



Meridian Allows Helena Chemical to Consistently Refresh their Equipment

“ Meridian meets Helena’s needs in all aspects from the financing, to the logistics, to the advice, and the technical knowledge that they have. ”

Vickie Smith

CIO



Industry: Agriculture



“Meridian has helped us in several different projects, especially when we are upgrading our devices, upgrading our iPads, when we are looking at new technologies - they’ve always been at the forefront.”

PT Padmanabha

Senior Manager, Business Applications
Helena Chemical

About Helena Chemical

Helena Agri-Enterprises, LLC, headquartered in Collierville, Tennessee, is one of the foremost agronomic solutions providers in the United States. Helena’s theme of People... Products... Knowledge... reinforces the company’s commitment to helping customers succeed through knowledgeable and dedicated people, useful and unique products, and the latest proven technologies.

Business Impacts

- TrueFlex Value™ allows Helena to continually evaluate and refresh equipment throughout their entire organization.
- Through the flexibility of the TrueFlex Finance family of services, Helena can stay on the cutting edge as they deliver world-class services to their customers.
- Meridian’s IT experts and architects have helped Helena design and build their IT infrastructure.



450+
Locations



6K
Employees



1957
Founded

The Challenges

As a B2B organization, Helena needed to equip its sales team with tools that could make the sales process more dynamic, progressive, and responsive. With technology advancing at a blistering pace, Helena was struggling to keep up with the pace of change and was often left with outdated equipment.



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



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



**I Am Not Prepared for
Future Growth**

How Meridian Helped

Recognizing that customer satisfaction and consistent quality products were at the core of Helena’s mission, Meridian understood that stable and modern infrastructure needed to be implemented across all operations. Meridian’s leasing services allows Helena to upgrade their equipment more consistently to keep up with advancements in technology.

TrueFlex Value™