

Bluestone: Efficient collaboration for independent financial services broker



Bluestone

Established in 1996, Bluestone is an independent broker and provider of asset finance to UK organisations in both the private and public sectors. The company works with over 1,200 vendors in sectors ranging from IT hardware and software, through to interiors, catering and general assets, helping them access the largest portfolio of specialist banks and funders in the UK.



bluestone

The Bluestone Portal

A NEW ERA FOR FINANCE

Challenges

- Bluestone had transformed its business to become highly consultative, creating exactly the financing solutions which would best fit each client's needs.
- However, the company had noticed that a proportion of commodity transactions in the £5,000-£50,000 range were being lost to competitors.
- This was especially important in a period of economic uncertainty where investment volumes had dropped somewhat.
- The company wanted to leap-frog the market norm for online transactions and gain competitive advantage. The desired solution was a revolutionary fully end-to-end online portal, automatically matching customers with appropriate funders through a simple-to-use, 24/7 interface.

Solution

- As a pioneer of auto-decisioning, SFS was the perfect partner to collaborate with.
- Bluestone and SFS worked together to implement the SFS API, connecting Bluestone's new portal directly with SFS' automated credit quotation/application/decision system.
- As an 'always-on' facility, the Bluestone portal, powered by the SFS API Connection, offered a swift and efficient process at the click of a button, allowing deals in the £5,000-£50,000 range to be decided quickly and automatically.

Benefits

- 📄 The API link means Bluestone can close more business; the system has seen high acceptance rates with customers using the portal.
- 📄 Auto-decisioning returns financing decisions in seconds.
- 📄 Bluestone's portal is part of its strategic growth strategy, allowing the company to scale without a parallel rise in scarce and expensive human resources.

“As the largest auto acceptance player of any funder in the market, Siemens Financial Services were the ideal collaborator.

They've got the greatest appetite, and their speed of service is second to none.”

Mark Hargreaves,
Finance Director, Bluestone.