



Case Study

Financing Central Consulting Group Solutions

Company:	Central Consulting Group
Revenue:	\$14 million annually
Time in Business:	Since 2002
Industry:	Software engineering and design
Solution Cost:	Averages \$45,000



Client

Central Consulting Group (CCG) is a technology firm that specializes in providing customized software solutions throughout the United States. CCG serves architectural, engineering and professional services firms by enabling clients to get more out of their software investments. The company is headquartered in Minneapolis, Minnesota and has also been awarded for the last two years as Deltek Global Reseller of the Year.

Needs Analysis

CCG was seeking a lender that could quickly develop a comprehensive finance program: the ability for clients to finance their complete product and service offering. This also required the development of subsidized program that would lower the cost of financing projects for their clients and help meet CCG's business initiatives and increase sales. The Company wanted the ability to offer 100% financing for projects including the following:

- Software
- Customization
- DPS Cloud migration
- Integration
- Training
- And more

Ascentium Capital's Finance Solution

CCG chose Ascentium Capital as their preferred lender due to their results-based finance programs that incorporated a fast funding process. The partnership was also complimented with the strong business relationship that was developed over 10 years with Ascentium Capital's SVP of Strategic Services.

Below are the financial solutions that were developed to address CCG's initiatives:

Initiatives	Solutions
<ul style="list-style-type: none">• Minimize financial paperwork and documentation to make product acquisition simple• Decrease the time sales were outstanding (DSO) and fund transactions quickly• Develop a cost-effective way for clients to acquire the software/service solutions	<ul style="list-style-type: none">• Use of a one-page finance document to streamline the process• Provide same-day funding on most transactions• Offer a subsidized finance program for 36 months at 0%

Ensuring Success

Ascentium Capital provides CCG with a dedicated sales and finance team that understands their business model as well as their client base. Customized marketing and sales material was also developed to promote the acquisition of their solutions via a streamlined finance process with extremely affordable payment options.

- **Enhanced product offering:** CCG is able offer a complete technology solution combined with affordable 0% financing and flexible terms improving client satisfaction.
- **Streamlined financing:** most credit decisions are made within 1-2 hours combined with a one-page finance document making financing the complete solution extremely simple and affordable - helping close the sale.
- **Shorter facilitation:** quick access to financing and same-day funding enables clients to implement their projects on a faster timeline and CCG receives payments faster.

What CCG is Saying

Our team at Central Consulting Group (CCG) has utilized Stephen Interlicchio and the Ascentium Capital team as our one stop shop for all of our client financing needs. We have been thoroughly impressed with the professionalism and efficiency of Ascentium Capital. We consider them a trusted partner that has our interests in mind, and indeed, those of our customers when developing creative finance options. There is no doubt that we would not have achieved our level of success without Ascentium and we look forward to the future with no intentions of switching to any other provider.

**STEVE MCTAVISH, President
Central Consulting Group**

Learn More About Financing

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**Request Financing
Today!**