



Case Studies for CFOs

Customer Success E-Book



Table of Contents

Manufacturing

02 Otter Products

04 Atlantic Tool & Die

Healthcare

06 Deaconess Health System

Non-Profit

08 YMCA



Superior Service and Unparalleled Access to Refurbished Equipment Powers One of the Nation's Fastest Growing Companies

“ Meridian is so good at what they do, and they have the industry expertise which allows us to focus on what we're good at. ”

Gerald Chen
Chief Financial Officer

OTTER PRODUCTS

Industry
Wholesale & Distribution



“ Meridian makes sure that we have reliable equipment when we need it ”

Andy Jensen
Distribution and Fulfillment Manager
Otter Products

About Otter Products

Founded in 1998, Otter Products has taken its mission of “We Grow to Give”, to heart, growing from the Colorado garage of its founder to an international company, with offices in Fort Collins, CO; San Diego, CA; Hong Kong, China; Cork, Ireland; and Shenzhen, China. They’ve grown to become an innovator of premium protective products for smartphones and tablets, through their OtterBox, LifeProof, and OtterCares brands. In 2018, they had 4,826 SKU finished goods sold, and they plan to expand even more in the coming years.

Business Impacts

- Meridian’s independent leasing and financing experts provided access to cost-effective refurbished material handling equipment that met or exceeded OEM standards for performance and quality
- Otter Products was able to reinvest the savings they experienced into other parts of their operations, like a new automation line
- With facilities running 24/7, Otter needed simplicity and efficiency throughout their business operations
- Having great communication, transparency and a partner who has impeccable lease documentation makes acquiring equipment quick and seamless



4K
Products for Sale



1K
Employees



416
of 5,000 Fastest-Growing
Private Companies

The Challenges

With operations relying heavily on technology and equipment, there is a high probability that a business-critical system will fail, significantly impacting business. Equipment failure can cost thousands in repair bills, business interruption and lost revenue. Otter Products understood the negative financial impact of this so they sought out a partner they could implement a formalized equipment replacement process with to stay on top of the routine care their equipment required and replace parts according to schedule. Otter Products was in search of a reliable and cost-effective way to source their business-critical material handling equipment without cutting corners on quality.



**I Don't Have Access
to Capital**



**I Can't Adopt Next-Gen
Technologies**

How Meridian Helped

Refurbished equipment is a lower cost alternative that comes with many of the benefits of buying new equipment, and savings of up to 60%. Otter was able to take advantage of Meridian’s unparalleled access to refurbished material handling equipment across a variety of manufacturers. Meridian’s refurbished equipment goes through a comprehensive process to restore it to the original equipment manufacturers’ (OEM) specifications for performance and reliability, so Otter did not have to sacrifice quality. Meridian provided Otter’s Colorado facilities with forklifts, reach trucks, turret trucks and more so that Otter can provide the level of quality their customers have come to expect.

TrueFlex Value™



**Refurbished
Equipment**

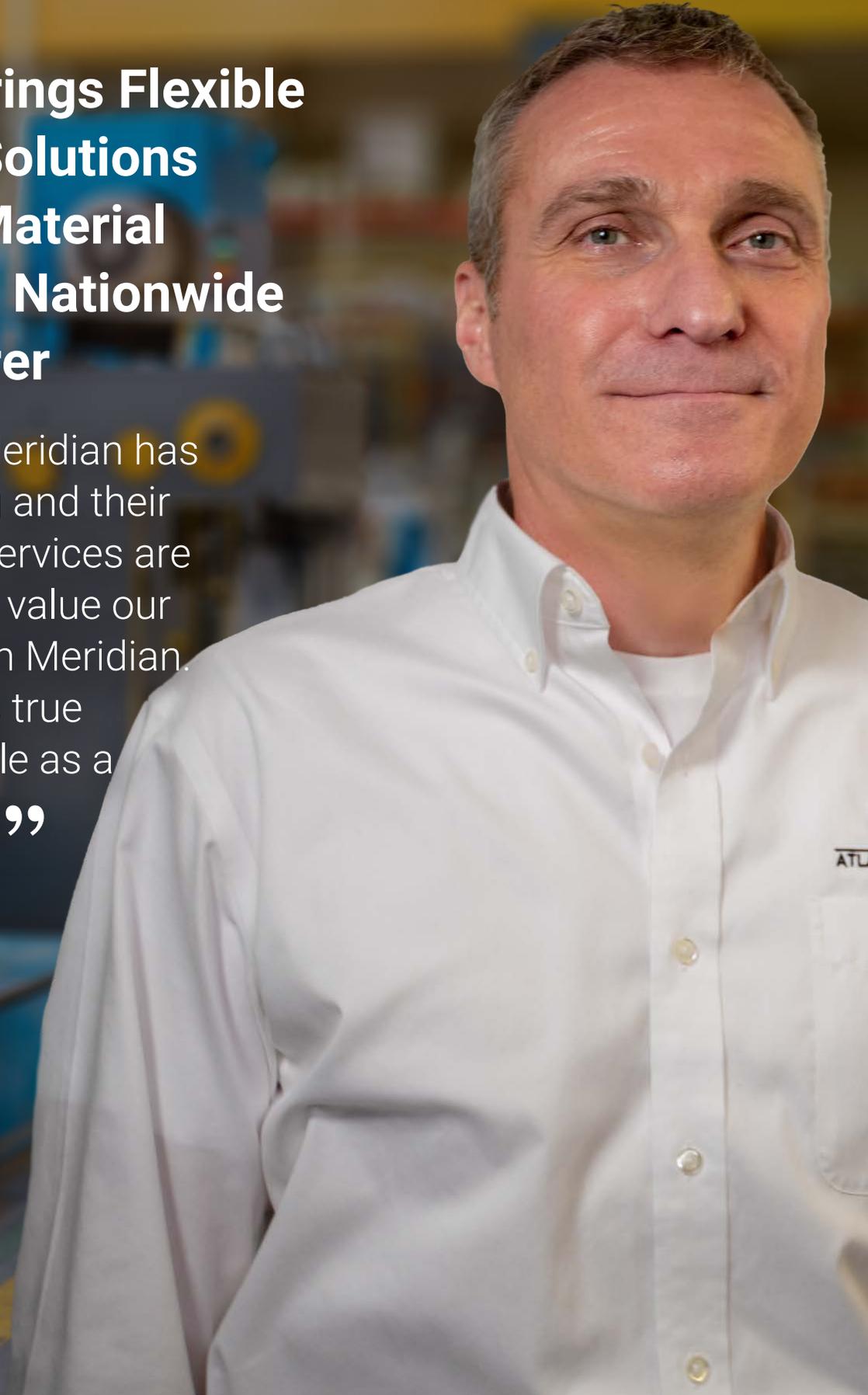
Meridian Brings Flexible Financing Solutions for IT and Material Handling to Nationwide Manufacturer

“Working with Meridian has been refreshing and their expertise and services are the reasons we value our partnership with Meridian. Meridian brings true value to the table as a leasing partner.”

Dan Prugar
Chief Financial Officer



Industry
Manufacturing



“When we needed to configure servers, when we needed advice on buying infrastructure, Meridian came through.”

Eric Kress

Chief Information Officer
Atlantic Tool and Die

About Atlantic Tool & Die

Atlantic Tool & Die was founded in 1937 by four European immigrants with a dream. From modest beginnings as a small tool shop in Ohio, to becoming one of the forefront metal stamping providers in the world, ATD's presence has expanded to numerous locations across the nation and the world. Their mission, to exceed their customer's expectations in every aspect, has become a cornerstone in their company and has spurred their growth throughout the past 80 years.

Business Impacts

- Meridian's access to refurbished equipment allowed ATD to replace all of their warehouse equipment at half the cost of new.
- Meridian's IT Expertise and guidance has enabled ATD to modernize their IT and warehouse operations.
- ATD now has a streamlined and affordable method of ordering, and implementing newly acquired material handling equipment.



1937
Founded



600K+
Square Ft
of Facilities



40%
Reduction in
Forlift Costs

The Challenges

Since opening its doors in 1979, the once privately held company has completed numerous acquisitions and is now public. In order to keep up with the rapid rate of growth while demonstrating business continuity, Quad needed an IT environment that was secure and could scale with its ever-changing needs. Starting back with the founder in 1971, Quad would seek to find a better way to do things, often through technology. As Quad grows and continues to innovate, it is extremely important that it has access to a wide range of technology solutions that help it remain agile and responsive to its business needs as well as its customers' needs. Quad wasn't looking for a vendor; it was looking for a strategic partner that could design solutions to support the future of its company, regardless of technology or manufacturer.



I Don't Have Access
to Capital



I Can't Adopt Next-Gen
Technologies



I Am Not Prepared for
Future Growth

How Meridian Helped

Meridian was instrumental in architecting a refresh program, giving guidance on technology and financing options, and negotiating with ATD's suppliers to get the equipment for the lowest possible price.

Meridian visited each of ATD's facilities to fully understand the challenges they were facing and the objectives they were trying to accomplish. Meridian presented ATD with multiple solutions to control costs; one of which using refurbished forklifts instead of new ones.

TrueFlex Value™



Refurbished
Equipment



Meridian Brings Transparency and Flexibility So Deaconess Can Stay On the Cutting Edge

“As part of our mission to provide quality health services, our intent is to maintain state of the art equipment in our clinical operations and Meridian is key to that equation as we trade up to the most advanced technology available.”

Cheryl Wathen
Chief Financial Officer



Industry
Healthcare



“ I would recommend Meridian to other healthcare companies because I feel like they were very easy to work with, very responsive. And they had a lot of information and helped educate us on making the right decisions. ”

Jill Trautvetter
Program Manager
Deaconess Health System

About Deaconess

Deaconess was founded in 1892 by a group of Protestant ministers and laymen who felt called to care for the sick. Deaconess Health System is the premier provider of health care services to 26 counties in three states (IN, IL, and KY). Offering over 50 specialties to more than 30 care sites, Deaconess delivers world-class health services to their patients

Business Impacts

- Deaconess has a clear path to refreshing equipment throughout their entire health system, with Meridian's industry expertise.
- With TrueFlex Value™, Deaconess can save capital dollars and continue delivering cost-effective patient care.
- Thanks to Meridian's flexible and transparent financing offerings, Deaconess can budget appropriately, with predictable monthly payments – which means no surprises.



11
Hospitals



460+
Hospital Beds



30+
Care Sites

The Challenges

Deaconess Health System's mission is to provide quality health care services in their community and maintain state of the art technology in their clinical operations. When selecting a leasing company, Deaconess wasn't looking for a company that would only provide financing. They wanted a full-service partner, one that in addition to providing competitive financing, could aid in equipment upgrades and provide expertise around vendors, equipment types, and models.



I Don't Have Access to Capital



I Can't Adopt Next-Gen Technologies



I Am Not Prepared for Future Growth

How Meridian Helped

Meridian has helped Deaconess with equipment financing for just about every type of medical equipment including biomedical imaging, IT, surgical, clinical, laboratory, and patient experience. Meridian's TrueFlex Value™ provides Deaconess with a more predictable and consistent cash flow so they can better manage their budget.

Meridian has also assisted Deaconess with equipment and vendor evaluations, market trends, and competitive pricing analysis. Meridian and Deaconess have worked together through many technology implementation upgrades, replacements, complex migrations, and vendor changes.

TrueFlex Value™



Advisory Services



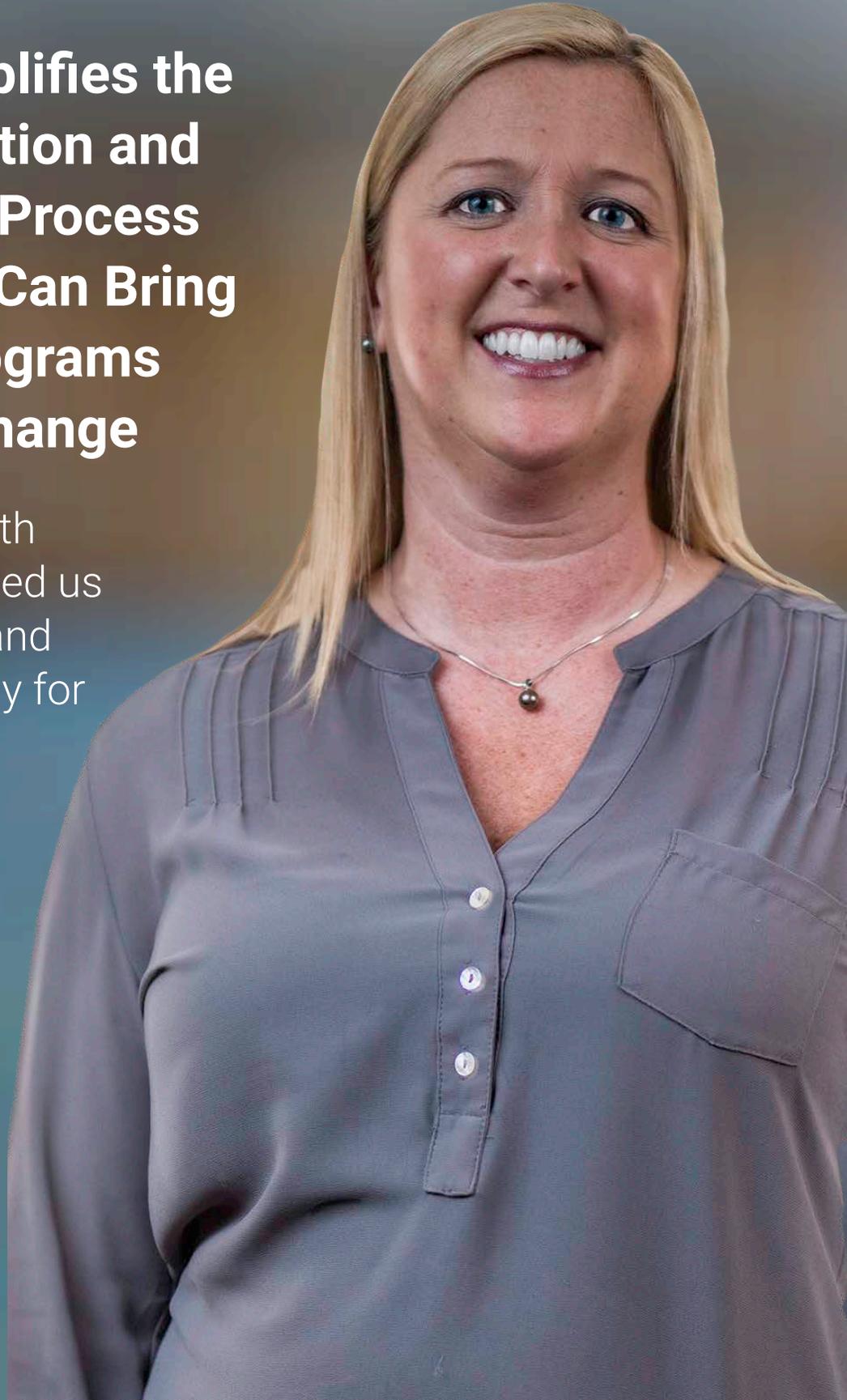
Meridian Simplifies the Asset Acquisition and Management Process so the YMCA Can Bring Incredible Programs For Lasting Change

“ Our relationship with Meridian has allowed us to have the latest and greatest technology for our customers. ”

Anne Porter
Chief Financial Officer



Industry
Non-Profit



“ I find the Meridian team has a very strong breadth of knowledge across a lot of different technology solutions. ”

Bruce Caudill
Vice President of IT
YMCA

About YMCA

The Y is a cause-driven organization focused on three key areas: youth development, healthy living, and social responsibility. It believes a strong community can only be achieved when it invests in its kids, its health, and its neighbors. Its programs, services, and initiatives enable youth to realize their potential; offer families ways to have fun together; empower people to be healthier in spirit, mind, and body; welcome and embrace newcomers; and help foster social responsibility.

Business Impacts

- Because Meridian has a team of equipment experts and is vendor-agnostic, CFO, Anne Porter, was able to easily track and manage all her equipment across all asset types and all facilities
- As a leading independent lessor in the US, Meridian provided 100% transparency and was able to deliver flexibility across all lease types and terms
- From collaborating with their equipment suppliers and making sure the right equipment arrived at the right time, to consolidating lease schedules, Meridian has allowed YMCA to focus on what matters most to them: serving and caring for the members of their community



9
Locations



33
Equipment
Refreshes Each year



175
Years in
Business

The Challenges

With over one million visitors entering their facilities every year, Anne Porter, CFO of the YMCA of Pierce and Kitsap counties understood that keeping their equipment and technology current was paramount to keeping their member base coming back month after month. They needed access to the latest fitness equipment and the flexibility to upgrade and refresh that equipment when necessary. To be attentive to the frequently changing needs of their members, the YMCA wanted the latest strength and cardio machines, as well as access to workstations across their facilities and administration offices. With an ever-growing network of members, Vice President of IT, Bruce Caudill, and his team needed access to technology and technology experts that could walk alongside him to meet his needs and, most importantly, work within his budget.



I Don't Have Access
to Capital



I Can't Adopt Next-Gen
Technologies

How Meridian Helped

The YMCA was able to centralize all their cardio, strength, and IT equipment on a single supplement, which ultimately simplified the asset management process and reduced the time the finance team spent managing leases and vendors. The YMCA wanted to be able to refresh their fitness and IT equipment to meet the needs of their members. Meridian, in partnership with their IT Group, was not only able to supply the technology and the financing for the technology, but they also provided industry experts that were able to architect, deploy and support their security, backup and compute needs. Meridian's flexibility of terms and lease types, and their level of responsiveness meant that the YMCA could focus on building and supporting incredible programs for the hundreds of thousands of community members they serve.

TrueFlex Value™



Advisory
Services