# Appian

# CONSUMER LENDING: MORTGAGE FINANCE

## IMPLEMENT APPIAN, THE DIGITAL TRANSFORMATION PLATFORM™ FOR OPERATIONAL EXCELLENCE AND INCREASED PROFITABLE VOLUMES

> Implement a digital overlay to complement legacy infrastructure and streamline mortgage processes

> Digitize with low-code technology to attain agility in a heavily regulated environment

> Deploy enterprise-grade digital capabilities for automation that mitigate manual controls

> Manage regulations holistically with a unified platform powered by digital technology

## RAPIDLY CHANGING REGULATIONS IMPACT PROFITS, SHARE

With deal volumes on the decline and the refinance market hitting the skid, mortgage lenders must adopt a flexible yet disciplined approach to technology to drive top-line growth and share. Additionally, lenders must mitigate vendor management risk and ensure legacy systems can be integrated with emerging "must-have" customer-centric apps. For mortgage lenders to thrive, they must take the bold step to embrace innovative technology—or land in the laggard zone.

The mortgage industry is undergoing rapid change since the decade-ago banking crisis. Amid rising customer expectations, industry players struggle with intense cost pressure and significant margin compression. What keeps most C-level executives up at night must include managing regulatory compliance, extending risk management capabilities, drastic cost cutting and potential fraudulent deals.

*How can mortgage lenders deliver exceptional customer experiences and minimize operational cost while maintaining compliance requirements?*

## DIGITAL TECHNOLOGY CAN DELIVER WOW EXPERIENCE

McKinsey experts indicate that "digital laggards" could see up to 35% of net profit eroded. But businesses that successfully deploy digital technologies could realize profit upwards of 40%—or perhaps even more. By adopting digital tools and automating manual tasks, mortgage lenders can reduce operating costs and simplify the process to deliver a WOW experience. Mortgage process confusion and vagueness, regulatory demands, TRID, UDAAP, FCA and related regulations liability, vendor management risk and fraud in the industry—all are major pain points that simply cannot be ignored. Appian, The Digital Transformation Platform™, has the power to automate processes, improve regulatory compliance, and transform customer experiences—so the entire process is simpler, faster and more accurate.

## DEPLOY A DIGITAL OVERLAY WITH APPIAN PLATFORM

Appian enables data integration across business units, eliminating silos and delivering full visibility across all data sources. Appian, the Digital Transformation Platform™, unifies data and processes on any device so lenders can proactively manage complete lifecycle of the loan. Consequently, with the unified digital platform, proven security and an intuitive interface, lenders can access data across all businesses with a customer-centric view across channels, products, and the staff.

**Achieve a comprehensive and integrated view**
The Appian unified platform fosters personalized configuration, as well as enables upsell and cross-sell of related services. With Appian, The Digital Transformation Platform™, you can implement processes to remediate issues identified during your data gathering and analysis.

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## Integrate various processes and data sources

Appian assembles data from all sources into a comprehensive view which can be modified without losing sight of the entire process. Appian's easy to build and change rules enables the lenders to collaborate and manage simple or complex procedures across all businesses and regions.

## Launch Customer-Centric Apps at Light Speed

Customers demand and expect a seamless experience—so lenders must strive to deliver speedy customer experience.

## Implement holistic compliance

Address the relentless pressure around compliance with Appian technology and proactively as part of the complete lending processes.

## Improve productivity and efficiency

Digital tools can enable elimination of manual reports and improve communication and transparency. Once digitized, lenders have access to audit history of risk processes across multiple businesses and regions on one platform to make the entire process faster, easier and more accurate.

### FOCUS

Focus your efforts to meet all compliance challenges. With Appian, you can:

- Manage basic cases and more complex scenarios within the same process

- Create comprehensive views across events, departments, products, and regions

- Conduct ongoing screening with reasonable review and escalation of exception cases

### TAKE CONTROL

Take control of performance with Appian, a powerful yet easy to use platform for managing complex business processes.

Quickly build and deploy enterprise apps for:

- Customer acquisition
- Compliance
- Customer on-boarding
- Product management
- Business operations
- IT and Fintech

### PREPARE FOR THE FUTURE

- Pressure is mounting to deliver innovation in the lending solutions business. Alleviate the pressure with Appian. Streamline operations, reduce costs, facilitate collaboration, and navigate change.

- Unify relevant information and systems to get work done with Appian. Achieve significant efficiency in work execution while leveraging your legacy IT investments.

### LEADING ORGANIZATIONS TRUST APPIAN:



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**Appian provides a leading low-code software development platform that enables Financial Services Institutions to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and enables competitive differentiation.**

**For more information, visit www.appian.com**