



INDIAN FINTECH OVERHAULS IT SYSTEMS FOR FASTER LOANS TO MARKET

WITH ARXXUS

A leading Indian non-banking financial company has taken the complexity out of their IT with a scalable, integrated ecosystem that keeps pace with the rising demand for loans

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Growth and market success of any fintech hub originate from an integrated ecosystem. A successful fintech ecosystem is where all the market participants connect, engage and share ideas across vibrant communities and networks, as well as identify and convert opportunities into business. In the current age of technology driven financial services, no market participant can afford to operate in silos.”

KPMG 2016 report 'Fintech in India – A Global Growth Story'

PRODUCTS USED

Sales Cloud



Partner
Community Cloud



Lightning



Platform Events

THE RISE OF DIGITAL LENDING IN INDIA

As incomes rise in India, so is consumer spending power. Now, a relatively new group of players known as fintechs are rapidly taking on India's traditional banks – digitising retail lending transactions and transforming the consumer lending experience.

According to the Boston Consulting Group, digital retail lending in India could reach \$1 trillion within the next five years. India has more than 1.3 billion people, and with half the country under the age of 25, many are entering the high consumption period of life involving marriage, home ownership and families.

FAST GROWTH, COMPLEX IT

While technology is the enabler of success for digital lending companies, it can also be their greatest challenge. In many cases, the rapid growth of these businesses has resulted in the creation of huge, complex IT environments that are becoming increasingly difficult to manage.

This was the case for one of India's largest non-banking financial companies (NBFCs), forcing them to rethink their technology approach. Its business is large, varied by way of their loan offerings and vastly spread, with hundreds of branches across India. It also uses its IT ecosystem to collaborate with many partner agencies that provide leads, verifications, valuations or legal and technical advice.

Salesforce had been central to their IT strategy, however due to its growth by more than 30% year-on-year, its divisions had all rapidly deployed Salesforce at different times and in different ways. There was no common framework or managing IT division, making any requested changes in Salesforce an incredibly complex and protracted process.

After hitting multiple Salesforce limits, it was beyond their IT team to overhaul the system themselves or with their existing IT partners. And yet, they desperately needed a more workable system that would allow them to be more agile, roll out new products faster and capture greater market share in the face of rising competition.

A BEDROCK FOR THE FUTURE

The NBFC began looking for an IT partner who could put together an architecture that would be the bedrock for all future builds. The business and IT project team evaluated many potential system implementors for the project, but all felt it was too complex or not doable in the timeframe.

Given the challenging and technically unique nature of the project, Salesforce recommended Arxxus, specialists in customising Salesforce solutions for the non-financial banking sector.

Arxxus held multiple workshops, whiteboarding the various pain points and the multiple variables to consider. As a loan business, they required strong data security and anti-pilfering mechanisms, including external validation from banks, credit institutions and the government's tax department.

The company also needed a framework that could handle a wide variance in product, turnaround time, throughput and customer data. For example, its whitegoods and TV credit lending business faced enormous time pressure to process over 100,000 loan applications a month.

Meanwhile its housing loan business, which processes around 5,000 loans a month, required up to 100 different kinds of checks (requiring system integrations) to validate each customer loan, taking around 30 days.

A TEN-FRAMEWORK SYSTEM IN SIX MONTHS

Arxxus addressed the challenges by creating ten frameworks that could be used from department to department as loan requests are processed. The system is generic enough to remain relevant across all products, businesses and environments, while allowing for some configuration and coding on top.

The solution is completely on the Lightning framework and uses Salesforce's latest features. It is built in such a way that the strength from Salesforce's future releases could be made available easily. The core team could now manage Salesforce much like a product – prescribing ways to solve problems within the safety of a framework.

In just six productive months, a team of 12 at Arxxus is in process of delivering a solution that would typically take other leading IT specialists two years and a large team to complete.

The greatest benefit for the NBFC is the speed at which they can now release new products. With growing competition in the fintech sector, particularly by venture-backed firms, the company needed to add to their value chain with highly competitive offerings.

Previously, any change was difficult because the system was so complex and customised in the code. Now changes can be done much quicker. What used to take months, launching a new loan can now be done in weeks – giving them a powerful competitive advantage while allowing them to satisfy the needs of their growing customer base, faster.

10 frameworks delivered:

1. Petri Net/Workflow Management inspired activity framework
2. JSON Generator – inspired by HTML template framework
3. Integration Framework – for configurable switchable transport layer
4. Platform Events (usage of PEs)
5. Validation Framework
6. Rule Engine integrated with the JSON Generator framework
7. Tree hash Generation Framework
8. Trigger Framework
9. Grant Framework/Access Management Framework
10. Communication Framework for emails and SMS