



## Leasing with Real-Time Analytics To loan or not to loan?

### Lease-Purchase Company

This leader in the lease-purchase business provides customers with affordable leasing options. This business leases furniture and appliances to individuals directly and through dealers and furniture stores. Leasing and loan approval requires calculated decisions, and this business needed an analytic solution that would give business users the power to make leasing and loan approval decisions in real-time while talking with customers.

#### THE CHALLENGE

This lease-purchase company was using an antiquated decision maker solution. The way the solution had been built made it clunky and it was difficult to update or adjust business logic and decision models. IT expertise was needed for even the smallest adjustment, taking the power away from those using the solution: business users. This business needed a powerful, enterprise level solution that was easy for business users to manage and update.

#### THE SOLUTION

Pinnacle Solutions provided an analytic solution that delivered real-time capabilities, ease of use, and scalability. The solution's simple drag and drop capabilities allowed business users to easily update and adjust business logic and decision models. Hosting the solution on AWS provided the added benefits of lower overhead costs and a scalable infrastructure, giving the customer the confidence that the solution could grow with them.

#### THE BENEFITS

##### Instant Decisions

The solution's ability to process customer data in real-time allowed business leaders to make instant, data-driven leasing and loan approval decisions with confidence.

##### Ease of Use

The drag and drop capabilities of the solution enabled easy modification of business logic and decision models without the need for IT expertise.

##### Scalability

Powered by AWS, this analytic solution provided the elastic scalability of the cloud, guaranteeing no level of data would outpace the solution.

#### ABOUT PINNACLE SOLUTIONS AND AWS

Pinnacle Solutions provides AWS certified technical experts and custom business intelligence and analytics solutions for customers that are designed to meet their unique needs.

Amazon Web Services provides tools and fully managed services that are designed to collect, process, and analyze streaming data in real-time, so you can improve time-to-insight and react quickly.

#### NEXT STEPS

To learn more about how AWS and Pinnacle Solutions can help your business, visit [thepinnaclesolutions.com](http://thepinnaclesolutions.com) or call 317.423.9143 x1.