

CASE STUDY



Sceneric helps PT Packaging build Better Service through Technology

In 2006 PT Packaging, with the help of Sceneric became pioneers in the mortgage distribution sector by building their own unique e-trading platform **E-ZY**, which enables brokers to submit and track cases 24 hours a day, 7 days a week.



THE ESSENTIAL LINK BETWEEN BUSINESS AND TECHNOLOGY

THE CHALLENGE

PT Packaging's goal for its unique business model was to offer its distribution chain of mortgage brokers the very best technology platform on which they could submit and track online mortgage applications. With that in mind E-ZY was developed to support the broker channel and as its name suggests, it was designed to be easy to use.

Right from the start, the Company knew it needed a system with an architecture that was capable not only of servicing their existing business model but one which would be flexible enough to adapt to and support its growing community of Franchise Partners.

"We needed a system that was not only flexible, reliable and user friendly but which could also be easily interfaced with our back office workflow and applications" explained Kit Thompson, Director of e-commerce at PT Packaging. *"The solution designed and developed by Sceneric consultants met all of these requirements"*.

THE SOLUTION

Sceneric chose the Java software stack on which to build E-ZY; a platform on which Sceneric has many years of successful design & build expertise within the Financial Services industry.

About Sceneric

Sceneric is an IT Services Company that specialises in designing and building innovative software for the Financial Services industry. Sceneric delivers a seamless, compelling and valuable straight through processing experience to product providers using a broker distribution model. The Company fulfils this strategy by providing fully integrated systems and products installed on site or delivered. To learn more about Sceneric, visit www.sceneric.com or call +44(0)8445 678 720

"Sceneric provided us with first class technology skills combined with in-depth industry knowledge in product distribution and straight through processing. With their help we have been able to achieve our technical and commercial objectives for E-ZY which is now the main platform for all new business transactions".

"The E-ZY platform has played a major part in solving the technological and commercial challenges faced by PT Packaging"

Kit Thompson
Director of Ecommerce

Registered brokers can submit AIP's (Agreements in Principle) online which are then dealt with directly by the specialist new business team. A DIP (Decision in Principle) response is then returned confirming details of the mortgage scheme and procurement fee for the Key Facts Illustration document and compliance purposes. As soon as clients are ready to proceed, the broker logs back in and the DIP can be converted to a Full Mortgage Application. A generic application form, which has been agreed by all packaged lenders, saves the need to complete new application forms if there is a lender change during the process. Brokers are kept informed by automatic email notification on any case status changes. Once submitted, the case

can be tracked online 24/7 along with the mortgage progressor's and underwriter's notes.

In March 2007 PT Packaging launched its Franchise Partner business model initially with 14 partners who are based countrywide. A further launch in June 2007 saw this number rise to 20 partners nationwide. The E-ZY platform enables PT Packaging to manage and control the much larger volumes of business in a very cost effective way and also helps the Franchise Partners themselves to assist other intermediaries within their local area.

THE RESULTS SPEAK FOR THEMSELVES

"The flexibility of E-ZY and the support from Sceneric have enabled us to completely change the way we do business and achieve the commercial goals we set ourselves notwithstanding the current very difficult trading conditions" says Kit Thompson. *"Today, we are getting tangible results that we can measure just by looking at the platform's success. We have a number of extensions planned to the system in the coming months and look forward to our continued relationship with Sceneric"*

George Brandie, Sceneric's CEO said *"we are delighted to have partnered with PT Packaging on this project and look forward to the imminent launch of Phase 2 which will include a mortgage sourcing engine"*.