



Service, reliability lift LaSalle Solutions to top with NACCO



“I lean on LaSalle because I trust them. They have gone above and beyond to get things turned around quickly, and they are saving us money.”

Mike Brown
Manager, Data Center,
NACCO

About 20 years ago, Mike Brown had a problem. Brown, now Data Center Manager for NACCO in Danville, IL, was trying to get the center firmly established and needed some equipment in a hurry.

“I called LaSalle and David Hackman loaded some green-screen terminals into the trunk of his car and drove them down to us,” Brown says. “It’s a 3.5-hour trip from Chicago, and that really impressed me. It impressed my boss, too.”

Long Term Relationship

That was the beginning of a relationship that has spanned two decades and shows no sign of slowing down. There have been some changes along the way: NACCO no longer has a 2,500-square-foot room full of mainframes that require 30 tons of air conditioning and a water-chilled processor. And the company has closed its Danville forklift manufacturing facility, so Brown and his team now work out of the parts distribution center in Danville.

But the data center still runs 24/7 to support the materials handling equipment manufacturer’s operations, and Brown still relies on LaSalle’s responsiveness and guidance to ensure things run smoothly and cost-effectively.

“One year, we needed some equipment, but we had to spend our money before year-end,” Brown recalls. “That meant we had to have the costs settled, the financing arranged, invoices in hand and approved, and equipment delivered in less than a week. David got everyone to jump through hoops to get it done, and we saved about 30 percent because of it.”

Responsiveness and Guidance

Hackman, who is now a LaSalle Vice President, says that kind of responsiveness is just the way LaSalle does business.

“If a customer needs something, we do it,” he says. “We don’t say ‘no’ unless we absolutely can’t do it. There may be some times when we can’t meet a pricing request, but on a service-oriented request, we would never say no.”

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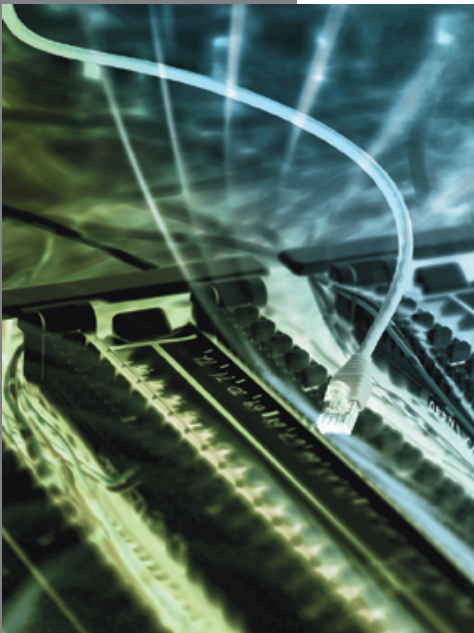
LaSalle Solutions

6111 North River Road, Rosemont, Illinois 60018
Phone: 847.823.9600 | Fax: 847.823.1649 | www.elasalle.com



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David Hackman
Vice President,
LaSalle Solutions



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NACCO leases an array of technology equipment from LaSalle, from large enterprise servers and disk arrays to tape drives and disk drives. Brown knows he can rely on LaSalle not only for equipment, but for flexibility in lease agreements, prompt follow-up on inquiries, competitive pricing and fair after-lease renewals and return provisions.

“We were running into problems recently with processing power,” he says. “We were trying to do more than the machine could process. LaSalle came up with some hardware solutions for us.

Unfortunately, we didn’t have the money budgeted to implement them, but LaSalle had the answers and we could go back to the developers to have them review things and make changes to get us through until we could invest in different hardware.”

According to Hackman, “This is the kind of relationship LaSalle strives to establish with its customers.”

Trust and Integrity

“NACCO has a large enterprise-size server that needed a mid-lease term upgrade,” he says. “We rewrote the lease so they got the upgrade without a change in their monthly payments. We work to provide the intangibles that have substance and add value over time. These are the types of things that separate us from the competition.”

For NACCO’s part, the relationship is built on trust and integrity as well as on service and competitive pricing.

“I lean on LaSalle because I trust them,” he says. “They have gone above and beyond to get things turned quickly, and they are saving us money. I go out and test the market once in a while, so I know. When you’re putting together a \$500M – \$750M project, you may need some help. If I can’t do something, LaSalle comes back with options. It’s like an extension of my staff. We’re very family-oriented here, and LaSalle feels like family.”

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