

21st MORTGAGE CORPORATION CASE STUDY

PROFOUND LOGIC REVITALIZES CRITICAL CORE APPLICATIONS WITH RPGsp



21st Mortgage Corporation is a full service wholesale lender specializing exclusively in manufactured home loans and providing financing to manufactured home buyers. The company originates and services loans in 42 states, predominately in the Southeast and Southwest. Loans are originated through relationships with manufactured home retail organizations, direct mail solicitation, and referrals from brokers.

21st Mortgage commenced operations in 1995 with a goal to provide the best customer service in the industry. Since its acquisition with Berkshire Hathaway, 21st Mortgage has been offering a one-stop shop for inventory financing to retailers. Keeping service uppermost in mind, 21st Mortgage now ranks as one of the largest providers of financing for manufactured home buyers in the nation.

THE PROBLEM

21st Mortgage inherited a complex green-screen system from its parent company. When they began applying their inventory-finance processes to the system, they quickly realized that all of their requirements would not be met. They started looking for ways to update the system to meet their desired specifications. With these requirements in mind, they determined that there was a great deal of work to be done. They began the search for a tool that would not only meet these requirements, but also modernize the system into a new browser-based solution.

THE PLAN

The primary goal was to develop a complete solution for daily operations that would increase productivity. This would allow 21st to either reduce the manpower needed for customer service or give them the option of taking on a larger workload that could efficiently be handled by the current staff. The new solution would also have the ability to create an easily maintainable billing system that would accurately calculate and store billing charges. This would significantly increase speed, accuracy and system flexibility to manage the dealer's inventory.

The plan was to build a new system that consisted of 3 main components. First, a Portfolio Management System would be developed to replace the critical core applications that were used internally. Next, the team would design a full service website to facilitate online payments and customer service for hundreds of mobile home dealers and manufacturers. The last component would be a work queue system that provided internal users with a list of prioritized daily assignments.

With such an ambitious plan, they had to weigh their options very carefully. 21st Mortgage was looking for a reliable vendor with a user friendly IDE and great customer support. They needed a tool with non-proprietary language that could easily maintain existing programs. After looking at a number of solutions they decided on Profound Logic's rapid web development environment, RPGsp.

The screenshot shows a web-based interface for a dealer's main information. The header includes the 21st Mortgage logo and the text 'Your Manufactured Home Lending Source'. Below the header, there are navigation tabs for 'Home', 'Inventory', 'Inspections', and 'Pricing'. The main content area is divided into several sections: 'Dealer Information' (including Dealer Number, Dealer Name, Mailing Address 1, Mailing Address 2, City, State, ZIP, Locations/Lets, and Account Manager), 'Monthly Billing' (Payments Due, Current Month Due, Total Due, and Overage Amount), 'Payment History' (Late, Delinquencies, and NSR), 'Follow Up Items' (RFI Amount, SOI Amount, Aged SOI Amount, TCD Amount, Cash Amount, CM Amount, and Repurchase Amount), 'Credit Information' (Credit Line, Inventory Outstanding, Approvals Outstanding, and Available Credit Line), 'Inspection Exceptions' (Uninspected Amount, Damaged, INCK Amount, and Insurance Claims Amount), and 'Performance Information' (Aging % and Last Liquidation Date).

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Sandra Anderson-Dean
21st Mortgage Project Manager



“Once we cleared the hurdle of setting up the users, our first impression of RPGsp was that it would be easy to learn. The wizards, code snippets, and help texts gave us a great start. Our basic understanding of HTML and existing skill base in RPG Free were very helpful in getting started, and there was no new language to learn” explained Sandra Anderson-Dean, 21st Mortgage Project Manager.

THE SUPPORT

Profound Logic provided on-site training for the 21st Mortgage development team and was also available to meet with users individually. Anderson-Dean adds, “This was enormously beneficial in helping us move forward. They certainly went the extra mile to help us grow our skill base.”

21st Mortgage started with a simple file maintenance program with standard add, update, and delete functionality. Within three months, the team was clearly on a progressive path towards fully managing their programs. Their web development capabilities continued to rapidly improve as well with RPGsp and the assistance of the Profound Logic staff.

“I can only add that when you put this product together with an excellent support staff, it is truly a winning combination. I would highly recommend RPGsp and each of the product support staff, both individually and as a group,” stated Anderson-Dean.

THE RESULTS

By redesigning the system with the end-user in mind, 21st was able to eliminate steps from their processes and dramatically increase productivity. This included the automation of several end-user decisions, resulting in significantly improved data integrity. The new system offers a familiar browser-based GUI interface, which makes user adoption much easier, resulting in a reduction in the training time necessary. In addition, customer service staffing needs have been reduced due to the self-service capabilities of the website.

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21st Mortgage is now handling all of their critical financial and core operational information in real time with a secure web application. Perhaps the most significant result is that this business-critical system will help propel 21st Mortgage ahead of their competitors with leaner workflow processes and allow them to become a leading industry innovator.



READY TO TAKE THE NEXT STEP?

Profound Logic can show you how quick and easy it can be to deploy Web solutions on your IBM i server.

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