

SAS Mortgage Loan Insight with HP Software

A Process Aware Business Intelligence Solution



Combining the strength of HP and SAS, we help you synchronize your strategy and execution by providing near real time business process monitoring for improved business decision making.

The challenge

The banking industry is faced with rising consumer expectations for enhanced value, forcing financial institutions to rethink how they do business if they are to compete—and excel—in today’s competitive environment. To distinguish themselves, companies must set themselves apart by offering highly efficient, customer-centric services. They must provide a higher level of performance by strengthening customer satisfaction, reducing churn, boosting marketing effectiveness, supporting new channels and products, and increasing cross- and up-selling.

To achieve these goals, financial institutions need up-to-the-minute visibility into operational performance of their business processes, and the ability to quickly

identify variances between actual and planned outcomes. Monthly—or even weekly—reports do not provide business managers with sufficient information to act quickly, whether to change processes, reallocate resources, or implement new programs.

When processing inefficiencies or bottlenecks occur, business managers need to know quickly where the bottlenecks are, the root causes of those bottlenecks, and the cost to the business of servicing or fixing them. They need up-to-the minute insight into the progress and efficiency of the processes, as well as the costs associated with enacting each process step. Knowing where an application is in the funding process, how long each step of the process takes, and the route it actually took provides valuable information on whether a process needs improvement and how best to improve it.

It is essential that the information business managers receive be presented in a way that is simple to understand and relevant to them. And, in today’s rapidly changing environment, the information needs to be presented in near real time. Finally, they need to be able to test the implications of various solutions, and understand both the operational and financial implications of changes they make.



HP and SAS...working together

HP and SAS have teamed up to provide SAS Mortgage Loan Insight with HP Software, a Process Aware Business Intelligence (PABI) solution that enables you to synchronize strategy and execution, and achieve improved mortgage loan processing.

SAS has integrated its SAS 9 Enterprise Business Intelligence Platform, including SAS Activity-Based Management (ABM), with HP Business Process Insight. HP Business Process Insight provides near real time business process monitoring.

SAS offers an end-to-end solution that combines integrated data management, business modeling, reporting and analysis with an activity-based costing capability that provides a more complete picture of the profits and costs of doing business. These help you understand true product profitability, customer profitability, and customer life time value.

Together, HP and SAS deliver up-to-the-minute intelligence to financial business managers, including detailed costing and visibility into the business processes creating those costs. With this solution, financial institutions have a complete solution that helps them understand and improve the mortgage loan processing function, and rapidly make informed business decisions that ensure the continued health of their business.

Features

Mortgage Loan Insight with HP Software is a scalable solution that delivers:

- Full range of business intelligence capabilities, including dashboards and personalized reporting
- Up-to-the minute visibility into the key performance and risk indicators for a range of mortgage loan processes
- Easy to understand presentation of information for rapid decision-making
- Email alerts when there are deviations from current performance standards, such as when thresholds are exceeded or key performance indicators (KPIs) are not met
- Robust business analytics and activity-based costing
- Near real-time business metrics in conjunction with historical perspectives and planning metrics
- Insight into process bottlenecks and the ability to view and evaluate alternative solutions and their impact



Benefits

This is a powerful, tightly integrated application that helps you optimize your mortgage loan processing business. It gives you up-to-the-minute visibility into operational performance, allowing you to take immediate remedial action or initiate a timely response to business opportunities. By getting up-to-date information, you put your company into a better position to increase revenue, reduce costs, and improve customer satisfaction. Now, you can:

- Gain near real time insight into the efficiency of your current processes and the bottlenecks that hinder efficiency and raise processing costs
- Understand the products, channels, regions and customers that are driving your business
- Understand the costs associated with each step of the mortgage loan processing function
- Review the costs of alternative solutions and process changes
- Reduce costs to process loans
- Quickly configure/reconfigure business rules to respond to changing conditions and bottlenecks
- Continuously improve customer processes and deliver higher levels of service
- Turn customer value into competitive advantage

For more information

Process Aware Business Intelligence solutions:
www.hp.com/managementsoftware/processaware/

SAS: www.sas.com