



Highlights

- Improve efficiency in originating, underwriting and servicing loans
 - Deliver fast, accurate credit decisions and make alternative product recommendations that meet customers' needs while adhering to underwriting guidelines
 - Transcend basic automation and add intelligent decisioning capabilities throughout the lending process and throughout loan products
 - Maximize ROI with IBM® ILOG Lending Practice, a tested approach for developing lending solutions
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Consumer lending and credit

Superior performance for higher customer retention and acquisition

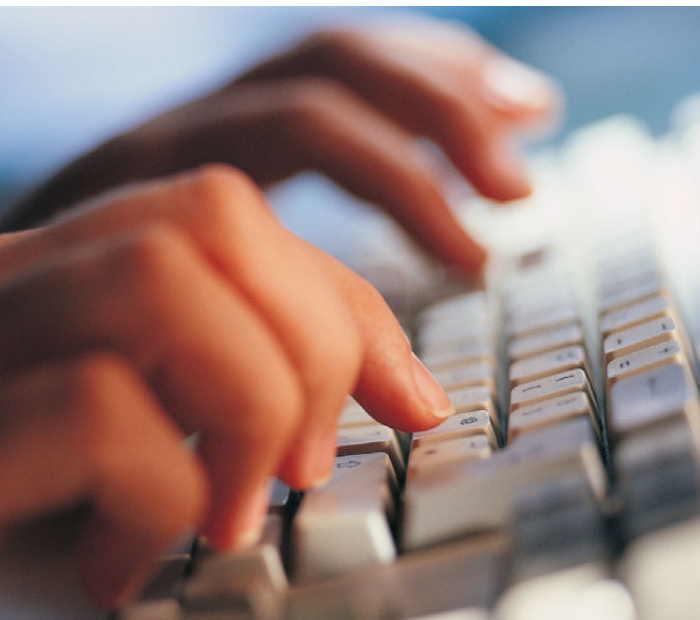
Lenders must be efficient. Manual processes, hard-coded applications and rigid processes drive up costs and lengthen the lending cycle. Pressure to reduce costs and credit risks, while increasing the customer acquisition rate, make streamlining processes critical. Financial institutions worldwide rely on the IBM ILOG Business Rule Management System (BRMS) to improve loan origination, underwriting and servicing.

Deliver better credit decisions faster

Lending is a highly rule-intensive process. It involves a large number of complex, ever-changing policies and regulations governing everything from qualifying applicants and assessing credit risk to pricing loan products and ensuring compliance. It is not surprising then that most lenders fall short in their ability to respond quickly to change.

IBM ILOG BRMS solutions let banks and other financial organizations implement changes to their lending systems in days—or even real time—instead of months. Advanced functionality such as decision tables, central rule management, modeling and loan configuration capabilities enable them to engage in effective risk-based pricing, as well as create customized rules around product, rating, scoring and eligibility determination to best support their business strategies. Lenders can deliver instant, accurate credit decisions and make alternative product recommendations that meet their customers' needs while adhering to underwriting guidelines. The benefits of an IBM ILOG BRMS solution include:

- Shorter loan-processing cycle
- Reduced cost per loan
- Improved credit decisioning
- Lower credit and operational risks
- Better up-sell and cross-sell opportunities



Advanced solutions for your lending needs

IBM ILOG software provides advanced rule management and optimization technologies essential for today's lending operations. Using IBM ILOG solutions, financial institutions go beyond basic automation by adding intelligent decisioning capabilities throughout the lending process and throughout loan products—from mortgage and home equity to auto loans and credit cards.

Financial institutions ranked among the Global 500 use IBM ILOG BRMS in:

- Validation
- Scorecards
- Fraud detection and reporting
- Eligibility determination
- Rating
- Loan recovery and collection
- Pricing
- Risk assessment
- Customer segmentation
- Best fit
- Deal repair (counteroffers)
- Campaign management
- Document selection
- Fee calculation
- Loan pooling
- Credit scoring
- Compliance
- Accounting

Create responsive, flexible systems

Using IBM ILOG solutions, financial institutions are achieving unparalleled flexibility, functionality, speed and accuracy. Designed to handle large volumes of data and transactions in real time, IBM ILOG software provides a cost-effective way to

enhance system and operational agility. Lenders can optimize their existing IT investments, including legacy systems and open technologies, as well as industry data standards such as the Mortgage Industry Standards Maintenance Organization (MISMO).

Empower users and enhance transparency

IBM ILOG BRMS empowers both business and technical users. It provides an easy-to-use rule-building interface and permission-based access control, helping both developers and business users to easily modify, add or delete rules without taking a system offline.

Furthermore, with IBM ILOG BRMS, all the rules—active, historical and shared—can reside in a central rule repository, ensuring consistent implementation of customer information, policies and procedures. Lenders can maintain all the rules, both simple and complex, at a granular level and establish shared rules that are reusable throughout the lending process. With this functionality, financial institutions can easily manage and track a rule throughout its life cycle, obtaining greater visibility into their systems and operations.

Maximize your returns with IBM ILOG Lending Practice

Banks and other financial services looking for competitive lending solutions needn't start from scratch with IBM ILOG Lending Practice—a well-defined methodology coupled with a set of best practices, implementation roadmaps, and modeling and template tools. IBM ILOG software is backed with complete consulting, education and technical support services, contributing to its tested track record of delivering exceptional return on investment (ROI). Provided by IBM ILOG experts, Lending Practice enables organizations to achieve better results faster while reducing development time, costs and risks.

For more information

For more information about IBM ILOG solutions in the consumer lending and credit sector, please contact an IBM ILOG sales representative near you or visit www.ilog.com/industries/banking/credit.



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