

August 22,
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Newsletter

Technology & Leasing

This is for:

Executives and
Management in
the Asset Finance
& Leasing
Industry

It is a :

Newsletter briefing
assessing the
impact of the latest
and emerging
Technologies and
industry events

For more in-depth
information on a
topic, contact us.

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The Importance of Latin America... but When ?

quoted from **Knowledge@Wharton**

“The region is second only to Asia in the amount of trade that flows across borders. The 125 million households in Latin America have a combined buying power of \$1.16 trillion compared to \$428 billion among the 10.7 million households in the United States. And the energy resources of the region are sufficient to suggest that the Western Hemisphere could eventually achieve energy independence. For more in-depth, go to:

http://knowledge.wharton.upenn.edu/073003_ss.html

THE CHALLENGES: to access the entire market, global leasing & finance companies must adapt their systems and websites to meet the language, cultural, currency, regulatory, accounting and taxation differences of 21 countries. And broadband penetration is lacking in the consumer household.

OPINIONS: English will NOT dominate the websites as it does worldwide. There is NO sign of a “Latin American Union” like the EU. So software must adapt to the individual country. Buying local LA systems creates an IT jigsaw puzzle that can be difficult to consolidate.

ACTIONS: instead of ‘forcing’ a product or system into a LatAm operation, try negotiating mutual benefit among the customer, the dealer, the local operations and headquarters.

Search Engines and Your Web-Based Sales

Quoted from the **Philadelphia Business Journal**

“For many online businesses, search-engine hits are the Holy Grail, whether they realize it or not. More than 80 percent of Internet users rely on search engines to take them to relevant pages, according to various sources. CyberAtlas found that 56 percent of Internet users will not bother to look through more than two pages of search-engine results.”

For more in-depth, go to:

<http://www.bizjournals.com/entrepreneur/>

THE CHALLENGES: You need to know how to get your company onto the first page of a Google search when a customer enters ‘lease equipment’. And soon, 200 competitors will know how to do it too.

OPINION: You need to know the tricks and costs of being seen first. And the tricks keep changing.

ACTIONS: look at monitoring software from experts like Elliance and 123 Log Analyzer to see your site traffic and its source