

# Haas Automation: Financing through SieSmart for machine tool supplier in the UK



## Haas Automation

Haas Automation is the largest machine tool manufacturer in the western world, producing over 18,000 machines every year. The company manufactures four major product lines: vertical machining centres (VMCs), horizontal machining centres (HMCs), CNC lathes and rotary tables.



## Challenges

- Haas's UK team, based at its state-of-the-art head office in Norwich, offers financing solutions for manufacturer customers in-house, helping them acquire Haas machinery without overstressing finances.
- SFS is a longstanding Haas partner, with the relationship dating back to 2016. Haas requested a transition away from traditional brokerage processes, where financing applications are made over the phone or via email.

## Solution

- Given that Siemens produces CNC controllers, the SFS team has an excellent understanding of the machine tool industry.
- With this knowledge and its online platform, SieSmart, SFS can provide exceptionally quick acceptances for Haas financing requests. The vast majority of deals are now made on the SieSmart portal.

## Benefits

- 📄 Through SieSmart, Haas receives an acceptance or referral within 30 seconds.
- 📄 Once an application has been made and documents submitted, payments are often made on the same day.
- 📄 When there are unusual or more complex requests, the Haas team still has the option of picking up the phone and speaking directly to SFS, which they do at least once a week.

**“SieSmart is the easiest portal to use out of others we have access to. It’s user-friendly and intuitive, so even the less computer-literate can use it. Along with the platform, we highly value the SFS service. We speak to the team at least once a week, so we’ve built a great partnership.”**

Tim Ross.  
Businesses Manager  
Haas Financial Services