolve and grow alongside everyone we have worked with over the years.

Founded in June 1980 as LaSalle Computer Corporation, LaSalle originally specialized in the leasing of high-tech assets. In 1999, we launched our solutions business and soon thereafter renamed ourselves LaSalle Solutions to reflect our broader range of offerings, which eventually came to include the industry-leading cloud-based information management platform, LAMPSM.

LaSalle is about much more than any specific technology or financial structure; it is about relationships. We discover what is best for each individual customer, manufacturer and partner involved and provide the guidance and infrastructure necessary to help them drive better business outcomes. Our distinctive company history and culture, as well as our unique approach to asset, maintenance contract and lease schedule management, have been our key ingredients of success.
Evolving with Our Customers

In the beginning, LaSalle was a lessor of IT equipment in a rapidly changing tech industry, looking to fulfill the specific financing needs that organizations, including future customers, were not seeing met at the time.

Years later, a turning point arrived in the form of a request to manage maintenance contracts, which is a central challenge across every industry from healthcare to manufacturing. The costs of inefficient contract management are considerable, resulting in:

- Inadequate oversight of specific contractual terms and clauses.
- Duplicate work, in the form of having to manually track down items.
- Unaccounted for risks that might increase liability and overall cost.
- Additional effects on an organization’s ability to deliver for its own customers.

Contract management processes are frequently compromised by incomplete data. A February 2017 survey from the California Department of Managed Health Care discovered that 36 of the 40 surveyed health payers could not submit accurate information from their systems, despite their industry collectively spending more than $2 billion on data infrastructure management.

LaSalle’s LAMP platform was introduced as a unified interface for better managing such maintenance contracts, using up-to-date data and automated processes for a superior experience. Over four versions, it transformed into the current cloud platform, LAMP — not an acronym of the original name, but an evolved and more sophisticated solution — with the added capabilities of tracking leases and assets, running reports and connecting to multiple APIs from vendors such as Cisco®, ServiceNow® and SolarWinds®.
In the 1990s we considered an acquisition by another company, but a sale that was sufficiently transparent and beneficial to our customers didn’t materialize until 2002. At that time, MB Financial Bank purchased LaSalle and ensured that we remained in prime position to sustain our rapid growth during that period. The solutions business had been launched in 1999 as we expanded beyond our leasing origins. Our new name, LaSalle Solutions, indicated our wider array of solutions, a portfolio that now includes:

- Asset and contract management
- Engineering services
- Equipment leasing

The history of LaSalle is one of nonstop evolution. Although significant technological and financial changes have determined our course, the true driver of our progress has been our company culture of service. Customer conversations have been a priority since day one, empowering us to discover exactly what customers require and in turn provide full solutions that go beyond the simple speeds and feeds of industry alternatives.
Commitment to Service

The LaSalle philosophy of evolving alongside our customers and listening to their needs is perhaps best illustrated by the fact that the first customer we signed in 1980 is still with us today. On more specific levels, our commitment to service has been deeply woven into the details of our technological and financing solutions, which prioritize customer happiness over profit and technical complexity.

For starters, our leasing services are designed to provide long-term operational, logistical and financial benefits, in part by removing the numerous customer-unfriendly features long associated with leases. Evergreen clauses, unexpected equipment conditions and other obscure fees are staples of the leasing sector. They are so pervasive that as of February 2017, 22 U.S. states imposed some form of regulation on automatic contract renewals, according to The Pew Charitable Trusts. A member of the New Jersey Legislature once accurately deemed evergreen clauses “zombie contracts” that cost organizations dearly year after year.

In contrast to standard auto-renewal practice, LaSalle does not nickel and dime its customers or saddle them with an unfavorable lease just because there is potential profit in it. Instead, we empower them to put their dollars into appreciating assets capable of being remarketed; LaSalle makes an equity investment in the equipment based on our ability to remarket at the end of lease. We follow a “pay-as-you-grow” model that gives customers flexibility and emphasizes the residual value of leased assets. Even as some of our customers have confronted bankruptcy and/or heavy debt, our approach has allowed us to stick with them and maintain those business relationships, contributing to one of the highest retention rates in the industry.

As this track record shows, the right partner changes everything. LaSalle provides a comprehensive program for success, rather than a constant re-signing of schedules. We bring value to the table, in addition to custom-centric financial agreements and technologies like LAMP, which streamline information management and clean up disorganized data at a time when data is an increasingly valuable corporate resource.
LAMP

LAMP is the best way to shine a light on IT. Since its creation, LAMP has undergone multiple version updates that have made it the powerful cloud platform and centerpiece of information management it is today:

- LAMP was initially dedicated only to contract management.
- It was then expanded to work with assets and leases.
- Version three granted customers greater ability to customize and create reports.
- The fourth and current version went much deeper with APIs and integrations; it is compatible with vendors including Cisco, ServiceNow and SolarWinds and can be customized to integrate with existing customer systems.
- The eventual fifth version will introduce further innovations in data collection.

LAMP’s efficiency in retrieving and updating information supersedes what is normally possible with internal management systems or vendor-supplied services. Its ability to ensure data cleanliness is particularly pivotal in light of the current pace of information creation, not to mention the quality issues that affect large portions of data. IBM estimated at the end of 2016 that 90 percent of all data had been generated in the past two years, while the State of Data Quality report from Experian found that 25 percent of companies believed that some of their data was inaccurate, due in part to manual activity and human error.

Processes that were for years spreadsheet-driven can be modernized with LAMP, paving the way toward easier management and more straightforward compliance. Complying with regulations such as PCI DSS has become a more prominent priority in the wake of the numerous costly data breaches, cyberattacks and other security incidents that have affected organizations of all kinds in the era of cloud computing and ubiquitous mobility.

With LAMP, customers can verify system compliancy and set up end-of-service, end-of-life and other alerts to improve planning and budgeting.

Overall, with LAMP you are ensured a system of record as you explore new product and service offerings, expand your operations and delve into possibilities such as the interconnected Internet of Things.
Conclusion

LaSalle Solutions
The right partner changes everything

LaSalle Solutions is a trusted, experienced partner creating environments in which our customers can be successful. From our roots in leasing and financing to our expanded solutions for enhanced information management via LAMP, we have maintained a constant commitment to service and growth.

Our asset/contract management solutions, customized leasing programs and engineering services options offer stable pillars of success for customers with a wide range of specific requirements. At LaSalle, people, process and technology come together to drive real savings — that’s the LaSalle difference.

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