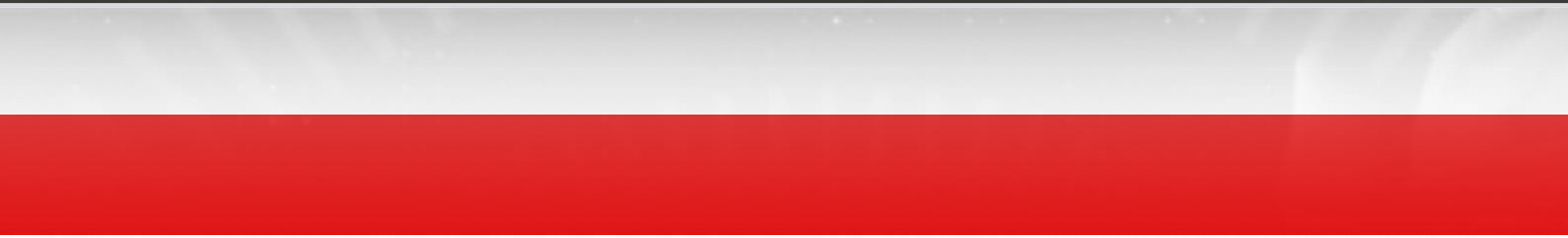




# Next-Gen Mortgage Origination

## With Industry 4.0



In the era of Industry 4.0, the entire existence of this revolution is based on digitization or as we fondly call it, 'The smart machines.' Technology is at the helm of the affairs; with new-age concepts, tools, and devices controlling the entire gamut of designing, production, and deliverance for industries today.

What is new about Industry 4.0? This phase is way more advanced than Industry 3.0. Here, physical, and digital devices communicate, and work in a closed-loop data model to drive added values and real-time optimization.

## Industry 4.0 and Mortgage Origination

The opportunity to use the concepts and methodologies of Industry 4.0 in the mortgage origination sector can revolutionize the way financial sector handles its customers. Data and Analytics being at the core of the 4<sup>th</sup> Industrial Revolution, financial institutions can look at offering an integrated and customized financial service based on customer data following a platform-based approach.



  
DIGILYTICS

# Linking Industry 4.0 and Mortgages

Committed to revolutionize mortgage  
origination

Customers today indulge in emotional transactions; come on board with their own set of expectations. Industry 4.0 principles being applied to the mortgage origination industry, offer a customer-centric, bespoke, and responsive services that can be delivered with quicker turnaround time, improved efficiency, and agility.

Moving out of legacy infrastructure and embracing digitization seem to be the way out for banks so that customer loyalty can be seamless and intelligent.

## Technology Overview and Usage

The term 'Industry 4.0' was first coined by Germany. It involves usage of advanced technologies like

- Augmented Reality
- Simulation
- Big data
- IoT
- Cyber-Physical Systems (CPS)
- Additive Manufacturing
- Autonomous Robots
- Vertical and horizontal system integration
- Artificial Intelligence
- Cloud computing, all forming essential aspects of this new framework.

Industry 4.0 has taken automation to a different level with digitization across the businesses, including production processes. The essence is end-to-end integration covering horizontal and vertical spaces in the engineering domain.

The entire concept of Industry 4.0 is based on the PDP cycle or the physical-to-digital-to-physical driven where data from the physical world is rotated via digital devices back to the real world for advanced performance and customer-centric services.

## **The essence of applying Industry 4.0 principles to Mortgage Origination – The necessity**

- **Mortgage origination anywhere, anytime through smartphones**  
It is the new-age technology that enables customers to interact anywhere or anytime. Banking 4.0 delivers mortgage origination in real-time. A simple tap on the smartphone and customers can bank seamlessly.
- **With AI-based agents, mortgage origination becomes smarter**  
Alexa & Siri of AI-embedded technology have shown a different world to customers today. Not even a finger needs to be lifted for getting money transferred or bills paid. Just a single voice command to AI-enabled smart assistants and the work is done. This is the new-age mortgage origination.
- **Accessing money solutions wherever and whenever required**  
Banking 4.0 is about delivering experiences where customers can access mortgage origination utility at their own free will, whenever required. It is all about experiences in real-time tailor-made for the customer, as per their unique behavior and choice. It is about the connectivity of mortgage origination utilities with the world around to offer futuristic solutions and customer experiences in a digital landscape.
- **Next-gen automation facilitates with improved productivity of banks**  
Be it the bots at the back-office handling redundant and routine jobs or the availability of chatbots to handle customer queries 24x7 or the top management of banks who are digital architects empowering better and prompt decision, Banking 4.0 is the way to enable and enhance employee productivity and establishing credibility in the market.

## Industry 4.0 and Mortgage Lenders

Industry 4.0 is all set to push the new-age Banking 4.0 regime to its limits. Many banks and mortgage lenders have grabbed the opportunity to spearhead the momentum and leverage the power of Industry 4.0.

The integration of mortgage origination services with mobile devices have given rise to mobile mortgage origination. Major investment decisions today are being made using computer algorithms, while digitization of mortgage origination solutions have paved a new path in countries that have traditionally been slower to adopt digitization.

### Impact of Industry 4.0 on the financial and mortgage sector

- Round-the-clock services
- Instant and cheap services
- No central regulatory bodies, and no middlemen involvement
- AI for driving customer support and loyalty, and targeted marketing
- Enhanced transparency and accountability
- Minimal human errors and frauds
- Advanced business intelligence
- Smarter decision-making

### Digilytics' power-driven RevEI for new-age banks and mortgage lenders

Digilytics has created the RevEI platform to revolutionize mortgage origination. The end objective is to enable banks and lenders to improve their market share growth rates and enhance revenues.

Empowered with Artificial Intelligence, this smart and intelligent system is all set to handhold the financial sector in their move towards Banking 4.0.

### Features and Benefits

- A simplified Software as a Service (SaaS) based platform – simply plug-into the existing legacy loan origination system.
- Supported by robust AI technology.
- With advanced AI tech backend, lenders can now look at improving their customer acquisition and retention strategies.
- Enables mortgage lenders to leverage the full potential of data, be it externally driven or internally to augment revenue generation.
- Helps banks offer phenomenal customer experiential engagements and loyalty.
- Helps deliver services fast and with accuracy.
- Helps enhance employee productivity with zero errors.
- Enables micro visibility and empowers optimized decision-making

## The 4 Step Model

- **Step 1** – Remains the same as the conventional model – submission of the application form and required documents.
- **Step 2** - Data is captured by RevEI automatically. The platform assesses the data and validates it.
- **Step 3** – Enables faster decision making with alerts and notifications.
- **Step 4** – Processing and funding.

One of the best aspects of the RevEI model is that it involves minimal upfront costs and can be seamlessly integrated with the existing origination system. No additional infrastructure required and no dumping of the current systems in place. A platform that is reliable, transparent, intuitive, and smart, simple user-interface, helps in making the system efficient because it is powered by the latest AI technology.

# THE #AI ADVANTAGE FOR MORTGAGES

Save time and money with  
Digilytics AI

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## About Digilytics AI

At Digilytics™, we aim to drive business value leveraging our platform. In an ever-crowded world of clever technology solutions looking for a problem to solve, our solutions start with a keen understanding of what creates and what destroys value in your business. Founded in 2014, by Arindom Basu, the leadership of Digilytics™ is deeply rooted in leveraging disruptive technology to drive profitable business growth. With over 50 years of combined experience in technology-enabled change, the Digilytics™ leadership is focused on building a values-first firm that will stand the test of time. The leadership strongly believes in the ethos of enabling intelligence across the organization. Digilytics™ is headquartered in London, with presence across India. All rights reserved. Other company and product names may be trademarks or copyrights of their respective owners.

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CEO and Founder at Digilytics AI. Experienced technology disruptor with a demonstrated history of working in the financial services and consumer industry sectors. Entrepreneur with a degree in computer sciences and management, Arindom has spent almost 30 years witnessing technology evolution through crisis times.

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