

Case Study: Loan Servicing Firm in India

Key Benefits

- Automated the generation of reports
- Management dashboards for a single view on business performance
- Eliminated manual work involving data consolidation
- Enabled technology jump to an Enterprise BI solution

Customer Speak

“Centum Software team helped us begin our journey for an integrated Business Intelligence and Reporting Solution. We are extremely happy with the solution offered to us. The team had the necessary skills and experience to understand the Financial Services industry and help us achieve our objective of establishing a decision making and reporting system”

Chief Information Officer and Head of IT Department

Company Profile

Company is a mid-size Loan servicing company with offices across India. The Loan offerings are limited to housing loans (Loan for purchase of houses/flats) and Personal Loans. The company serves almost 200 housing loans and most of its customers are retail individual customers who are investing in residential apartments.

Business Issues

While an Enterprise Resource Planning, Loan Management and Customer Relationship Management system was implemented 2 years back, there was a need felt by the senior management to have access to reports and management dashboards. There was also a need felt to generate alerts in case of defaults or customer logging a complaint etc. In the current scheme of things, it took almost 1 week to generate an account statement (mostly manually or through tools provided by the ERP). Management did not have access to the complete business picture, and did not have any information on how expenses are managed. Most times, the expenses would exceed the budget and would result in multiple approvals.

Our Solution

Centum Software’s team of BI consultants engaged with the customer’s business users and senior management in understanding the gaps in reporting. The team was led by a Senior Project Manager with more than 15 years of experience in designing data warehouses and BI solutions. The team identified four key requirements

- Senior Management Reports on overall business performance
- Sales and Marketing Reports for Single view of customer, sales performance etc.
- Back-office and Loan Servicing reports for defaults, payments, etc.
- Finance Reports for Financial Performance

The team identified a set of 24 Key Performance Indicators which were required from reporting perspective. In consultation with the Senior Management, the team identified Microsoft Business Intelligence as the preferred solution for addressing the requirements.

The team created three data marts for Sales & CRM data, Loan Management Data and Financials General Ledger data. SQL Server Integration Services were used for connecting to the respective source systems. SQL Server Analysis Services were used to create the cubes and Key Performance Indicators for reporting. SQL Server Reporting Services were used for creating various management and operational reports.

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The team built four dashboards for each of the individual areas

- Executive Management Dashboard
- Sales and Marketing Dashboard
- Operations Dashboard
- Financial Performance Dashboard

The entire project was delivered in four months from inception to final hand-off to the IT department for continued maintenance. The team has also deployed a support engineer to work with the IT team in refining the dashboards.