

# increasing capacity with tailored finance solutions

EVERYcity€

Providing managed hosting and cloud platform services to high-calibre clients such as Tesco, Blackberry, Audioboo and Secret Escapes, EveryCity requires the most up to date and reliable in-house server equipment.

**“We lease capacity to our clients so it makes sense that we lease our IT equipment too. This way there is no large purchase cost up front and cash flow stays more fluid”**

With a requirement to replace multiple servers, Alasdair Lumsden, Founder of EveryCity was referred to IQ Finance:

“IQ Finance were recommended by the hardware manufacturer and I was immediately impressed with their approach. The team really went out of their way to accommodate our needs and it was refreshing to work with a finance company who chased us to keep the project moving, rather than us chasing them.”

Financing products and services saves businesses from tying up cash in IT assets that depreciate and releases cash flow, but as Alasdair explained, obtaining finance from banks can be a difficult and lengthy process in the current financial climate:

“As a young, privately funded company, getting access to finance can be a challenge. Traditional lenders such as banks are reluctant to lend to startup businesses in the current economic climate. IQ Finance looked at our company and conducted a more appropriate risk assessment based on our track record and profitability. This allowed them to come up with a finance package suitable to our needs.”

Robert Walsh-Smith, Director at IQ Finance created a tailored finance solution for EveryCity,

“Talking with Alasdair to understand his business, it was obvious that they needed to allow for additional capacity for growth going forward. We put together a financing package, which enabled them to purchase their full capital requirement, rather than being forced to purchase hardware in small multiples over a longer period of time.”

As a technology leasing specialist, IQ Finance are able to look at each individual requirement and tailor leasing solutions specific to clients' needs.

“Thanks to IQ Finance, we have the ongoing flexibility to on board new clients as and when required.”



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