



Amficon moves forward with Real Asset Management

Leading UK leasing company selects RAM's Rental4000 & Repair4000 solutions

Amphibious Container Leasing Limited (Amficon), one of the world's foremost specialist container leasing companies, has selected RAM's Rental4000 & Repair4000 solutions in a deal worth over £185,000.

Amficon, which owns a container fleet of over 80,000 TEU of specialist containers, open tops and flat racks, has seen its share of the world-wide container leasing market increase rapidly over the last 5 years. First established in 1972 as a niche supplier of specialist container equipment to the deep and short sea shipping world, the company has gained an enviable reputation for first class customer services and strong relationships with the world's leading shipping lines.

Recent growth, especially across important new markets in South East Asia, Europe and the Americas, prompted the Operations Team at Amficon to look for a centralised solution for managing leases and maintenance contracts that could replace its existing mix of in-house systems.

"We looked in depth at all the leading solutions," said Brian Carter, Operations Director at Amficon. "We had three major requirements. Firstly, ease of use - we wanted a centralised system that could be tailored to match our needs rather than force us to reinvent the way we work. Secondly, it needed to support all our business functions so that Finance, Operations, Marketing and Sales teams had access to the most up-to-date information. Thirdly, and perhaps most importantly, we needed a supplier with the right experience and

resources not only to implement and support the application but to ensure its continued development and to keep us at the forefront of this technology. RAM has proved to be unique in these aspects."

The RAM solution will be used to manage the complete leasing life-cycle across the group's entire fleet of units. Amficon will also implement RAM's Maintenance & Repair module 'Repair4000' to reduce lay-time in repair depots and to monitor repair costs.

"I am delighted that RAM has been adopted by Amficon," said Mark Johnson, Real Asset Management's sales and marketing director. "It consolidates our position as the leading lease management system in the container industry."



"we wanted a centralised system that could be tailored to match our needs"