

1 Partners in finance

As part of their own growth strategy, Ultimate Finance devised a partnership plan. The company started by asking themselves what other ways they could attract new business and what different relationships they could strike with companies offering complementary services.

According to Ultimate Finance's Head of Partnerships Adrian Stalley: 'I was aware of Currencies Direct because I'd used them for a personal currency transfer in the past, but I hadn't really thought about how their services could work with those offered by Ultimate Finance.'

However, once Currencies Direct made contact and we talked about what they offer, it became clear that we could be better servicing existing clients by offering an international payments provision. The partnership made sense from a very early stage.'

Most of Ultimate Finance's clients were using their bank to manage any necessary international payments – a less service-driven and expensive option than using a currency specialist like Currencies Direct.

2 Transparent, welcoming, committed

Adrian Stalley added: 'What I like about dealing with Currencies Direct is their transparency, how welcoming the team are and how committed the company is to make things happen. There was no set template for what we were trying to achieve together, so we were able to tailor the relationship to suit both companies' needs.'

We knew that we have clients that could benefit from Currencies Direct's products, and that they have clients who may need finance products, but we didn't have to make the partnership fit an existing mould so deciding where to go from there was an organic process.'

3 Forward thinking partnerships

Based on Ultimate Finance's experience of working with Currencies Direct, Adrian Stalley would highly recommend them as a partner.

'They've devoted a lot of time to developing the partnership, from meetings to training our staff. The on boarding and implementation of the

partnership was very good.'

'The desire they have to make a partnership work is great, as is the support they're able to offer in terms of joint marketing. If Currencies Direct's services are right for your industry I'd really recommend exploring how you could work together.'

“For Ultimate Finance being able to introduce their clients to a more streamlined, supportive and cost-effective international payments solution was the key benefit of the partnership.”

— Adrian Stalley,
Head of Partnerships
Ultimate Finance



ULTIMATE
FINANCE

Case study

Ultimate Finance

Ultimate Finance was established in 2001 to provide SMEs with access to alternative finance solutions, from business loans to asset finance and invoice finance. If a business is looking to grow, Ultimate Finance can put together a hybrid solution to help make it happen.



If you want to find out more about partnering with Currencies Direct, get in touch with our Partnership Team.

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