

Securely innovating application experiences for financial services

Go to market faster by simplifying operations and consistently governing compliance across clouds and on premises



Meet LendMore

LendMore is a multinational bank that provides online access to home loans.

LendMore wants to grow revenue by personalizing the user experience of GettingHome, a successful application customers currently use to apply for home loans. By analyzing real estate, community satisfaction surveys, and their own customer data, and by partnering with local businesses in different regions, LendMore wants to deliver relevant life-style information and offers from within their app. With these changes, LendMore intends to build longer-term relationships with customers, generating multiple transactions instead of just single loans.



Destination Innovating customer experience

To personalize app experience, LendMore developers had to enable GettingHome to deliver custom information and offers in real-time. New microservices would use machine learning outputs to deliver custom life-style information and local offers in real-time. The LendMore would need to provision three different databases in each production location to support the upgraded app.



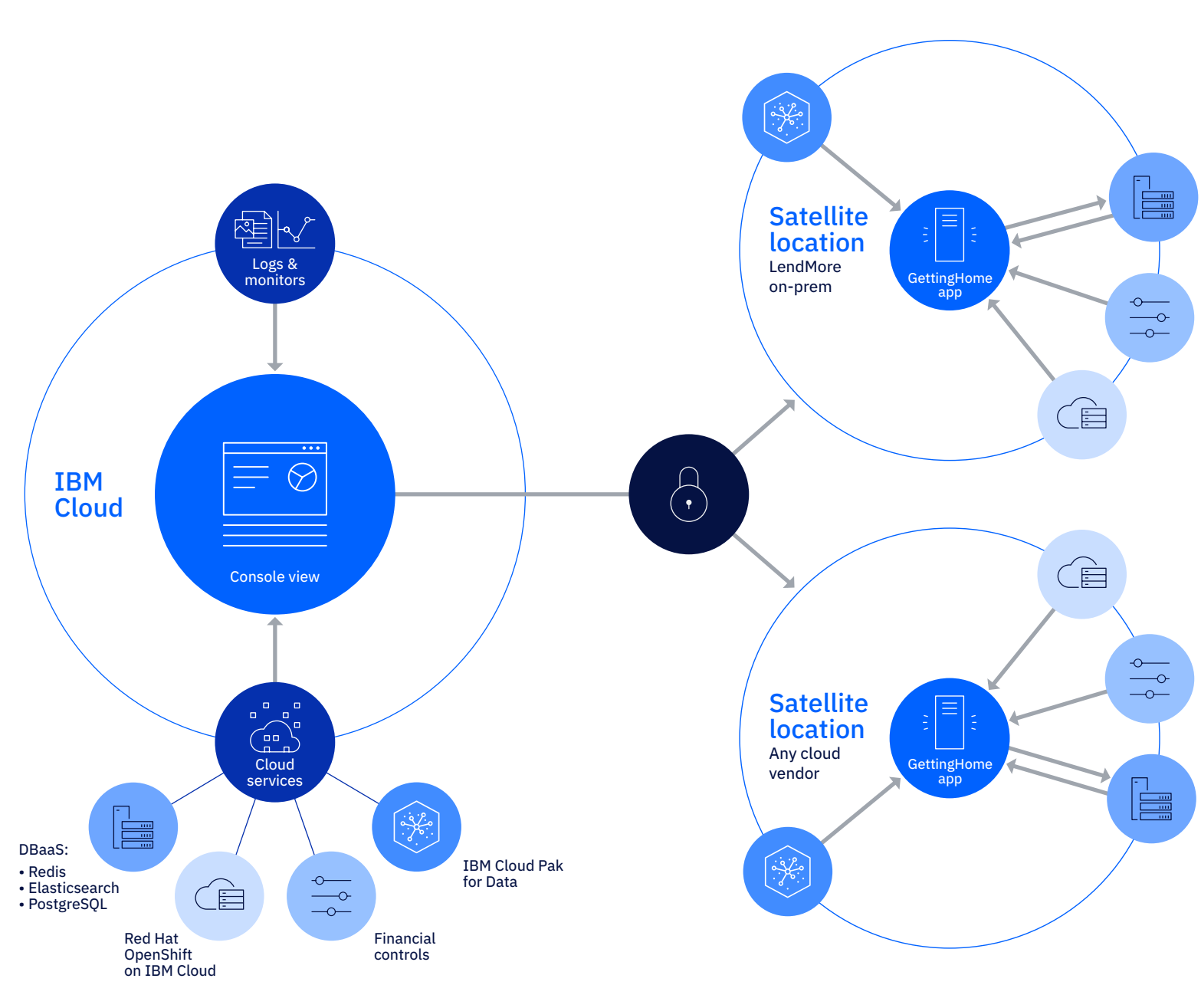
Challenges Shifting regulatory compliance

As a financial services company, LendMore must comply with industry regulations on handling and reporting data. For example, data generated in some countries or regions must remain there; and financial regulations for processing payments through mobile apps require very low latency. LendMore lacks the internal skills and the time necessary to build such a scalable security and compliance framework from scratch.

It is not unusual for operations teams to spend more than half of their time just satisfying regulatory requirements. One bank spent USD \$100 million trying and failing to keep pace with controls required on a private cloud.

Enter IBM Cloud Satellite

IBM Cloud Satellite extends security, compliance, and resiliency controls anywhere—on premises, on chosen clouds and at the edge. This helps LendMore as they expand regionally.



With IBM Cloud Satellite, LendMore teams on two continents collaborate using the same identity and access management. Developers build and test their new microservices in a CI/CD pipeline built on the OpenShift platform. When the app is ready for production, they deploy it in containers on OpenShift in Satellite locations established in different regions. The team also provisions three different databases in each Satellite location to support their upgraded GettingHome app; PostGRES SQL for application transactions, Redis for caching, and Elasticsearch for fast searching. Each database instance launches in a state of secured readiness.

LendMore uses Satellite to distribute the IBM Cloud Pak for Data suite of tools to all locations. This enables the team to set up and run necessary machine learning pipelines, meet data residency requirements, and keeping latency low in delivering personalized user experiences.

With a consistent view of all IBM Cloud Satellite locations and services fully managed by IBM, LendMore teams can focus on delivering app improvements that delight their customers. And since LendMore pays only for services used, costs of using IBM Cloud Satellite scale as their business grows.

Result

As LendMore expands to new regions, they use IBM Cloud Satellite to build faster, securely and anywhere they need to deploy.

With IBM taking care of new software releases, lifecycle management and providing expert SRE support, LendMore completes major modifications of GettingHome **70% faster** than the time it took to build the original app.

40% of GettingHome users continue to engage with the app at least 6 months after completing a home purchase. Based on their new development velocity, LendMore plans to expand into two new regions by the end of the year.

Cloud Satellite enables LendMore to:

- Unify security of cloud-based work across company locations with a consistent IAM experience and data encryption
- Use a single console view to monitor and manage across locations, reducing the organization's IT complexity
- Provision cloud databases that launch in a state of secure readiness
- Pay only for the services used, making their business expansion highly cost-effective
- Distribute financial services industry controls everywhere the GettingHome app is running
- Let IBM SRE teams manage the software underlying the cloud services consumed
- Provision analytics tools (such as IBM Cloud Pak for Data) at all Satellite locations where the GettingHome app is deployed

While this is a real case study, LendMore is a pseudonym.