



Beacon Funding Streamlines Credit Evaluation Process with Visual Rules

Bosch Software Innovations



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Success Study

- Industry** ▶ Equipment leasing and finance
- Challenge** ▶ Optimize lease application process and improve efficiency
- Benefits** ▶ Automated credit assessment process
 - ▶ Simplified application paperwork
 - ▶ Reduced processing times
 - ▶ Decreased personnel training costs

with Visual Rules, the Business Rules Management System from market leader Bosch Software Innovations, Beacon was able to build upon their existing Customer Relationship Management (CRM) system and achieve significant results. The new architecture improves the availability of opportune data, increasing the productivity of sales staff and the quality of decisions made. Based on streamlined data processes, credible decisions are now made in a timely manner resulting in increased customer satisfaction.

Automating Lease Applications with Business Rules

Beacon Funding Corporation, a leading provider of equipment financing solutions, desired a tool which not only provided its sales force with the most current data, but also accelerated and simplified the behind-the-scenes decision-making credit application progress. In conjunction

The Challenge

To outperform their competitors in a fast-paced industry, Beacon sought a solution that would both empower their employees and quickly deliver their established financing expertise to customers. Whether it's an operating lease, capital lease, escalating payment, deferred payment, sales-leaseback, third-party deal, used equipment and/or start-up business, vast amounts of data are required to decide whether they can finance an investment.

Staff needs quick access to data

Prior to the implementation of Visual Rules, sales representatives were inundated in a tedious manual collection and evaluation process of credit packages that allowed them to lose sight of their original goal – sales. Manual processing not only resulted in delayed credit decisions and missed sales opportunities, it also prompted low company moral resulting in unforeseen employee turnover. “Prior to using Visual Rules, our sales team was forced to perform a significant amount of data entry in order to prepare a package they could submit to credit. In addition, credit was often unsatisfied with the completeness and consistency of credit submissions across our sales team,” says Toby McDonough, Vice President of Sales and Marketing at Beacon Funding. “With the addition of Visual Rules, our credit preparation process was standardized and streamlined making it easier for all members of our sales team to more effectively navigate our credit approval process.” says Toby McDonough, Vice President of Sales and Marketing at Beacon Funding. In the finance industry quick turnaround is vital, and training of new employees is time consuming and expensive impacting the stability of the business. Likewise, the manual application processes lengthened approval times and lead to the dissatisfaction of customers and Beacon employees alike.

The Solution

Deciding upon a Business Rules Management System to achieve Beacon’s desired results, McDonough viewed the agile framework that encompassed Visual Rules and determined that it would best fit Beacon’s needs. Integrated into the existing CRM system, the new structure presents comprehensive data to sales staff in a useful and timely manner.

The new architecture empowers credit experts

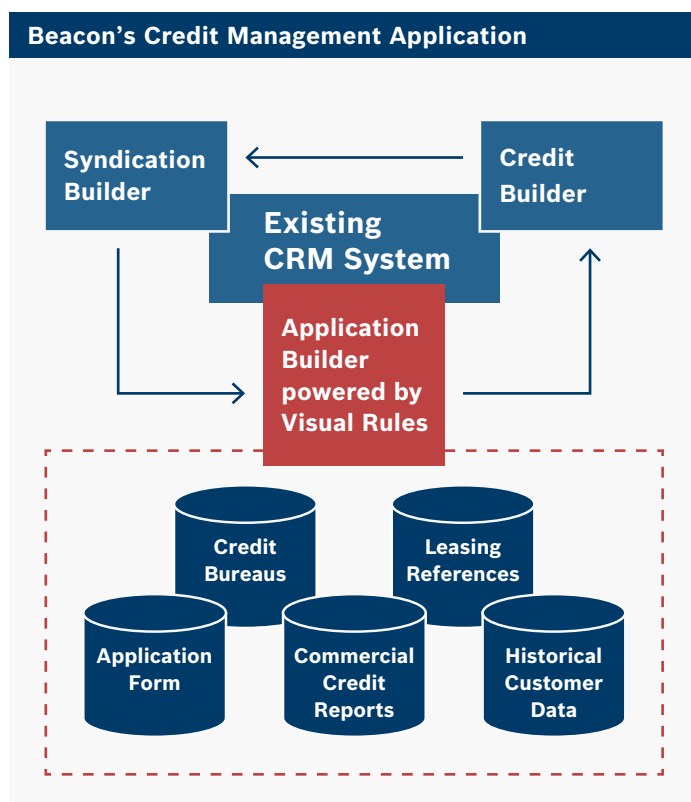
With a flexible solution in place, Visual Rules’ unique software architecture seamlessly complimented Beacon’s CRM software. Once the credit risk rating and decisioning processes are executed within Visual Rules, all pertinent data and results are then transferred to the central CRM system for data persistence. By leveraging Visual Rules in this agile architecture, credit experts are empowered to quickly alter business rules that change frequently without potential implications for data processing or storage.

1: Application Builder

To compile or build an application, Beacon’s sales department uses the Application Builder powered by Visual Rules to automatically pull all pertinent, up-to-date data from various internal and external sources such as:

- ▶ Customer application forms
- ▶ Credit bureaus (e.g. Equifax, Transunion)
- ▶ Commercial credit reports (e.g. Experian)
- ▶ Leasing references (e.g. Paynet)
- ▶ Beacon’s historical customer data

Hundreds of rules are critical when validating and evaluating the credit application data; such rules are defined with Visual Rules. This Business Rules Management System also applies these rule sets to the particular credit application and helps to automate the credit decision. This enables Beacon to offer consistently high quality for all credit packages since now all the data is automatically processed using the same consistent set of rules.



2. Credit Builder

In the process of determining the credit risk ratings, multiple versions had to be reviewed and disseminated between the credit department and the sales sphere. Missing or incorrectly entered data enormously slowed down this already cumbersome manual process.

Now credit application data, imputed through Application Builder and processed by Visual Rules, is linked to Beacon’s central CRM system and eliminates the once lengthy application filing process. The Credit Builder pulls data from the CRM system and is displayed in a joint

user interface for both the credit experts and sales staff. This way, direct communication via a shared interface speeds up the collaborative process.

3: Syndication Builder

The Syndication Builder centrally manages the credit conditions of partnering banks. Previously Beacon Funding’s sales staff relied on internal policies and the regulations and conditions of its partners.

With Visual Rules, Beacon Funding now captures external credit conditions electronically, adapting to changes immediately within their system as soon as changes are published by the bank. The application offers unparalleled flexibility and instantaneous feedback keeping Beacon’s sales staff informed of applicant approval. This allows them to offer the best financing and leasing products available to their customers.

The Rules Experience

Similar to the application flexibility and integration within Beacon’s system, the ability to create rule sets graphically empowered Beacon’s business professionals. The minimal training involved in the setup process allowed Beacon to create the initial credit rating rule sets and implemented logic within a short period of time, lessening their dependency on IT. Visual Rules technology empowers credit experts to easily adjust the rules without having to worry about the technical aspects of data processing and storage. With over several hundred rule sets established to date, the Application and Syndication builders contain all relevant expert data assisting in the efficient processing of time-sensitive credit applications. “Our company’s credit logic is dynamic, changing as the environment changes. In the

past, changes in credit logic could only be communicated via education which was labor intensive and slow to adopt. With Visual Rules, business managers, not IT professionals, can quickly and easily implement changes to credit logic which is instantly pushed out to our sales team,” says Toby McDonough.

The Results

Quick Access to pertinent information

Storing all quantitative and qualitative credit rating values in a central location and obtaining consistent data requires minimal effort as compared to previous requirements. The up-to-date data is presented to the sales staff in near real-time; an error-prone workflow of information was replaced by a flexible system that allows for adaption of frequently changing data. Instead of losing valuable time in the previously manual sales cycle, Beacon Funding’s sales staff can solely focus on their sales roles and establish lasting and profitable customer relationships.

Increased performance

Prior to the addition of Visual Rules, review and approval of a customer’s credit application was a drawn-out process that could take up several days of invaluable time. However, with the integration of the Business Rules Management System into Beacon’s CRM, performance has increased dramatically and eliminates an unnecessary waiting period. “The implementation of Visual Rules resulted in a significant improvement to our ability to process credit applications. Since, we have already used Visual Rules to improve other areas of our company such as managing how our employees process their expense reimbursement,” says Toby McDonough.

► Success in Numbers

Processing Time: Reduced by an estimated 60 %

► Credit Application Form

Data Input Fields: Reduced from 150 to 20

► Turnaround Time to Compile

Credit Applications: Reduced from hours to minutes

Credit Decision Time: Improved significantly

Strengthened competitive advantage

Establishing themselves as a strong competitor within the financial lending industry, Beacon Funding’s streamlined processes have elevated them as a leader amongst smaller finance service providers as well as larger banks. Most importantly, expedited approval has increased not only client satisfaction but also employee satisfaction creating an opportunistic environment that has seen consistent growth in sales revenue.



Figure 2

About Beacon Funding

Beacon Funding is a leading company providing equipment financing and leasing services to businesses throughout the United States. Founded in 1990, Beacon has established itself as a premier, full-service provider of financing solutions to all types of organizations, new and established, throughout a wide variety of industries. Whether a company is an equipment manufacturer/dealer looking for a vendor financing partner or a business/municipality looking to finance the next equipment purchase, Beacon Funding has the equipment financing expertise and support to help to succeed.

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