

**3 July 2025****Asset Alliance Group and OSF Digital partner to transform financial services and fleet operations via AI-powered innovation on Salesforce**

Asset Alliance Group, in strategic partnership with digital transformation leader OSF Digital, has unveiled a bold growth strategy designed to drive operational excellence and sustainability through transformative digital innovation.

Leveraging Salesforce Automotive Cloud and its digital labour platform Agentforce, Asset Alliance Group is reshaping the future of financing, vehicle leasing and fleet operations by optimising vehicle performance with advanced telemetry, and delivering smart connected experiences that drive faster decisions, reduce downtime, and maximise asset productivity.

With OSF Digital's strategic guidance and deep Salesforce expertise, Asset Alliance Group is modernising its customer engagement, operational execution, and resilience capabilities. This transformation positions Asset Alliance Group as a flagship example of intelligent orchestration at scale, setting new benchmarks for agility and customer value.

Sean Catlin, Global Head of Strategy at OSF Digital, says: "This isn't an upgrade, it's a leap. Through our collaboration, Asset Alliance Group is moving beyond digital improvement towards fully orchestrated, data-driven intelligence. We're enabling Asset Alliance Group's vision for smarter fleet management and proactive asset lifecycle optimisation."

Asset Alliance Group's growth strategy is crafted to deliver innovation, efficiency, and rapid customer value. By integrating advanced telemetry with Salesforce's Automotive Cloud, Asset Alliance Group transforms fleet management, improving vehicle lifecycle management, enhancing operational safety, and providing immediate insights that maximise fleet productivity.

Underpinned by Salesforce's Automotive Cloud, Financial Services Cloud, Marketing Cloud, MuleSoft, Data Cloud, and Agentforce, Asset Alliance Group's digital infrastructure ensures future-ready operations. This comprehensive digital backbone streamlines asset onboarding, funding workflows, and asset-backed lending, while driving personalised customer and partner experiences.

Amanda Figg, Chief Transformation Officer at Asset Alliance Group, says: "Our partnership with OSF Digital is critical to our strategic evolution. We're not simply enhancing our technology; we're fundamentally redefining how we manage assets and engage with customers using Salesforce. This approach enables sustained growth, operational excellence, and a clear path towards our net-zero objectives."

Asset Alliance Group's sustainability strategy integrates net-zero objectives across fleet

management decisions and operational enhancements. This includes adopting lower-emission vehicles, intelligent asset lifecycle management, and enhanced supplier efficiencies. Through this digital transformation, Asset Alliance Group ensures environmental responsibility goes hand-in-hand with operational performance.

The adoption of Salesforce Agentforce and industry-specific capabilities from Automotive Cloud sets a transformative precedent for the sector. The strategic use of AI and advanced data capabilities clearly demonstrates significant improvements in operational efficiency, customer engagement, and sustainability practices across fleet and financial management.

Asset Alliance Group's transformative journey with OSF Digital and Salesforce is just beginning. As it scales AI-powered operations and growth, the company is uniquely positioned to define the future of its industry – delivering faster, smarter, and more sustainable outcomes for customers and stakeholders alike.

## **ENDS**

### **Note to editors:**

Asset Alliance Group has redefined the way companies acquire transport and logistics vehicles and occupies a unique position in the market, as it uses its own funds and significant buying power to supply multi-brand truck, trailer, bus and coach vehicles on any combination of contract hire, operating lease, finance lease, hire purchase or rental. This flexibility, combined with a transparent and consultative approach, helps customers drive maximum efficiency from their fleets.

Asset Alliance Group also stands out for maintaining full control of residual risk through its retail arm, which protects customers from overly strict return conditions commonplace in the industry.

The Group operates across five UK sites and is headquartered in Wolverhampton.

OSF Digital is a global, AI-powered digital transformation leader with expertise in connecting technology and strategy to drive business success. With several Salesforce awards for multi-cloud innovation, a member of multiple Salesforce Partner Advisory Boards, and a proven playbook for Customer 360 success, OSF Digital seamlessly guides enterprises through their entire digital transformation journey. With a client community spanning multiple industries around the globe, OSF Digital provides personal attention and the highest level of connection with a local presence throughout North America, Latin America, APAC, and EMEA. For more information about OSF Digital, visit [osf.digital](https://osf.digital).