

Background

In the spring of 2003, Clydesdale Financial Services (CFS) made a decision to enter the competitive Motor Finance marketplace.

CFS were working to a very tight deadline for implementation and in order to be successful, the proposal systems to support the business would need to be designed to minimise the costs of the new operation.

CFS chose Redline to assist them in deciding the technical requirements, providing the proof of concept and ensuring the smooth integration of the new proposal system with the existing loan platform systems.

Facing the challenge

For the proposition to be viable, Redline needed to meet all of the client's key requirements, within a twelve week period. To enter the motor finance marketplace the proof of concept needed to be established early in order to secure funding.

Project overview

The main aims of the project included:

- The replacement of the legacy mainframe, dumb terminal systems with a configurable, intuitive and scalable platform
- The replacement of the telephone data-capture process
- To provide a platform that would manage a loan seamlessly through the entire life-cycle
- To assist CFS in process re-engineering, streamlining and automating processes where possible
- To provide a platform that would allow the introduction of new products and services with no alterations to the software
- To integrate with existing CFS software and have the capability of producing multiple document types

The Solution

Redline recognised that central to the requirement of performing both front and back office operations, was the use of a single database in which all customer, proposal and agreement details will be held.

Microsoft's industry standard SQL Server was chosen as the database platform for its high performance, scalability and cost effectiveness.

The system was designed to run on cost-effective Intel servers, and industrial standard operating systems. The low costs of this type of server enables a finance company to house and safeguard its own data rather than rent a mini computer or mainframe from a third party.

All user interfaces are browser-based providing a scalable, secure, location independent solution.

The use of browser interfaces results in low cost, ease of operation and as no client software is required consequently even the smallest motor dealers could use the new functionality from a PC connected to the Internet.

Financials 436834 Ref: C945

Total Cash Price : 50000.00
 Part Exchange : 15000.00 30%
 Cash Deposit : 3500.00 7%
 Existing Finance to Settle : 0.00
 Balance to Finance : 31500.00
 Scheme : 500
 Term : 36
 Document Fee : 0.00
 Settlement Fee : 0.00
 Monthly Repayment : 1006.25 [Details](#)

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Employer Details Proposal 436806

Employment Status: E Employed
Employers Name
Nature of Business
Telephone Number
Job Title
Business Sector
Category
Time With Employer: Years Months
Employer Address:
Post Code
Unit
Number
Street
Building Name
District
Limited Company
Town
County
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The system was developed by Redline utilising Rapid Application Development (RAD) techniques and the application of our significant industry experience.

Throughout the development period, Redline and CFS were in constant communication in to ensure that the project was developed to meet all the requirements and remain within the very challenging time frame.

The main components of the solution included:

- Introduction of the Cognition Front Office system to the business interfacing to and retaining the legacy credit agency and decision engine
- Introduction of the Cognition Back Office system writing interfaces to the print fulfilment and plastics fulfilment operations
- Analyse and identify costly, inefficient and unnecessary business processes removing, automating or refining as required

Redline provided CFS with a web services based solution that provided a competitive offering that would enable CFS to attract significant new accounts. The RAD techniques made the whole project viable and at the same time allowed for additional functionality and fully automated processes.

Our extensive experience in the finance arena was applied to the CFS motor credit solution. We also integrated vehicle validation processes to ensure clean data and developed the system so that CFS could use their own credit bureau interface.

Redline were able to meet the challenges that CFS presented, and delivered the project on time and within budget. As a result of this highly successful project, CFS was able to confidently enter the aggressive motor finance sector.

CFS realise the system benefits

The system brought a number of benefits to the company which allowed them to provide a high level of customer service. The automated system allowed for a streamlined and efficient process, with low operating costs.

The benefits to CFS included:

- The electronic data capture and proposal system frees call centre staff to focus on more proactive duties and reduces the possibility of errors, improving data quality
- The use of browser technology has led to an intuitive system that is independent of the users location, increasing the appeal to the end user and cutting training times for new staff
- The combination of browser technology with an industry standard database and platform resulted in a particularly scalable system and time-to-market is reduced for new product launches
- The high level of process automation has meant that employees are released from the burden of repetitive tasks, and are free to concentrate on customer-focused activities
- The business has seen substantial growth since the introduction of the platform, growing 8 fold in just 3 years

CFS customers are now able to benefit from quick decisions, using the auto underwriting software, and the system also provides the agreement and direct debit documentation.



Redline Software

Redline Software provides solutions and services to the Consumer Credit industry. Our industry experience, understanding of technology and our proven track record in Change Management give us a unique ability to bring about our clients' objectives in efficiency, customer service and cost savings.

Cognition our flagship product, embraces a customer-centric approach to managing the entire credit agreement life-cycle from new business data acquisition, automated underwriting and decision making, through document production and workflow, agreement inception and payment processing to ongoing account management as well as debt recovery.

Extensive system configuration throughout delivers competitive advantage through flexibility and faster times to market. Automation of repetitive tasks allows operators to utilise the system to focus on delivering the highest levels of customer service.

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