



### LaSalle Solutions adds value for Wisconsin Physicians Service Insurance (WPS)

In the early 1990s, Wisconsin Physicians Service Insurance Corporation. (WPS) needed financing for a new mainframe computer. The nonprofit organization turned to LaSalle Solutions for help.

“LaSalle was willing to provide the financing we needed to get that mainframe,” says Lyle David, Director of Treasury and Government Fiscal Operations for the Madison-based insurers. “They gave us a great deal, with flexibility on the transaction, and we have been working together ever since.”

LaSalle’s financing options, including lease lines of credit, are just one of the ways in which its partnership with WPS has worked out over the last decade and a half.

Today, WPS relies on LaSalle to source, manage and finance the thousands of computers it needs to satisfy corporate and government insurance contracts. The firm has employees and customers in offices across four states.

#### Providing Support

“Our relationship has evolved from the days when we leased WPS mainframes and terminals,” says Eric Tormoen, LaSalle’s Vice President of Sales and Marketing. “Now we’re providing and supporting thousands of pieces of equipment in flexible, convenient programs that don’t require long-term investments in technology that rapidly becomes obsolete.”

The State Medical Society of Wisconsin established what would become Wisconsin Physicians Service 60 years ago,

but it wasn’t until about 45 years later, when the information technology boom was just beginning, that the nonprofit organization first turned to LaSalle for assistance.

“We weren’t really using computers even at that point,” says David. “We had a mainframe with terminals, and our LaSalle representative suggested that it might make more sense for us to lease than to buy.”

#### Operating Efficiencies

That suggestion has led to significant operating efficiencies that allow WPS to focus on its core business rather than IT concerns.

“We just issue a purchase request, and LaSalle checks different providers to get us the most appropriate equipment at competitive prices,” says Rob Wilhelmson, Manager of Enterprise Network Services. “They act as our purchasing agent, and then put everything on a lease. All we do is tell them what we want and when we need it.”

He adds that the company can rely on LaSalle to find and deliver equipment even on very short notice.

“We needed something like 300 computers in less than a week, and LaSalle turned to the secondhand market to get them for us,” he says. “They have contacts in the industry, they knew what was available, and they were able to acquire it for a temporary time period. They really came through for us.”

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**Lyle David**  
Director of Treasury and  
Government Fiscal  
Operations,  
Wisconsin Physicians  
Service Insurance



With LaSalle's Lease Manager, staff can see at a glance what equipment is leased, the prices, serial numbers, when the leases expire and any other relevant information.



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An unanticipated benefit has been that leasing helps ensure the company's IT equipment is up-to-date and powerful enough to do whatever job is required.

"When you lease, you're forced to make decisions such as whether you need to upgrade when the lease is up," says David. "Having the technology on 36-month cycles means we can refresh it appropriately and consistently."

### **Flexibility Without Worry**

Leasing from LaSalle means WPS doesn't need to worry about missing a cycle, either.

"We set up parameters that roll forward from quarter to quarter without additional paperwork," Tormoen says. "That gives WPS more flexibility. And we provide all the pertinent information on a password-protected Web site that's available 24/7 – whenever they need it."

With LaSalle's Lease Manager, authorized WPS staff can see at a glance what equipment is leased, the prices, serial numbers, when the leases expire and any other relevant information. The data is bundled by quarter, so it's easy to keep up with the company's many leases, and all information can be sorted into reports for internal business purposes.

When a lease expires, WPS simply cleans off the hard drives and returns the computers to LaSalle.

"If we owned our computers, we'd have to figure out how to dispose of them, too," says David. "After three years, you can't even give a computer away, and because of the materials and components in them, you can't take them to a landfill. We'd have to hire someone else to deal with them."

Leasing from LaSalle gives the insurance company some control over when to retire equipment, as well.

"They always give us flexibility when we need it," says Wilhelmsen. "Some of the big, big companies won't do that – if you don't have equipment back the day it's due, you're penalized. But LaSalle is very good to work with. We don't have those problems with LaSalle."

### **Comprehensive Service**

LaSalle's assistance goes beyond just equipment.

"Every state — and sometimes even different cities — has its own tax requirements," David says. "Madison's tax rate is different from Milwaukee's, for example, and in Illinois you pay tax up front, but in Wisconsin you pay year by year. LaSalle takes care of the majority of those concerns for us."

That comprehensive, hands-on service is one reason WPS has no intention of changing providers.

"LaSalle works very well for us," David says. "They provide value-added, quality service at a good price, and we don't have to ask them to go the extra mile. That's something they just do — all the time."

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**For more information about how LaSalle Solutions can help optimize your equipment financing and management needs, contact us at 847.823.9600.**