



Partnership Profile

Odessa Case Study

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odessa

Enhancing go-to-market operations for an
asset management software provider

Odessa

Investment Status: Current
CEO: Madhu Natarajan

Location: Philadelphia, PA
Investment Date: 2021

Vertical: Financial Technology & Services (FTS)
ISO: Bank Technology

Cross-sector Strategy: Software

The Description

Odessa is a provider of asset leasing software which enables clients to manage the end-to-end leasing workflow for equipment and other asset types. We are partnering with the company to improve sales operations and win new enterprise customers in the company's core North American market and beyond.

The Opportunity

Odessa provides modern software to help manage equipment leases for enterprises, including captive leasing organizations, large banks and independent leasing businesses. The company's cloud-native software supports the end-to-end leasing workflow through origination, servicing and remarketing. Each year, companies lease millions of pieces of equipment, from computers and printers to lawnmowers and jet engines—providing plenty of opportunities for Odessa to grow.

The Challenge

At the beginning of our partnership, Odessa had a best-in-class product, but had potential to expand its reach.

The Results

We worked with Odessa's co-founders, who serve as Chief Executive Officer and Chief Technology Officer, and the larger management team to hire new talent, improve operations, grow the company's customer base and drive further innovation in the leasing sector.

Go-to-market optimization

The company enhanced its go-to-market and delivery capabilities by establishing a regional sales coverage model, starting a revenue operations team and improving processes around product delivery and account management.

Strategic growth

Odessa launched a strategic initiative to capitalize on emerging innovation in the equipment finance space, including subscription business models. It also launched seven major project go-lives and won two new customers in the innovative subscription space.

Global reach

The company hired key leaders in Europe, Asia and the United States. It also onboarded two new enterprise customers, including one based in Europe.

If you'd like to learn more about THL's activity in Bank Technology or other financial technology & services ISOs like CFO Software, Governance, Risk & Compliance, Insurance, Software with Embedded Finance, or Wealth & Fund, contact THL's FTS team today.