



# Beacon Funding: Streamlines Credit Evaluation Process with ACTICO Rules



**Success Study**

<b>Industry</b>	<ul style="list-style-type: none"><li>• Equipment leasing and finance</li></ul>
<b>Challenge</b>	<ul style="list-style-type: none"><li>• Optimize lease application process and improve efficiency</li></ul>
<b>Benefits</b>	<ul style="list-style-type: none"><li>• Automated credit assessment process</li><li>• Simplified application paperwork</li><li>• Reduced processing times</li><li>• Decreased personnel training costs</li></ul>

application progress. In conjunction with ACTICO Rules, ACTICO's market-leading Business Rules Management System. Beacon was able to build upon their existing Customer Relationship Management (CRM) system and achieve significant results. The new architecture improves the availability of opportune data, increasing the productivity of sales staff and the quality of decisions made. Based on streamlined data processes, credible decisions are now made in a timely manner resulting in increased customer satisfaction.

## Automating Lease Applications with Business Rules

Beacon Funding Corporation, a leading provider of equipment financing solutions, designed a tool which not only provided its sales force with the most current data, but also accelerated and simplified the behind-the-scenes decision-making credit

## The Challenge

To outperform their competitors in a fast-paced industry, Beacon sought a solution that would both empower their employees and quickly deliver their established financing expertise to customers. Whether it's an operating lease, capital lease, escalating payment, deferred payment, sales-leaseback, third-party deal, used equipment and/or start-up business, vast amounts of data are required to decide whether they can finance an investment.

### Staff needs quick access to data

Prior to the implementation of ACTICO Rules, sales representatives were inundated with a tedious manual collection and evaluation process of credit packages that allowed them to lose sight of their original goal – sales. Manual processing not only resulted in delayed credit decisions and missed sales opportunities, it also prompted low company morale resulting in unforeseen employee turnover. “Prior to using ACTICO Rules, our sales team was forced to perform a significant amount of data entry in order to prepare a package they could submit to credit. In addition, credit was often unsatisfied with the completeness and consistency of credit submissions across our sales team,” says Toby McDonough, Vice President of Sales and Marketing at Beacon Funding. “With the addition of ACTICO Rules, our credit preparation process was standardized and streamlined making it easier for all members of our sales team to more effectively navigate our credit approval process.” says Toby McDonough, Vice President of Sales and Marketing at Beacon Funding. In the finance industry quick turnaround is vital, and training of new employees is time consuming and expensive impacting the stability of the business. Likewise, the manual application processes lengthened approval times and led to the dissatisfaction of customers and Beacon employees alike.

## The Solution

Deciding upon a Business Rules Management System to achieve Beacon’s desired results, McDonough viewed the agile framework that encompassed ACTICO Rules and determined that it would best fit Beacon’s needs. Integrated into the existing CRM system, the new structure presents comprehensive data to sales staff in a useful and timely manner.

### The new architecture empowers credit experts

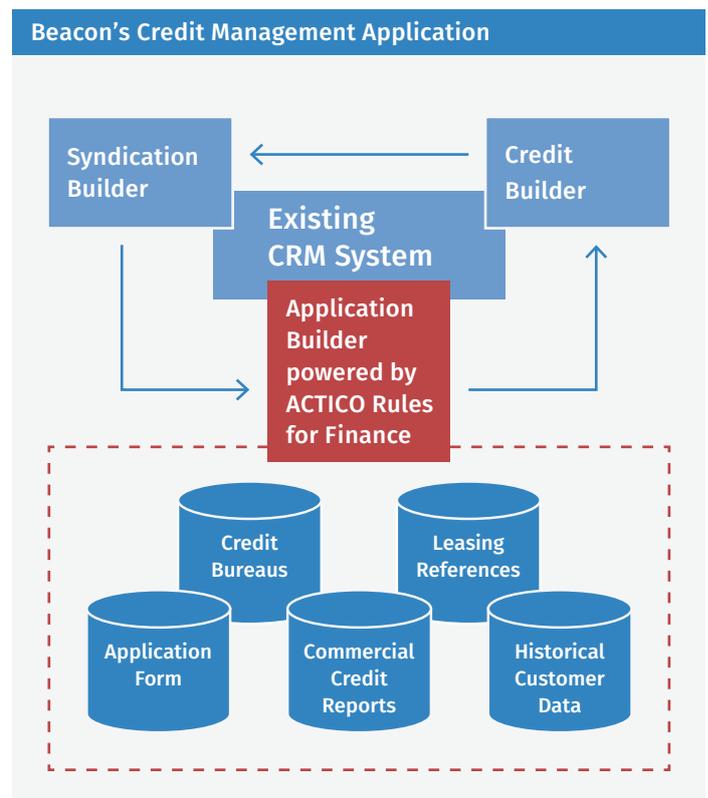
With a flexible solution in place, ACTICO Rules’ unique software architecture seamlessly complemented Beacon’s CRM software. Once the credit risk rating and decisioning processes are executed within ACTICO Rules, all pertinent data and results are then transferred to the central CRM system for data persistence. By leveraging ACTICO Rules in this agile architecture, credit experts are empowered to quickly alter business rules that change frequently without potential implications for data processing or storage.

#### 1: Application Builder

To compile or build an application, Beacon’s sales department uses the Application Builder powered by ACTICO Rules to automatically pull all pertinent, up-to-date data from various internal and external sources such as:

- Customer application forms
- Credit bureaus (e.g. Equifax, Transunion)
- Commercial credit reports (e.g. Experian)
- Leasing references (e.g. Paynet)
- Beacon’s historical customer data

Hundreds of rules are critical when validating and evaluating the credit application data; such rules are defined with ACTICO Rules. This Business Rules Management System also applies these rule sets to the particular credit application and helps automate the credit decision. This enables Beacon to offer consistently high quality for all credit packages since now all data is automatically processed using the same consistent set of rules.



#### 2: Credit Builder

In the process of determining the credit risk ratings, multiple versions had to be reviewed and disseminated between the credit department and the sales sphere. Missing or incorrectly entered data enormously slowed down this already cumbersome manual process.

Now credit application data, imputed through Application Builder and processed by ACTICO Rules, is linked to Beacon’s central CRM system and eliminates the once lengthy application filing process. The Credit Builder pulls data from the CRM system and is displayed in a joint user interface for both credit experts and sales staff. This way, direct communication via a shared interface speeds up the collaborative process.

### 3: Syndication Builder

The Syndication Builder centrally manages the credit conditions of partnering banks. Previously Beacon Funding's sales staff relied on internal policies and the regulations and conditions of its partners.

With ACTICO Rules, Beacon Funding now captures external credit conditions electronically, adapting to changes immediately within their system as soon as changes are published by the bank. The application offers unparalleled flexibility and instantaneous feedback keeping Beacon's sales staff informed of applicant approval. This allows them to offer the best financing and leasing products available to their customers.

## The Rules Experience

Similar to the application flexibility and integration within Beacon's system, the ability to create rule sets graphically empowered Beacon's business professionals. The minimal training involved in the setup process allowed Beacon to create the initial credit rating rule sets and implemented logic within a short period of time, lessening their dependency on IT. ACTICO Rules technology empowers credit experts to easily adjust the rules without having to worry about the technical aspects of data processing and storage. With over several hundred rule sets established to date, the Application and Syndication builders contain all relevant expert data assisting in the efficient processing of time-sensitive credit applications. "Our company's credit logic is dynamic, changing as the environment changes. In the past, changes in credit logic could only be communicated via education which was labor intensive and slow to adopt. With ACTICO Rules, business managers, not IT professionals, can quickly and easily implement changes to credit logic which is instantly pushed out to our sales team," says Toby McDonough.

## The Results

### Quick Access to pertinent information

Storing all quantitative and qualitative credit rating values in a central location and obtaining consistent data requires minimal effort as compared to previous requirements. The up-to-date data is presented to the sales staff in near real-time; an error-prone workflow of information was replaced by a flexible system that allows for adaption of frequently changing data. Instead of losing valuable time in the previously manual sales cycle, Beacon Funding's sales staff can solely focus on their sales roles and establish lasting and profitable customer relationships.

### Increased performance

Prior to the addition of ACTICO Rules, review and approval of a customer's credit application was a drawn-out process that could take up several days of invaluable time. However, with the integration of the Business Rules Management System into Beacon's CRM, performance has increased dramatically and eliminates an unnecessary waiting period. "The implementation of ACTICO Rules resulted in a significant improvement to our ability to process credit applications. Since, we have already used ACTICO Rules to improve other areas of our company such as managing how our employees process their expense reimbursement," says Toby McDonough.

- **Success in Numbers**

- **Processing Time:** Reduced by an estimated 60 %

- **Credit Application Form**

- **Data Input Fields:** Reduced from 150 to 20

- **Turnaround Time to Compile**

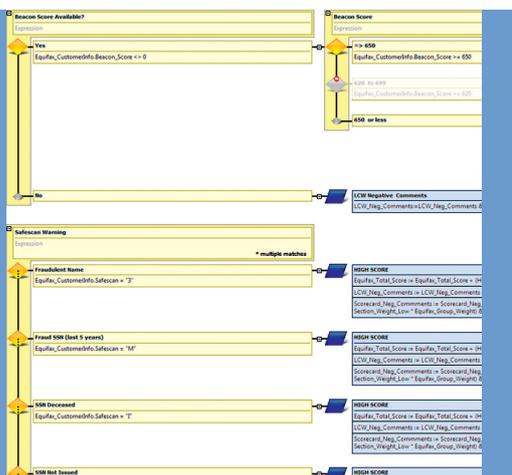
- **Credit Applications:** Reduced from hours to minutes

- **Credit Decision Time:** Improved significantly

### Strengthened competitive advantage

Establishing themselves as a strong competitor within the financial lending industry, Beacon Funding's streamlined processes have elevated them as a leader amongst smaller finance service providers as well as larger banks. Most importantly, expedited approval has increased not only client satisfaction but also employee satisfaction creating an opportunistic environment that has seen consistent growth in sales revenue.

Credit Risk Rating Rule Set



## About Beacon Funding

Beacon Funding is a leading company providing equipment financing and leasing services to businesses throughout the United States. Founded in 1990, Beacon has established itself as a premier, full-service provider of financing solutions to all types of organizations, new and established, throughout a wide variety of industries. Whether a company is an equipment manufacturer/dealer looking for a vendor financing partner or a business/municipality looking to finance the next equipment purchase, Beacon Funding has the equipment financing expertise and support to help to succeed.



### ACTICO

#### EMEA

ACTICO GmbH  
Ziegelei 5  
88090 Immenstaad  
Germany

[info@actico.com](mailto:info@actico.com)  
[www.actico.de](http://www.actico.de)

#### Americas

ACTICO Corp.  
200 S. Wacker Dr.  
Suite 3100  
Chicago, IL 60606/USA

[info@actico.com](mailto:info@actico.com)  
[www.actico.com](http://www.actico.com)

#### Asia & Pacific

ACTICO Pte. Ltd.  
11 Bishan Street 21  
Singapore 573943

[info@actico.com](mailto:info@actico.com)  
[www.actico.sg](http://www.actico.sg)

ACTICO is a leading international provider of software solutions and technologies for decision management.

In a digital world it is necessary to process large volumes of data and make fast, consistent and auditable decisions; that is where our software solutions provide an advantage. Business rules and processes can be easily adapted and executed automatically, which improves the efficiency and agility of our customers in their competitive area. This also enables them to accelerate their growth, innovate effectively, stay compliant and as a result, increase profits.

ACTICO provides software solutions for the areas:

- Credit Risk Management: Assess and monitor credit risk
- Loan Origination: Automate credit checks and decisions
- Compliance: Enable transparency, comply with regulations and avoid fraud
- Claims Management: Make claim settlement processes quicker, consistent and cost-effective
- Client Management: Handle sensitive customer data securely – from onboarding to reporting

ACTICO's roots go back to 1997 and Innovations Software Technology GmbH, which became part of the Bosch Group in 2008. ACTICO was formed when Bosch spun off its financial software operations in November 2015. As an independent company, it supports its international customers from locations in Germany, the U.S., and Singapore.

More information: [www.actico.com](http://www.actico.com)