CASE STUDY:

MORTGAGE LENDING SOFTWARE PROVIDER STREAMLINES FINANCE OPERATIONS AND SETS THE STAGE FOR INNOVATION

JD JANEIRO DIGITAL

INTRODUCTION

As a leading provider of innovative on-demand software solutions and services for the residential mortgage industry, this national lending software provider helps thousands of lender users streamline and automate their mortgage origination process. The lending provider was working with a larger consulting firm to transform the way it offered its products to customers. After many costly and time-consuming attempts to get a solution up and running, it determined the approach it was taking was not the right direction for their business model.

Internally there was understandable anxiety over the situation. Even though its team knew they wanted to modernize its systems, they worried that they would be throwing good money after bad if they continued in the same direction.

CHALLENGE

The lending provider had been working to update and streamline its billing processes and systems. Contending with legacy technologies and workflows as the result of years of compounded workaround solutions, its process for preparing the information that would feed into an invoice had become extremely convoluted.

Lacking a central hub, there were confusing and unclear methods for figuring out *what* to charge, *how* to charge, and what should end up on a bill, which was getting lost between the sales phase and the invoice stage. Much of the work was being handled manually, through a collection of spreadsheets. The sales team wasn't able to reference past invoices or understand how all of the various agreements with clients were set up. There was no way to automatically calculate the totals which resulted in long cycle times—often 20+ days of each month—for preparing each month's bills. In the end, customers would receive separate invoices for each product line they purchased.

The manual process also made it difficult to tie usages back to products, causing confusion over what customers should be charged for. They would often ignore that charge rather than include items it was unsure about, directly contributing to missed revenue.

Janeiro Digital saw an opportunity to implement a modern and highly configurable application development platform that would optimize the configuration of the lending provider's product and services, making the process of selling easier and more streamlined for its sales staff and its customers.
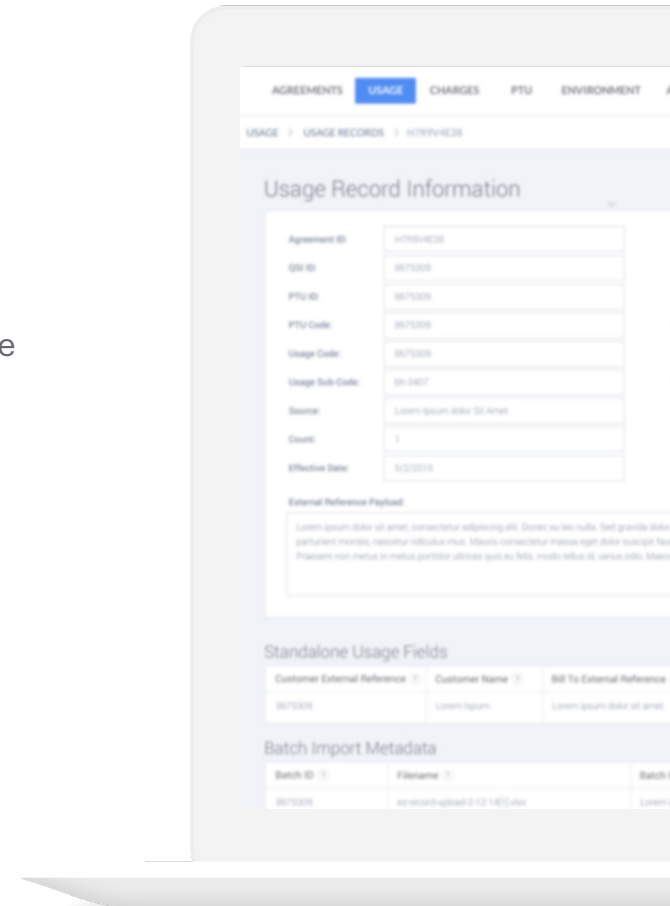
SOLUTION

Kicking off the engagement with its [Rapid Alignment, Design, and Development](#) (RADD) (RADD) process, Janeiro Digital ensured the goals and vision for the project were aligned with realistic timelines, costs, and technical capabilities—allaying anxieties for the lending provider's team from the outset.

Janeiro Digital was able to take the products and services that they were already offering and, approaching them with a fresh perspective, sort out the rules and patterns to package them together in a configurable way that was easier to sell, and easier for customers to understand.

For the lending provider's billing system, Janeiro Digital implemented a new system that integrates the company's other sales and relevant enterprise tools. This system became known as the Cadence Revenue System (CRS), a custom platform that integrates multiple invoice software systems, automates their highly complex financial models and invoicing, and renders the data in a way that's useful for both the company and its customers.

Janeiro Digital built and deployed the CRS system to production in nine months, and the lending provider now uses CRS as a gatekeeper for processing hundreds of millions of dollars in revenue, leveraging the solution as a core system across its entire financial operations.

BENEFITS

The biggest impact of CRS for the lending provider is that its customers now have complete consistency in their invoices—in look and feel, accuracy, and distribution. They also saved thousands in implementation costs by leveraging Janeiro Digital's RADD process and deployed their CRS system much quicker than had been planned with their previous service providers and products.

The lending provider now has a single view of each customer across all product lines with a more focused way to interact and optimize billing processes—resulting in centralized product catalogs, faster sales cycle execution, and reduction in lost revenue.

Thanks to the refinements in its product catalog and the way it builds the orders and client accounts, they now have the ability to provide clients with customized subscription packages, flexibility in pricing, and a fully transparent customer experience, from order to invoice. The lending provider gained powerful insight into its data that enables its team to look for trends and leverage those to improve its selling capabilities.

Being able to automate the way data was prepared for its billing software, the new solution was able to identify lost revenue opportunities, while also cutting their invoicing process down from nearly a month to just a few days. It builds on past success in providing a wide range of products and services that drive value for its customers, and supports a quicker time to market with new packages and the adaptation of their existing products.
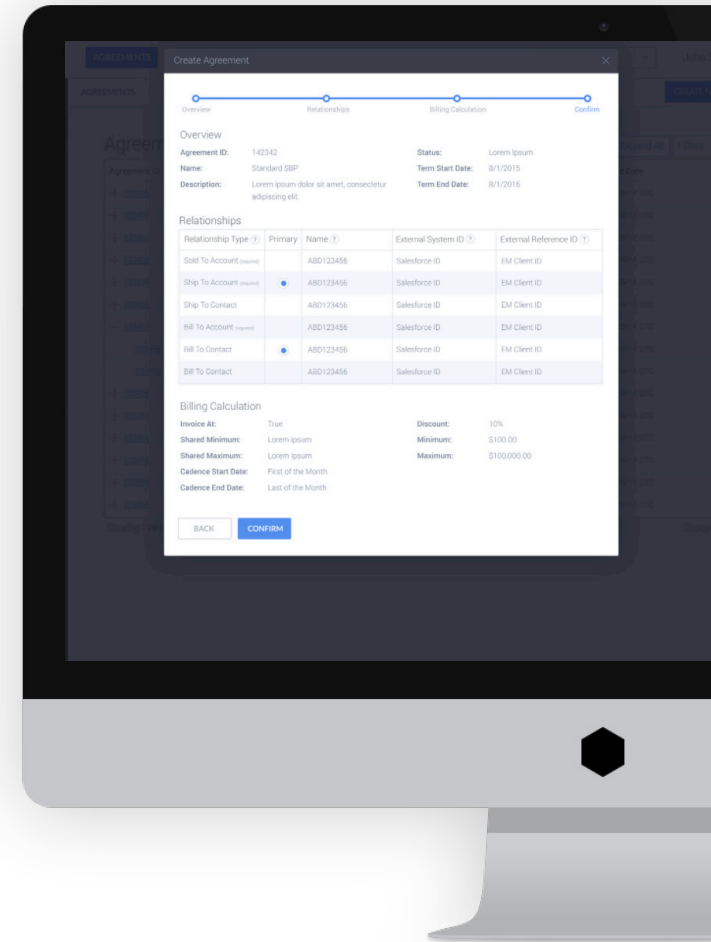
Furthermore, Janeiro Digital eliminated significant technical debt in the form of manual spreadsheets and provided a common technology framework that will streamline future innovations to its financial operations.

A **TRUSTED** INNOVATION PARTNER

This was the first engagement between Janeiro Digital and the lending provider and served as an introduction, building a foundational relationship that has continued and is expanding. The have many related transformational projects branching off from the CRS system that Janeiro Digital built, including projects in sales, invoicing, licensing, provisioning, and entitlement.

Today, Janeiro Digital has become a trusted partner that the lending provider turns to for advice when considering digital transformation projects. Coming away from the RADD process with a deep understanding of the lending provider's business, the Janeiro Digital team have become subject matter experts on the work that they do. The team, which included a former Senior Technology Manager from Bank of America, has become a go-to resource for validating ideas—a unique way of working together that many larger digital partners couldn't offer.

The CRS system has become a foundation for other transformational activities going on at the company. The Janeiro Digital team is happy to be working with the company on additional projects that will move the business forward and closer to its big picture, digital transformation vision.

ABOUT **THE LENDING SOFTWARE PROVIDER**

The mortgage lending software company is a leading provider of innovative on-demand software solutions and services for the residential mortgage industry. Mortgage lenders of all sizes use their mortgage management software to improve compliance, loan quality and efficiency across the entire mortgage lifecycle.

ABOUT **JANEIRO DIGITAL**

Janeiro Digital is a digital business consulting services company committed to leveraging digital expertise to benefit their clients. Utilizing technology to enable and address key digital business objectives, Janeiro Digital doesn't just fix problems—they provide sustainable solutions that optimize their client's performance to better serve their customers.

Learn more at **www.janeirodigital.com**.