

# case study

## improved efficiency for north riding finance

### background

Based in Harrogate, North Yorkshire, North Riding Finance (NRF) is one of the UK's largest motor finance brokers, providing the best finance deals available to a network of independent car dealers in the UK.

Continued, dramatic growth in NRF demanded the introduction of an intelligent, efficient system to support the increased flow of business, without having to over

inflate the staff headcount. It was this growth that prompted a requirement to replace their existing system, which they had outgrown. NRF selected icenet based on its understanding of their business, the high degree of software fit to NRF's requirements and the pedigree of icenet's delivery capability.

### the client challenge

A seamless introduction of a new processing engine was an essential requirement for NRF to continue to manage increasingly high volumes of finance applications with short service levels. NRF needed to be able to step up the volume of applications processed and make continuous efficiency improvements in the day to day running of the business.

The solution had to provide comprehensive processing with a high degree of automation – particularly around correspondence with a large volume of

dealers – and to present information on the status of deals in real time and with clarity, in order to pursue proposals in line with service levels.

The directors needed a solution that could provide tailored and immediate access to data, in order to provide the critical management information required to keep the business performing. And the solution needed to be provided with the minimum of technical involvement from NRF as there was, quite rightly, no inclination to take on a non-core task to manage.

### the icenet solution

icenet implemented the ICE.Net suite of software in a phased approach, designed to deliver business beneficial functionality as quickly as possible, yet in a way that the business could manage. This phasing followed a logical form:

#### Phase 1 – Core Processing

This involved analysis and documentation of business processes, followed by a build and test phase which was iterative, in order to fine tune the application. Key parameters and static data such as dealers, contacts, funders and rates and terms were input into the CRM component of ICE.Net and the users were subsequently provided with on-site, on-system training.

#### Phase 2 – Funder Interfaces


A major element of the solution provided huge efficiencies by removing the need for re-keying of applications into many systems. Again, on site training was a part of the deliverable.

#### Phase 3 – Dealer Point of Sale

With efficiencies in core processing in place, the POS system roll out to dealers would increase efficiency even further and offer valuable functionality on a self-serve basis to key dealers.

To overcome the IT management issue, icenet would host the system at the icenet data centre and it would be accessed 'on demand' by NRF via their existing internet connection.





ICE.Net now supports the full life cycle of NRF's business, from application capture through credit vetting, proposing to lenders, communicating decisions back to the dealers and managing commissions. The solution is underpinned by integrated third party products and services, including:

- Electronic interfaces to industry funders
- Credit Reference Agency links
- Vehicle information providers
- Address and postcode validation
- Bank sort code validation

The dealer community is in the process of being supported by the roll out of a tailored, easy to use web site, which enables them to model financial agreements in front of the customer. It also allows proposals to be made directly into the ICE.Net database and subsequently, the status of outstanding proposals can be viewed, all over their existing internet connection.

To satisfy the demands of the directors for in depth management information, the embedded reporting facility offers a variety of options to extract from, or report on, the ICE.Net database, providing a platform for standard and ad-hoc reporting and analysis.

---

### the result

"Since implementing ICE.Net we've been able to accelerate our application through-put and overall efficiency and confidently expect continuing improvements over the coming months" commented John McNamara Managing Director.

NRF and icenet are working together to roll out the internet based dealer point of sale component to key dealers in the network.

McNamara commented "I believe that the ability to allow our supporting dealers to not only enter applications on line, but also enquire on and update an application's status whenever they need to will provide increased service to our dealers and further strengthen our relationship with them."

Alex Stephen, Chief Executive of icenet added "The ICE.Net solution is perfect for NRF. It provides all the functionality they need, including support for their channels – both inwards and outwards – on a robust and hugely scalable platform, the cost of which would normally be prohibitive but, using our on-demand model, they can pay for in line with revenue flows. This frees up their capital to employ elsewhere and, knowing NRF, this will be on something big and happening soon!"

To find out more about icenet solutions and services please contact us on +44 (0)8707 542 323 or visit our website at [www.icenet.co.uk](http://www.icenet.co.uk)



**Since implementing icenet we've accelerated our application through-put and overall efficiency** ”

**John McNamara, Managing Director, North Riding Finance**