Bajaj Finserv

Bajaj Finserv streamlines loan approvals with Fiorano

Customer Profile

Bajaj Finance Limited is part of the non banking financial conglomerate Bajaj Finserv group which also include the insurance arm Bajaj Alllianz and the advisory firm, Bajaj Wealth Management. The lending arm of the group, Bajaj Finance Limited is one of the most diversified NBFCs in the Indian market, catering to more than 6 million customers across the country. Headquartered in Pune, the company's product offering includes Consumer Durable Loans, Personal Loans, Loan against Property, Small Business Loans, Home loans, Credit Cards, Two-wheeler and Three-wheeler Loans, Construction Equipment Loans, Loan against Securities and the recently introduced Lifestyle Finance. Bajaj Finance Limited prides itself for holding the highest credit rating of FAAA/Stable for any NBFC in the country today.

> " With Fiorano's seamless deployment, we were able to consolidate various integration processes into one single platform across organization. The integration not only made it convenient for us to monitor all process flows centrally, but also enabled us to provide our customers with a simple and hassle-free experience."
>
> **Mr. Rakesh Bhatt,**
> **Chief Operating Officer,**
> **Bajaj Finserv**

Business Problem

Bajaj Finserv offers an extensive range of loan and insurance products and services to its customers. These services are hosted by disparate applications at the Bajaj datacenter, connected via decentralized 'Point-to-Point' interfaces using various customized interfaces. With the number of such programmed interfaces increasing, the sheer volume was becoming unmanageable requiring incremental resources with specialized skill sets to maintain. Some customer account activities required tedious manual processes to update standard customer contact details, such as address, telephone number, email address etc.

Apart from Kiosk operations, Bajaj Finserv uses FinnOne, a loan management application, which keeps track of customer accounts and maintains transactional data of customer interactions. DataMart, a data warehouse application populates data from FinnOne and Salesforce.com applications which data is then used by partner portals (that perform various actions including Address verification) and by customer portals, allowing customers to check their accounts.

Target Needs:

A burgeoning middle-class with high purchasing power and the fast paced financial marketplace in India requires quick and consistent communication between applications so customers get updates in near real-time. While this was a clear business goal, the slow and cumbersome business applications framework compromised operational efficiency with risk of frequent breakdowns. It was critical for Bajaj Finserv to streamline ad revamp its business processes. Requirements were broadly classified as:

De-clutter Applications - Set up cluster architecture for servers for efficient performance

A Centralized Monitoring System - A centralized hub to easily monitor the process flows across all applications

A Reliable System - A system that can sustain large number of users and eliminate the risk of errors and breakdowns

Easy Maintenance - A system that can be easily configured/reconfigured by isolating each component

Resource Friendly System - Perform all operations with a smaller development team

Fast & Reliable Communication

Easy Scalability - Financial processes to depend on many inter-related applications, Bajaj Finserv needed a system architecture that can rapidly scale to support the company's growing operational needs.

Solution

After evaluating various vendors, Bajaj Finserv narrowed down few vendors to conduct detailed proofs of concept. Bajaj Finserv found that Fiorano SOA platform will address their business requirements in a faster and more efficient manner; Fiorano's peer-to-peer architecture was a perfect fit to overcome the growing business demands of a financial service conglomerate like itself. The solution was achieved by building various "Fiorano flows" to address each integration problem.

The point-to-point connections of customized programmed web-service interfaces, databases and similar integration interfaces were replaced by designing Fiorano Event Process flows with appropriate standards-based Fiorano adapters and deploying these business flows on the plug-n-play Fiorano ESB platform in each case, allowing easier maintenance and reconfiguration for all the interfaces.

- Access of Insurance Certificates provided by Bajaj Finserv's subsidiary Bajaj Allianz is now handled using the Fiorano HTTP Service adapter, which directly connects to the Bajaj Allianz database to fetch the required information.

- The Kiosk portal displays predefined offers to customers based on parameters like their prior relationship with Bajaj, by fetching records from the relvant databases and Salesforce.com accounts. This requirement was implemented with Fiorano Web Service, DB and Sales force.com adapters.

- Access to all information pertaining to loan accounts, including the interest certificates, payment schedules et al from the digital portal is facilitated by enabling Web Service calls through Fiorano's WebService Consumer adapter.

- Reverse communication from the customer such as requests, feedback and complaints are handled and stored in a separate CRMR application. These features are enabled by Fiorano's WebService Consumer adapters in the backend.

- Critical correspondence such as sending passwords, an EMI Card PIN or a Loan Account Number (via SMS) in an automated manner that is quick, efficient and does not break down is of prime importance for Bajaj Finserv. This requirement is handled via Fiorano WebService Consumer adapters.

FinnOne, DataMart, Salesforce.com communication flows:

Earlier customer account activities were being carried out by making point-to-point connections between WebService interfaces and databases using database procedure calls. The total number of such programmed interfaces was becoming too large to maintain and required extra resources with specialized skills. These flows involved:

- Capturing customer leads from IVR Toll free numbers and using that data to reinitiate calls with the customers in the event of a call being disrupted

- Updating lead contact information

- Sending SMS alertsfor customer cases pending at different stages, such as De-duplication, CIBIL verification etc

- Capturing data of offers available to customers and the offers that they choose

These and other such activities have been mapped to Fiorano Event Process flows deployed on the Fiorano ESB and are handled using a range of Fiorano Web Service, Database and Salesforce.com adapters.

Benefits

The key to Bajaj Finserv's phenomenal success has been its willingness to employ technology to meet business needs on a scale unmatched by its peers.

Strategic and Operational Benefits

- A single, unified and centralized system across organization

- Automation of many hitherto manual tasks

- Processes that were executed in isolation are now executed within Fiorano SOA

- More than 350,000 transactions each week executed with high speed and low latency

- High visibility and control over processes using a Studio GUI provided by Fiorano

- The reconciliation and availability problem has now been eliminated

- Readiness to expand and add more processes is now much easier

- Enhanced information capture and ability to retrieve data easily

Business Benefits

- Single customer view and enhanced customer relationship

- Customer gratification through speedy approvals and transaction

- Ability to launch new products or services quickly

- Respond to change in market regulations and practices

- Efficient IT management practices

- Reduced Total Cost of Ownership (TCO)

By employing Fiorano's integration technology, Bajaj Finserv has drastically reduced the maintenance and monitoring effort involved in mission critical processes. With transactions running on real-time at high speed, customers that earlier had to wait for hours together could now have their loans approved in matter of seconds. Business processes can now readily be monitored and updated using the Fiorano Studio GUI. Moreover, since the process flow design involves simple configurations involving drop-down menus and some text fields, expansion needs are easily met by existing resources without needing additional resources with specialized skill sets.

ABOUT FIORANO SOFTWARE

Founded in 1995, Silicon Valley based Fiorano is a USA (California) Corporation, a trusted provider of Digital Business Backplane and enterprise integration middleware, high performance messaging and peer-to-peer distributed systems. Fiorano powers real time, digital enterprises with bimodal integration and API Management strategy that leverages the best of systematic (centralized, high-control) and adaptive (federated, high-speed) approaches to deliver solutions across cloud, on-premise and hybrid environments. Fiorano operates through its worldwide offices and a global network of technology partners and value-added resellers.

Global leaders including AT&T Wireless, Boeing, British Telecom, Federal Bank, L'Oréal, McKesson, NASA, POSCO, Rabobank, Royal Bank of Scotland, Schlumberger, US Coast Guard and Vodafone have deployed Fiorano to drive innovation through open, standards-based, event-driven real-time solutions yielding unprecedented productivity.

To find out more about how Fiorano can help you meet your enterprise integration objectives, visit **www.fiorano.com** or e-mail **sales@fiorano.com**