

## **ADAPA™ PQ** **The Smart PreQual**

The Zementis ADAPA™ (Adaptive Decision And Predictive Analytics) framework of intelligent mortgage solutions provides the financial industry with the right tools to:

- Deliver Superior Customer Experience
- Maximize Automated Approvals
- Shorten Processing Time
- Improve Efficiency

The landscape of mortgage origination is shifting rapidly. With interest rates rising and the total number of loan applications declining, it is imperative for lenders to be able to attract as many high-quality loan applications as possible. The offering of a pre-qualification tool needs to be in the forefront of a suite of solutions designed to drive more customers to your front door.

ADAPA™ Pre-Qualification (ADAPA™ PQ) offers state of the art technology to take the pre-qualification experience to a new level. By combining 1) blazing fast rules execution and 2) advanced predictive analytics, ADAPA™ PQ allows for instant (real-time) multi-product decisioning. In addition, a highly interactive web interface delivers a customer engaging solution that takes pre-qualification above and beyond the typical “complete form and submit” approach. The result: a brand new way for lenders to interact with brokers and consumers.

### **Customer Experience: Going Beyond Forms**

At the core of ADAPA™ PQ is a scalable and high performing engine capable of evaluating loan applications and delivering decisions across multiple products instantly. ADAPA™ PQ also uses cutting edge Web 2.0 technologies to create a unique, engaging customer experience. This enables both brokers and consumers to interact with the system and easily provide data while exploring different product choices and features before narrowing down the options that they feel most comfortable with. At all times during this process, ADAPA™ PQ provides instantaneous feedback containing: 1) a list of pre-qualified products or 2) reasons for which the application has failed to qualify. Such an

engaging experience offers a significant departure from the static and often cumbersome, form-based cycles of trial and error (complete form, hit submit, wait, review response, modify options, and try again).

### **Predictive Analytics: Going Beyond Rules**

In a traditional pre-qualification environment, product guidelines are represented as rules which divide the pool of submitted loans into two possible outcomes: Approved and Rejected. When a loan application that does not exactly conform to the guidelines is submitted to such a system, it is usually rejected, even if the application was just shy of being approved. ADAPA™ PQ goes beyond rules and evaluates these exceptions. It uses advanced predictive analytics to enhance the decisioning process by qualifying loan applications that are outside the guidelines, but are still within your risk tolerance. In this way, ADAPA™ PQ maximizes your pipeline of pre-qualified applications while providing the outmost user experience for your customers.

### **Easy Rules Authoring and Maintenance**

The normal pre-qualification process involves a set of complex decisions, which are typically expressed as guidelines. ADAPA™ PQ allows the use of Excel™ for authoring and maintaining the sets of rules representing product guidelines in a simple tabular format, enhanced with “domain natural language.” Modifying a rule takes no more than opening a spreadsheet, editing one or more cells, and saving the spreadsheet. This means that business owners can use a tool they are typically very familiar with to directly manage, edit, and review one of the most critical assets of their business strategy.

### **SOA and Open Standards**

ADAPA™ PQ is designed and implemented on Service Oriented Architecture (SOA) principles for quick, easy, and non-disruptive deployment in most IT environments. As its API (Application Program Interface), it uses Web Services and Open Standards, which facilitates the interfacing with other systems and lowers the total cost of ownership (TCO).