

eDynamic - Pay Day Loan Capabilities



Blending Creativity and Technology to Deliver Better Business Solutions

New York . Toronto . Phoenix . Los Angeles . Dubai . New Delhi

eDynamic (www.edynamic.net) is a Web solutions firm

- eDynamic blends strong strategy and user experience with exceptional technology capabilities to deliver best-of-breed web solutions
- Our Global Delivery Model helps us to deliver cutting edge solutions at great value

Expertise

Web Strategy & Consulting

Web Design & User Experience

Web & Enterprise
Content Management

Portals & Collaboration

Business Intelligence
& Datawarehousing

Online Marketing

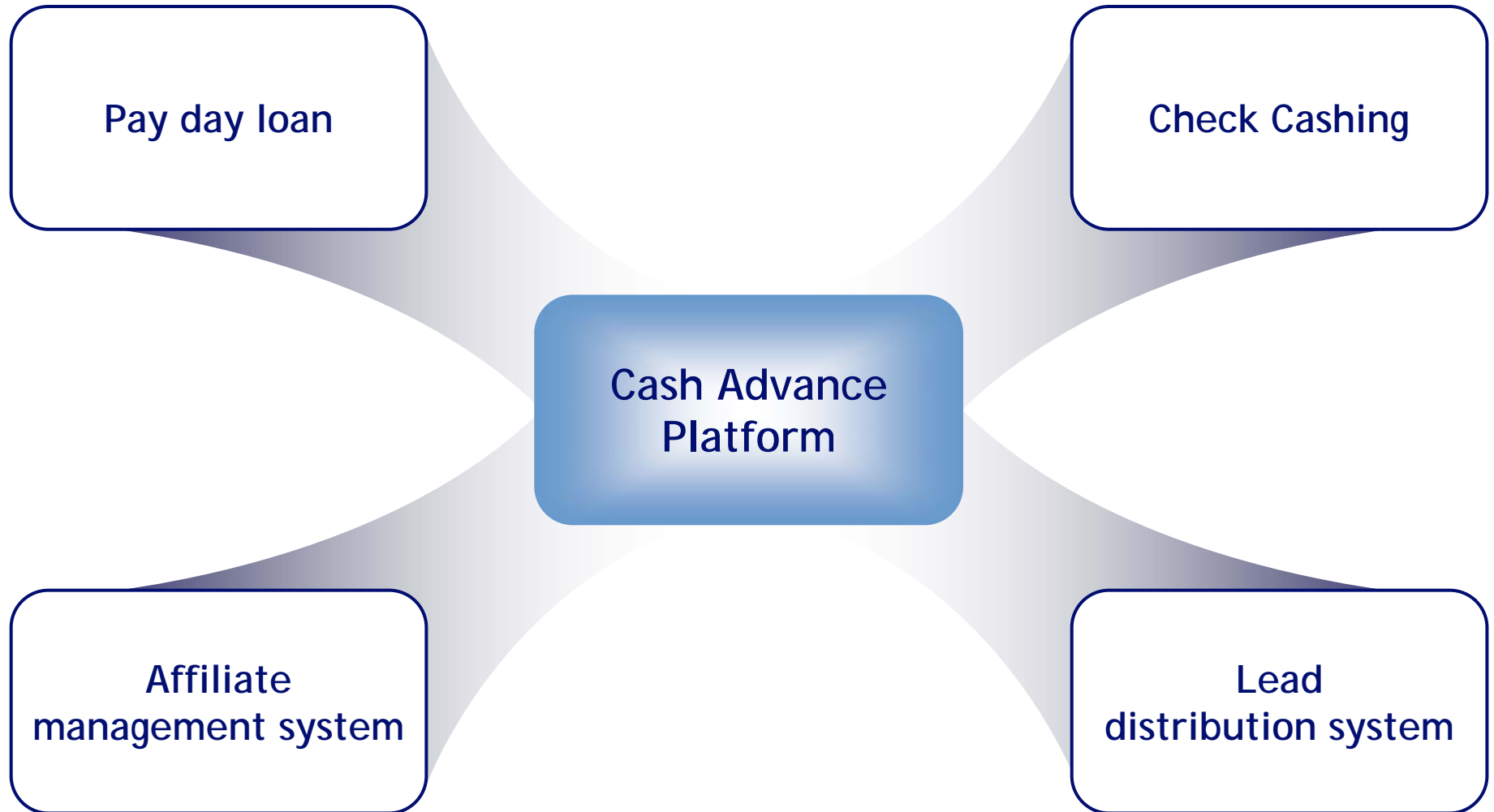
Customer Relationship
Management

Custom & Web
Application Development

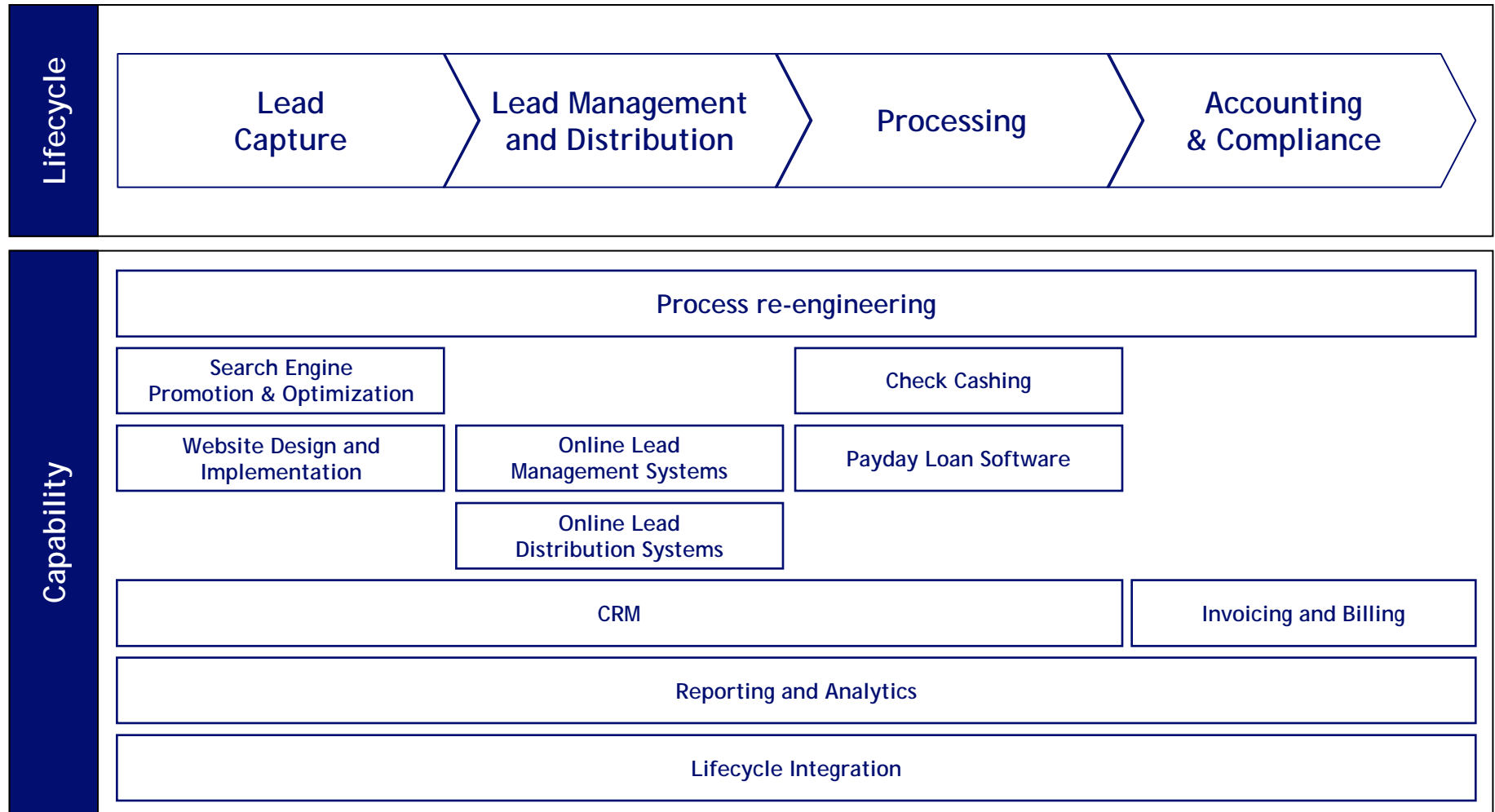
eCommerce

eDynamic's Cash Advance Platform is a lending platform based on internet technology that allows lenders to manage the entire lifecycle of pay day loan lending or check cashing capabilities online and at the storefront

- The Cash Advance Platform contains the following major components that can be used together or in isolation:
 - Lead Distribution: Allows lenders to accept and sell leads online
 - Lead Management: Allows lenders to accept/decline leads, and automate the qualification of leads
 - Pay Day Loan Platform (online and store front integrated): Allows lenders to process loans online and offline
 - Check Cashing: Provides Check Cashing capabilities
- This platform is constructed in a modular approach that allow clients to use one or more capabilities customized to their needs
- This platform offers the flexibility of multiple solutions (illustrated on the next slide)



Our Capabilities in Pay Day Loan Industry



Industry Experience

Capability	Experience
Process Re-Engineering	<ul style="list-style-type: none"> Helped several Pay Day Loan companies with their end to end online Pay Day Lending processes Created end to end online Pay Day processes for a lender Helped a large Pay Day Lender enter into the Check Cashing industry. Defined Check Cashing processes and identified a Check Cashing software to meet the client's needs
Internet Marketing	<ul style="list-style-type: none"> Help many pay day lenders in positioning their websites on the internet
Website Design and Implementation	<ul style="list-style-type: none"> Create many sites that conform and those that are optimized for online Pay Day lending We work on several high end websites in general. We have created websites for Fortune 100 Banking & Financial Services Company, New York Life and Pepsi to name a few
Lead Management Systems	<ul style="list-style-type: none"> Proprietary system that manages leads coming from the website Created several systems for Pay Day Lenders that integrate with their existing environment
Lead Distribution Systems	<ul style="list-style-type: none"> Proprietary system that allows lenders to buy and sell leads in real time
Pay Day Loan Software	<ul style="list-style-type: none"> eDynamic has its own Pay Day Loan software that can be customized to online lending needs Built customized Pay Day Loan software for vendors using existing eDynamic assets
Doc Gen Systems	<ul style="list-style-type: none"> System that allows users to manage Lending Documents for multiple states without involvement of IT
CRM	<ul style="list-style-type: none"> Installed CRM systems that allow lenders to market to customers and prospects. These systems store customer data and allow lenders to send emailers and offers, and tracks each campaign
Reporting and Analytics	<ul style="list-style-type: none"> Sophisticated reporting that provide real time reporting and intelligence, and provide the flexibility for users to create customized reports without involvement of IT

Payday Loan Software

- The Pay Day Loan and Check Cashing system processes applications
- Integrates an online and/or storefront (that can be used in brick and mortar stores) system that can process leads
- The system provides the following interfaces
 - ACH
 - Validation and Verification systems such as Teletrack and CL Verify
 - Fraud databases

Features:

- Internet and Store based integrated POS
- Integrated Lead Management Capabilities
- State based rules
- Verification through Teletrack, CL Verify etc
- Customer log-in to online account
- Reporting
- Allows you to sell storefront and online rejected leads

Recognizing the full potential of the Internet to generate business growth and taking advantage of the fact that Payday Loan Customers are looking for loans online

- Critical Decisions and Success Factors include:
 - Strong Process to Manage Lead Qualification, Acceptance and Resale
 - Powerful Technology capable of processing online leads in accordance with your business priorities and risk tolerance
- eDynamic Can Help
 - Strong expertise to develop and re-engineer process
 - Leading-Edge technology that manages the online lead process and maximize business results

Making sure that your business moves online in a way that takes advantage of the success you have already created and the systems that you have already implemented.

- Critical Decisions and Success Factors include:
 - Seamless Customer Experience
 - Effective Information Capture
 - Efficient Access to Customer Information

eDynamic Can Help

- Strong experience working with leading Payday Loan technologies and maximizing their value in the transition to an online lending model

- Automates the process of receiving, verifying, filtering, accepting and distributing leads in real time
- Accept and reject leads in real-time based on rules

Features:

- Multiple lead providers and merchants can sell/buy leads in real time based on rules and criteria
- Multiple algorithms (such as round robin to sell leads) and rules and criteria provide flexibility to sell and buy leads
- XML based connection mechanism that allows lead suppliers and merchants to connect quickly (in a matter of hours), exchange leads and earn more business
- Lead screening - the leads are screened as per the basic criteria specified by the merchants hence the merchants spend time only on pre-qualified leads

Sell leads

- Sell leads for states that you cannot service
- Sell declined leads to a network of merchants

Increase revenue by creating a new revenue stream by selling unused leads

Establish affiliates and merchant relationships quickly and effortlessly

- Multiple affiliates can easily be set up in the software
 - The software provides flexibility to accept leads in multiple formats and converts them to your format
- Set up merchants who will buy leads from Sonic Cash

Increase revenue by processing more leads and thus, loans

Screen leads more effectively and centrally

- Rules allow you to set the criteria of accepting and declining leads
 - Examples of rules: States for which leads are accepted, Form field format validation and number of leads accepted from an affiliate per day
- All lead sources can pass through the LDS

Increase conversion rates by screening more effectively

Detailed reporting to track lead effectiveness

Case Study - End to End Online Pay Day Lending Capability Design and Implementation

Challenge	<ul style="list-style-type: none">▪ The client needed process definition and an online lending solution to move to the online lending space▪ Client was losing customers to online lenders
Solution	<ul style="list-style-type: none">▪ Process followed:<ul style="list-style-type: none">▪ Created Business Process Designs for the entire Lending Lifecycle▪ Defined points of integration with existing client systems▪ Created requirements for Online Pay Day Lending systems▪ Conducted a vendor selection based on the requirements defined by the client. Could not find a vendor that met the specific needs of the client▪ Built an end-to-end Pay Day Lending system integrated with internal accounting and reporting systems▪ Used a Global Delivery Model to deliver the work, where 30% of the work was executed locally, and 70% offshore
Benefits	<ul style="list-style-type: none">▪ Delivered system before deadline▪ Reduced cost of development by 50% (over local costs)▪ Created a best of breed system for a client that has made the client into a well know online lender

- Integrates Lead Distribution, Lead Management and Pay day loan software in one platform
- Integrates online and offline Pay day loan capabilities
- Allows you to connect with multiple lead providers in real time
- Allows you to integrate with lead providers within hours
- Allows you to buy and sell unsold leads
- Follows an efficient process to close loans
- Increases lead acceptance ratio as well as increases productivity as people deal only with the leads that are qualified
- Provides ability to prioritize the merchants on the basis of pay-per-lead which ensures that the highest paying merchant is supplied with all the qualified leads; hence maximizing profits

Some of our Pay Day Loan Customers

