

Case Study

+ Customer Satisfaction – Large mid-western Bank in Cincinnati, Ohio

This customer is a diversified financial services company headquartered in Cincinnati, Ohio with \$116 billion in assets (as of October 2009). Having experienced dramatic growth, both organically and through acquisition, the result was multiple disparate systems and processes for managing the business and commercial customer relationships.

D+H and the Bank worked closely to deliver a commercial lending solution that would vastly improve the customer experience for the Bank's internal and external clients. The overall key areas of focus were: single interface (i.e. single point for data entry), connectivity and dataflow between multiple systems, integration with front/middle and back office applications, different levels of access, data validation and a more efficient and reduced cycle time.

+ Impact on the Customer's Business:



The customer's Commercial Line of Business now enjoys the flexibility of a D+H credit solution and its industry leading capabilities, expertise and configurability. The results have been vast, including: dramatic improvements in operational efficiency with processing times cut in half, mitigation of risk with improved credit

quality and regulatory compliance.

The bank's solution had to be scalable for their unique business needs. This means it had to have the ability to grow with their long-term vision, yet be flexible enough to change as it evolved. The team had to ensure a clear understanding of the Bank's goals, and didn't compromise to meet short-term deliverables. The end result was clearly worth the disciplined process it took to get there.



"D+H took the time to understand our business' needs first and then designed a technology solution to meet those needs. That was really the key to the success of this project."

Brian McMahon
VP & Senior Manager of
Commercial Credit
Applications Development

