

# Leasing Strategies

Using Managed Cloud Operations to Innovate & Grow SaaS Solutions

## Project Summary

Leasing Strategies has over 12 years of in-market success with their vehicle pricing and distribution models which have grown to over 1 million units priced every year. A key contribution to that growth has been a shift to providing those models through cloud-based services. The ability to maintain a fast, reliable and scalable solution is critical to Leasing Strategies continued success.

RightBrain engaged with Leasing Strategies in multiple phases of this transformation project. Initially, RightBrain conducted an Ignite assessment; the first of three levels of RightBrain's Cloud Development Life Cycle (CDLC®). During the Ignite Phase, Leasing Strategies goals, challenges and current solutions were uncovered. The Leasing Strategies team and RightBrain then developed a vision and roadmap for moving their people, processes, and technologies forward.

Following a successful Ignite phase, RightBrain moved to the second step of its CDLC®, called Innovate. The Innovate portion of the project was centered on implementing the vision and roadmap laid out in the Ignite assessment. The RightBrain team helped create, teach and rollout programs to enable Leasing Strategies to leverage the newest technologies and DevOps practices in their efforts to continue being an industry leader.

The last phase of the transformation project was moving Leasing Strategies to a RightBrain Managed Cloud Operations solution. By moving to a managed solution, Leasing Strategies was able to offload day-to-day care and security of its AWS environment and focus on continued innovation of their solution.

## Project Outcome

The results of completing the Ignite and Innovate phases along with moving to Managed Cloud Operations in RightBrain's CDLC® models have put Leasing Strategies in an excellent position for continued growth and success. Leasing Strategies now has the foundation to be significantly more agile to meet the ever-changing demands of its customers, users, and shareholders. Plans are already in place to enhance the user's experience and handle the rapid adoption of the changing platform.

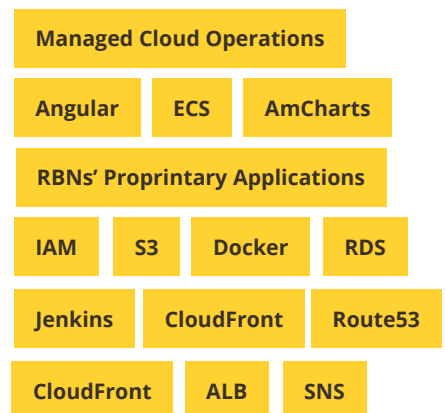
## Company Profile

Leasing Strategies aims to provide the automotive industry with objective, fact-based analysis, and modeling that enables our clients to effectively manage their lease, retail and fleet portfolios. The products and services offered by Leasing Strategies were shaped by years of experience and knowledge gathered through working collaboratively with our clients, industry partners and directly within the captive finance sector.

## Challenges

1. Leasing Strategies wanted to deploy the latest technologies and methodologies but they didn't have the resources or cycles on-staff to implement
2. It's becoming increasingly harder to find IT talent. Adoption of new cloud technologies, DevOps, and automation are needed to keep pace

## Ingredients



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