



Field Solutions ups the game in Asset Finance

Gary Lowrey: *Two great technology companies came together to create a new global powerhouse in Asset Finance software and service solutions, so how did happen?*

Field Solutions was a mature UK software and services business and specialist provider of finance pricing, origination and contract administration software. For the last 20 years, thousands of users in the UK Asset Finance market have come to depend on the company's software and services to run their businesses.

The company built an enviable reputation within the industry. From its roots as a pricing and origination specialist to Europe's leading financial institutions, Field Solutions achieved its success through organic development and latterly through the acquisition of a SME proposal and contract administration solution.

Focused on growing its annual revenue and maintaining its leading-edge software solutions, the company built an attractive platform for up-scaling its business into the broader financial market. In September 2011, the company achieved that objective when it was acquired by Cassiopae, a global financial services business:

The background to Field Solutions success story is founded on the management's determination to establish a clear vision and strategy, and in the company's ability to gather the resources necessary to ensure a successful outcome. Helping shape this success was Gary Lowrey, who as a 'trusted advisor' has worked with the company on its business and marketing strategies as well as key account development.

Alun Booth, Managing Director at Field Solutions says: *"Gary's contribution over the past 5 years has made a significant impact on helping us to realise our vision. With the acquisition of Field Solutions by Cassiopae now complete, we are continuing to work together on the next step of our journey."*

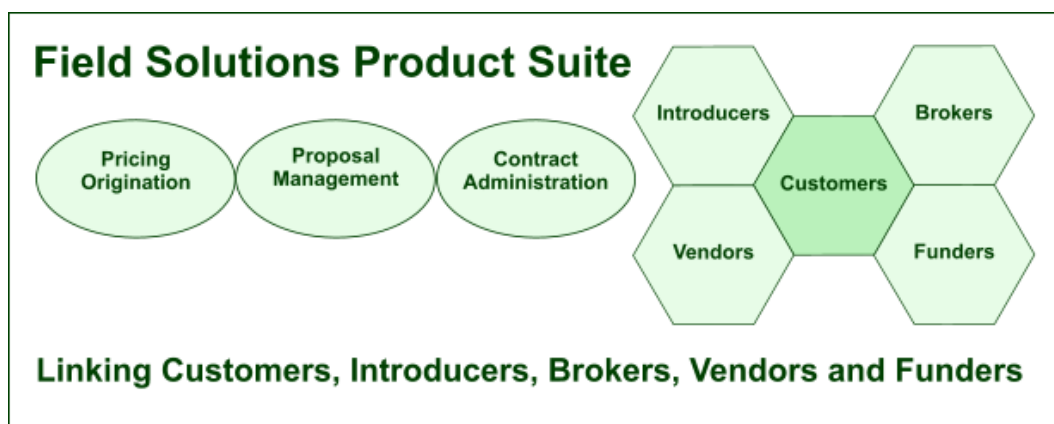
The acquisition bought together the considerable resources of Cassiopae with those of Field Solutions and a business that today helps to manage billions of Euros and millions of assets for hundreds of customers across some 30 countries. Field Solutions continues to go from strength to strength building on the success of winning new customers in parallel with providing new solutions and services to its existing users.

Emmanuel Gillet, President of Cassiopae said: *"Field Solutions is well respected among major banks, lessors, captives and introducers for its origination, proposal and contract management capabilities."*



Alun Booth, Managing Director of Field Solutions added: *"With this acquisition our clients gain access to the industry expertise and resources that comes from Cassiopae's two decades in the business. We look forward to introducing the highly-configurable enterprise global lease and loan system to financial companies in the UK."*

Today Field Solutions provides a suite of software and services designed for those who operate in the Asset Finance industry, including introducers, brokers, vendors, captives and funders. The company's solutions are designed to manage the entire asset lifecycle from pricing the finance, through proposal management, contract administration and asset disposal.



About Cassiopae

Cassiopae provides a single solution for servicing an entire global leasing and lending portfolio. Utilizing customer best practices, the Cassiopae Loan and Lease system was designed from the start as a multi-asset, multi-country solution in a single product. With Cassiopae, one can consolidate a view of customers and financial positions across all of the countries in which the company does business. Cassiopae customers are among the largest lending and leasing organizations in the world. The company currently provides solutions in some 30 countries and helps to manage hundreds of billions of Euros in loan and leasing portfolios.

About InitioStar

InitioStar provides sales and marketing services to technology and services companies. In the last decade the company has worked with 15 different technology businesses, many of whom have achieved double-digit growth and realised their stakeholder ambitions and values.

The company is focused on sales and marketing, turnaround, transition and M&A in the technology and services markets. As a 'trusted advisor' and business partner InitioStar has built sustainable growth and value for business stakeholders and achieved profitable exits.