



# Single Salesforce Originations Platform Across Business Lines

**Client: Huntington Technology Finance (HTF)**

## The Situation

### The Project

*A Process Landscape representing HTF Standard deal flow. Implementation of a Single Originations Platform integrated with pricing, credit bureaus and backend system.*

### The Challenge

*To consolidate all business lines onto a single platform. To retire legacy applications. Provide companywide visibility of deals. Standardise processes across business lines.*

### The Solution

*A single platform and flow using Salesforce CRM System integrated with Cloud Lending Solutions Originate, SuperTrump pricing, PayNet Credit Bureau, Document Generation with e-signature and Oracle back office.*

### The Result

*Retirement of 3 Origination Systems. Replaced by one single end to end platform. Enabled efficiencies of a single platform and standardised processes. Increased visibility and management of deals and their status across all business lines.*

Huntington Technology Finance (HTF) are a forward-thinking provider of Commercial Equipment Finance Solutions based in the United States. As an existing client of ours since the transformation of their back-office systems and processes in 2018/19, we had an existing relationship and some insight into their business.

Introducing a fast-growing Franchise business line on top of the existing direct and vendor finance lines, HTF were faced with three different origination systems, each involving different users and processes.

The introduction of small ticket business gave focus to the efficiency required in the origination process and the need for a low touch end-to-end platform and process. Our team were invited to advise on standardising the processes and perform the implementation of a single originations' platform.

## The Solution

VIP Apps Consulting and HTF followed our Deliver methodology to enable a project using Agile solution development with structured scope areas assigned to Iterations and timelines.



A Landscape Phase established the scope of the target originations solution and approach ready for Implementation.



Our Landscape Phase:

- Review of the existing technology platforms used by the client
- Review of client Business Lines and Team Structure
- VIP Led Process Workshops with process walkthroughs for Customers, Proposal, Pricing, Credit & Underwriting, Contract Documentation and Contract Booking

Landscape outcome:

- Documented Origination Process Flow and Sub Flows
- Documented Business Requirement Document
- Key Design Decisions considered and agreed
- Future Systems Landscape Document
- Implementation Milestone Plan

VIP Apps and HTF worked together to define the resource needs to deliver the business requirements and meet the project milestones. Although we set milestone dates for business units and functionality, flexibility was key. HTF adhere to SLAs, the business is fast-moving, and VIP Apps solution designs evolved as we worked through the detail to meet our client's objectives. Iterations would only be fully committed one iteration ahead while completing the full scope within the agreed project timeline.

## Our Iterative Implementation Phase:



The implementation scope and plan, defined during the Landscape Phase, was delivered over five iterations following an MVP approach. The allocation of functionality and requirements to Iterations targeted the most strategic business lines early to achieve maximum uplift from the new platform.

VIP Apps Consulting provided the following services for Implementation:

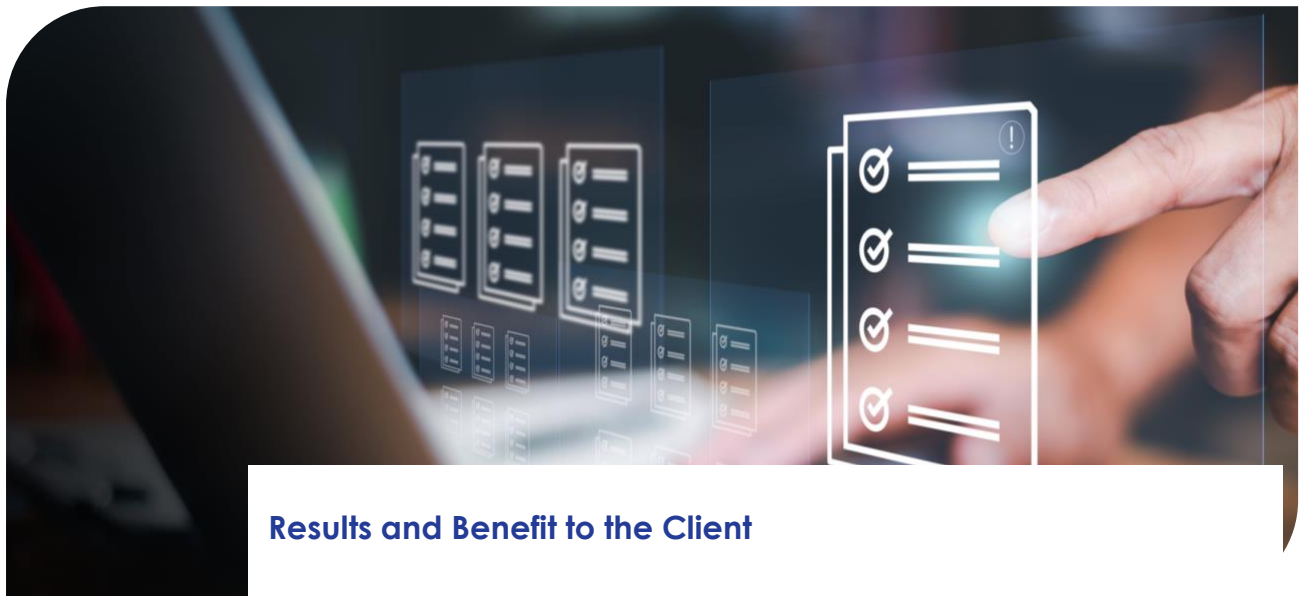
- Project Management
- Solution Architects
- Business Analyst and Quality Analyst services,
- Configuration of Salesforce
- Configuration of new Originations Platform
- Technical Integration Services between Salesforce and the Originations platform
- Technical Integration Services between Salesforce and a third-party pricing engine
- Technical Integration Services between Originations platform and Credit Bureaus to achieve automatic recommend approve/recommend decline decisions based on client defined scorecards
- Technical Integration Services to achieve no touch booking into the backend system
- Technical Integration Services between the Originations system and Document generation and e-signature system

Implementation Outcome:

- Iteration scope defined by the Product Owner and Project Management Team
- Detail requirement analysis and design
- Configuration
- Development
- Regression testing
- Functional testing with documentation
- Support for client User Validation and sign-off
- Process standardisation

5 Iterations with timelines of 2-4 months each with full Implementation across all business lines in 16 months.

Tight client guidance, project management, and team collaboration ensured on time, on budget delivery.



## Results and Benefit to the Client

This project resulted in a single Originations platform catering for all business lines. The platform delivered standardisation and efficiencies in areas such as management visibility of the pipeline and deal status, first steps of auto credit decisioning, document generation with e-signature, system controls and no touch booking into the backend system for funding.

## What Our Client Says

VIP delivered again. Bringing our three business lines into a single platform has brought significant efficiencies and visibility to our transaction flow.

The approach used by VIP ensures that the big decisions are made upfront, while leaving enough flexibility in the project to adapt to changing business demands. VIP's inclusion of technology, process design and change management considerations throughout the project ensured that the new system met the needs, and that the business was prepared to make the most of it. VIP challenged us where appropriate, ensuring we only added uniqueness to the different business lines where needed going forward.

The iterative approach used during the implementation phase kept the disruption to a minimum and ensured we were able to leverage the new platform as early as a few months into the project.

Through several years and through two large implementation efforts, VIP's knowledge and empathetic approach has continued to deliver significant value to our business.