



## BANKING CASE STUDY

## Credit Card Allotment

India's largest private sector bank greatly benefits by using PrimeMatch™ technology during the process of credit card allotment.

### Client's Pain Points

The Bank was looking for de-dupe solution that enables customer exposure in real-time and efficient credit scoring during the credit card allotment process. De-dupe involves matching logic that catches the same applicant who had applied earlier for a credit card. Additionally, the Bank's credit card issuance process involves evaluating credit worthiness of the applicant based on a number of market driven parameters and standardized processes. For this, the credit decision making system interfaces with various systems and external agencies.

However, its existing solution was not efficient in matching variations in applicants yet consuming expensive infrastructure resources. The Bank wanted a more robust, flexible and dynamic system which can be parameterized, with no vendor involvement for configuration.

### About the Client

Our client is India's second-largest bank with total assets over US \$80 billion, a network of over 2,000 branches and presence in 18 countries. It offers a wide range of banking products and financial services to corporate and retail customers and has subsidiaries areas of investment banking, life and non-life insurance, venture capital and asset management.

### Posidex Technologies' Solution

The Bank chose PrimeMatch® based Data Management Solution after a thorough evaluation process and benchmarking the product with leading MNC vendors. Tighter integration with Posidex Technologies' dedupe and Bank's Rule Engine for scoring allowed parameterization and better user control. Flexible GUI options allowed the Bank for rapid changes in parameters to keep up with market dynamics and changes in policy decisions.

Further, the Bank applied Posidex Technology solutions for its multiple purposes such as checking of the retail loan applications against the defaulters database, integration within core lending system for customer exposure, identifying common borrowers during Merger and Acquisition etc.

### Results

With the Posidex Technologies solution, the Bank could

- In the old dedupe setup, 90% of the applications were having an average of 1-2 matches per application, while with Posidex Technology, 85% of the applications are having about 1-10 matches per application resulting in millions of rupees of savings per annum.
- The Bank nominated Posidex Technology solution to the PCQUEST "Best IT Implementations Of The Year" in 2009.
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For more information:  
<http://www.posidex.com>