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CASE STUDY

TCI'S DECISIONLENDER: *FINANCE MARYLAND OFFERS AROUND-THE-CLOCK LOAN DECISIONING SERVICES THANKS TO DECISIONLENDER*

The Problem: Finance Maryland LLC, a wholly owned subsidiary of First Mariner Bank, has more than a century of combined experience providing a range of consumer financing products to the mid-Atlantic region. With a network of 13 branches throughout Maryland and Delaware, Finance Maryland has a longstanding reputation of providing personal service and attention to its customers. But, with larger institutions—with far more technology resources—providing instant credit accessing and loan processing capabilities seven days per week, the executives of Finance Maryland understood the competitive need to implement a system that offered its customers the same automated loan processing and decisioning solutions.

While it understood its need to compete with larger lenders that offer instant loan processing and decisioning services, Finance Maryland was also realistic in determining what their budget would allow. Purchasing, integrating and maintaining a seven-figure premise-based technology platform was out of the question. As a result, Finance Maryland's officials set out to explore if new technology could address their needs.

The Solution: Finance Maryland President Josh Johnson started his search for a Web-based product by contacting his industry's primary association, American Financial Services Association. To narrow down the list provided by the association, Mr. Johnson asked for a recommendation from the company that provides Finance Maryland with its operating system – he was very concerned with integrating an ASP loan-decisioning model that would have no compatibility problems with his current bank loan servicing system. They highly recommended TCI's Decisionlender.

After further research, Finance Maryland selected TCI's Decisionlender ASP solution for its affordability, customizability, security and reliability. Since Decisionlender was created specifically to help small- and mid-size lenders leverage the power of Web-based technology without having to incur the substantial capital expense of purchasing, integrating and maintaining premise-based technology, the fit seemed perfect.

Decisionlender is available 24/7 to its users and is praised industry-wide for its high efficiency and ease-of-use. It retrieves data from multiple credit sources and applies Finance Maryland's specific decisioning model to every application. Once decided, Decisionlender places the application in one of three categories: *APPROVED*, *DECLINED*, or *MANUAL REVIEW*. The *MANUAL REVIEW* category enables Finance Maryland to maintain its personalized touch by placing the loan application into a pending queue where a loan officer or credit analyst can further evaluate the application. Furthermore, Finance Maryland liked that Decisionlender was customized to reflect the institution's brand identity and end-user interface.

"Decisionlender was designed for the smaller and mid-size lender who wants to compete with the national institutions," said TCI President William Nass. "Finance Maryland desired a system that offered them four important things: reasonable price-point, 24/7 customer service, automated loan decisioning capability, and customizability. Our ASP solution was created to meet these needs as well as deliver these solutions in the most reliable, secure manner possible. Now, Finance Maryland will be able to effectively compete with larger lenders without increasing costs and deliver reliable customer service every day of the week."

The Results: Finance Maryland was taking in 4000 loan applications per month and funding approximately 1300 of those loans. With the integration of Decisionlender, the institution expects to see an increase of productivity by at least 20%. In fact, Mr. Johnson expects to see nearly a 50% increase in productivity by the start of the 2005 calendar year.

"TCI's Decisionlender came highly recommended for a reason," remarked Johnson. "It offers the most flexibility and customization of any product on the market. It has certainly increased our efficiency and a dramatic increase in our productivity is promising. So far, I am thrilled with this ASP model and the feedback from our staff has been extremely positive."