

## CASE STUDY

# Lendflow: Embedding technology for efficient and accessible loan processing



The lending space has seen incredible innovation in recent years, and Lendflow is leading the way in embedded lending infrastructure. Founded in 2019 to enable seamless financial experiences across lending, Lendflow helps fintechs, lenders, and SaaS companies launch credit products in a matter of days.

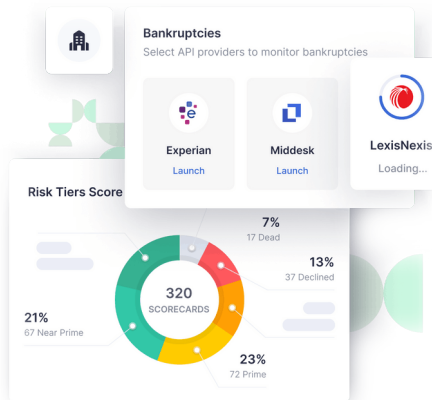
By partnering with Ocrolus from day one, Lendflow has developed a full-scale solution that enables its customers to offer easier and faster credit access to a variety of small business owners leveraging cash flow data. Its unique solution allows for more automation, a drastically reduced loan processing time and more accurate financial assessments.



Lendflow's solution caters to the needs of both lenders and their borrowers. While its lending marketplace happens behind the scenes, borrowers still feel the effects of more responsive credit and an ability to connect with and get approved by lenders much faster than at traditional firms. For many borrowers, this automated approval process can lead to better and faster access to credit. As Gordon Bowman, Head of Partnerships relates, "Automation when done right, can decrease bias and ensure that applicants are evaluated fairly and consistently based on clear, objective criteria, which can increase access to capital, especially among underserved borrowers."

For lenders, it provides a credit decisioning engine, allowing them access to a transparent creditworthiness rating that can easily be modified based on the lender's requirements. Automation offers these lenders the ability to accurately assess each application and confidently approve more borrowers in less time than before.

## An Automation-Focused Approach to Lending



Unlike other lending solutions, Lendflow has always had a technology-first approach to verifying and validating credit applications from SMB borrowers. Its lending marketplace, which was the first product to launch, leverages Ocrolus to create a standardized cash flow analysis output on which lenders can depend.

“We enable our clients to leverage the power of Ocrolus in the context of underwriting and originating on the Lendflow platform” Bowman elaborates, “while layering in other traditional and non-traditional or proprietary data sets to reach a holistic view of a business's creditworthiness.”

While the lending marketplace is their core product offering, Lendflow has recently launched its Credit Decisioning Engine for public use, providing an answer for lenders who are interested in an end-to-end solution for their credit evaluations.

Traditionally, the lenders in their marketplace received analytics via Ocrolus and then plugged that information into their own models and calculations. Now, lenders have the option to use Lendflow's proprietary **Credit Decisioning Engine**, providing additional value and automation.

In fact, it gives lenders the ability to automate their entire loan approval process, optimizing both underwriting and manual review processes, and highlighting which applications may need more in-depth review from a human. Instead of relying on the speed of someone manually reviewing data, the loan approval process can be greatly condensed and becomes primarily dependent on how quickly a borrower's data can be submitted and evaluated.

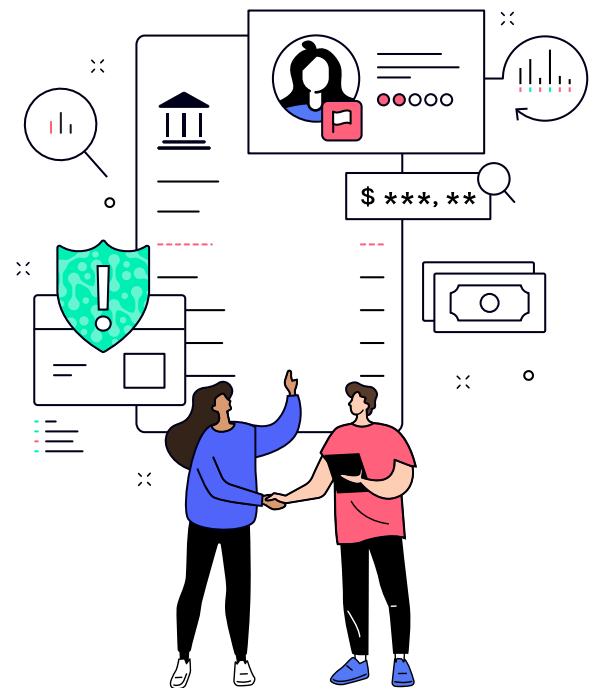
## Prioritizing a Partnership

Since its inception in 2019, Lendflow has always known that partners like Ocrolus would play an important role in its solution. Lendflow's path to success depended on being able to intake financial data quickly and accurately and then providing holistic analytics to lenders for their decision making.

Because many loan processes are still bound up in paper documents, and not every bank is represented in an integration like Plaid, **Ocrolus was the natural backbone upon which Lendflow could build its lending infrastructure.**

This meant instead of developing a product and then figuring out where Ocrolus would fit, Lendflow has been working with Ocrolus since the beginning and have been evolving together.

In light of this mentality, the relationship became much more than just customer and provider. Instead, Ocrolus and Lendflow were able to work together and ensure the solution was beneficial to both themselves and the larger community they serve.



“ We see this as the next frontier of lending innovation where full stack lending platforms like Lendflow partner with data providers like Ocrolus to enable lenders and fintechs to fully automate and optimize their entire lending operations.”

- Jon Fry, CEO at Lendflow