

Vendor Financing: *Research Based Digital Experience*

June 16 • 1-2 pm

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Summer Software Series

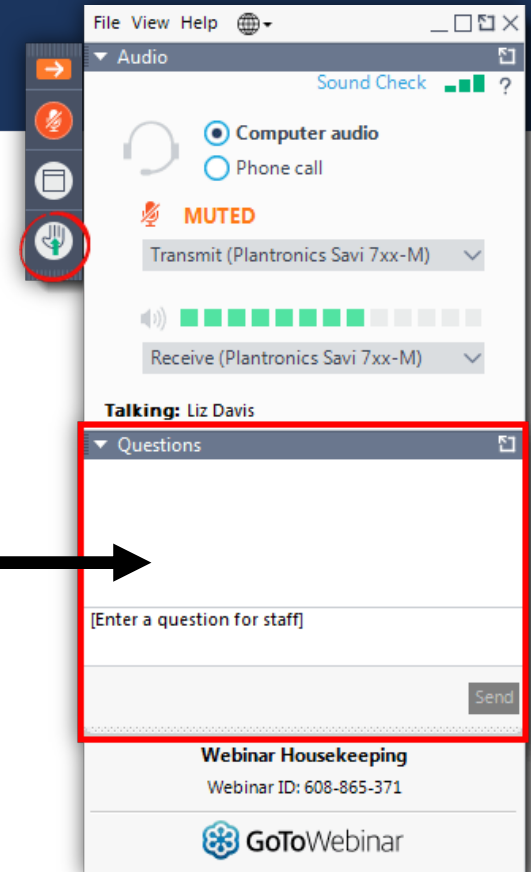


Housekeeping



Today's web seminar is being recorded.

All questions should be submitted
via the Questions Panel.



Our Panelists



Shawn Birch

Director of Product Management
Northteq



Terence Nelan

Interaction Designer
CIT



Melissa Orsburne

VP, Digital Platform Director
Huntington National Bank

Objectives

Why do vendors need an intuitive, digital experience?

What are some tools and methodologies for discovery and execution?



Voice of the Customer

What is voice of the customer?
Why is it important?

What's an MVP?
(Minimum Viable Product)



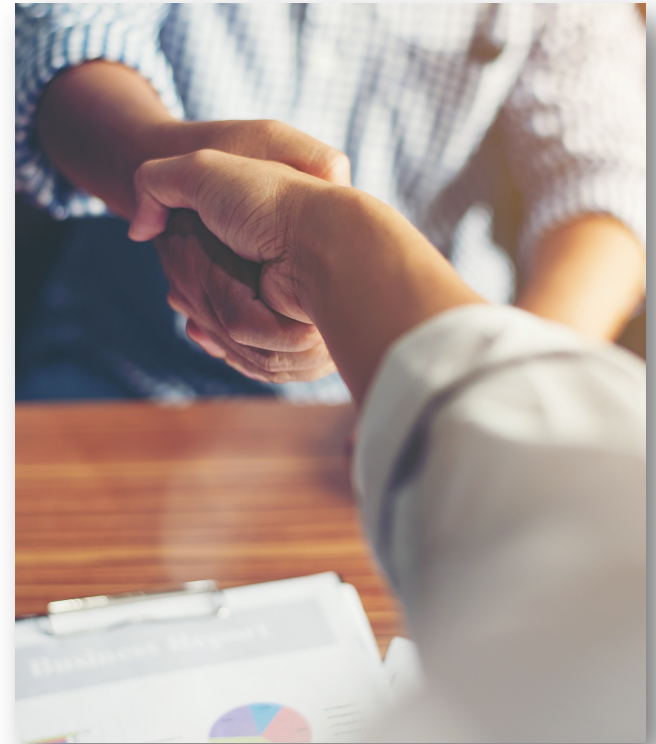
Voice of the Customer

[View Demo on YouTube](#)

Enabling the Vendor

What functionality enables the vendor to sell more equipment?

OCR: Optical Character Recognition
ML: Machine Learning
AI: Artificial Intelligence



Enabling the Vendor

[View Demo on YouTube](#)

Giving the Vendors Access to Their Data

Vendors want to know what's going on with their deals.



Giving the Vendors Access to Their Data

[View Demo on YouTube](#)

Creating Efficiencies

Making the application process simple and efficient for the Vender AND the Lender.



Creating Efficiencies

[View Demo on YouTube](#)

Voice From Other Industries

How do other industries do similar things?

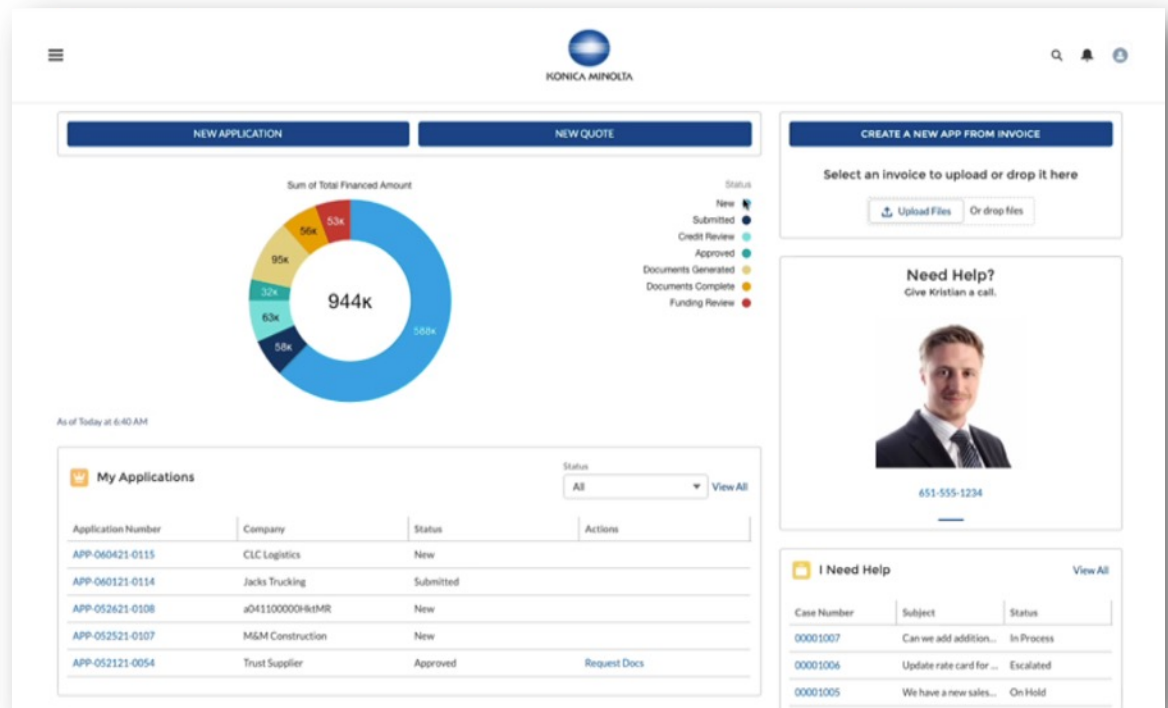


Voice From Other Industries

[View Demo on YouTube](#)

Feedback Loop

What is the feedback loop?
Why is it important?
What do you do with it?





What's Next?



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