

Background

In 2002 Carnegie Holdings purchased Clydesdale Financial Services (CFS). Recognising that their ambitious business plan required powerful financial systems, CFS contacted Redline Software.

A leading supplier of Retail Finance, CFS provides Point of Sale credit to a growing number of retailers, across many sectors, in the UK. CFS currently works in partnership to support in excess of 5000 retail clients, advancing millions of pounds each week.

Retail clients vary hugely in size and business sector, and all clients are provided with bespoke products and services, tailor-made to their individual requirements. CFS's vast experience in the retail market enables them to promote enhanced offerings, due to their fundamental understanding of retail business and desire to work in partnership for mutual growth.

The challenges for the implementation of the new system included:

- Replacement of the legacy mainframe and dumb terminal systems with a configurable, intuitive and scalable operating platform
- To remove the process of operators capturing data over the phone, by delivering a platform that is capable of capturing and processing electronic applications at point of sale
- To develop a single platform that could perform both front and back office tasks, seamlessly managing a loan through its entire life cycle
- Reengineering of business processes, streamlining and automating them as required
- To design a flexible system that can be reconfigured to introduce new products and services, with no changes to the software

Redline Software had already worked successfully with the new management team on other projects at CFS and because of this we were asked to propose and implement the new systems.

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 scaleable, 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 retailers could use the new functionality from a PC connected to the Internet.

A programme of communication and consultation between Redline and CFS resulted in costly and inefficient business processes being identified. In addition the high levels of automation that were built into the new solution resulted in overly complex processes being rectified and unnecessary processes were removed altogether.

The combination of intelligent design and careful attention to detail resulted in a system that can be reconfigured easily and with minimal code changes and maximum autonomy for CFS.

In addition a full audit trail is maintained with application and database level validations safeguarding against invalid system settings

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](#)

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: _____

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 highly scalable system. In addition time-to-market has been 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.

In addition to the initial proposal Redline also developed a Web Service, which allows clients of CFS to submit proposals from their own data capture software. In use at client sites this can return a decision in 30 seconds and provide the documents locally for the client to sign immediately.



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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