



**Streaming Intelligence
Through Your Enterprise**

Provide the best possible loan at the first customer contact — while increasing operational efficiency

THE COMPETITION FOR CUSTOMERS in the financial services industry has always been intense. Now, with the Internet providing instant access to a global market, the stakes are even higher. Market fluctuations and limitations on marketing activities make it more important than ever to present the right product at the right time — and to deliver that product as efficiently and profitably as possible. Major financial institutions can not wait for customers to ask for the right product or determine for themselves exactly what they need. Instead the institution must act as a trusted advisor, turning every customer interaction — on the Web, in a branch, with a broker, or over the phone — into an opportunity to provide the best possible solution to that customer. That solution includes the best product at the best price, within parameters that both the institution and the customer can accept.

Intelligent systems leverage customer knowledge

A company's knowledge of its customers and capabilities is one of its most important assets. Successful companies use their customer knowledge and current information to dramatically increase sales, improve customer relationships and anticipate market changes. With advanced intelligent systems, any size provider can combine historical data with customer information gathered during an interaction and use this complete picture to provide the right product at the right price, when and where is most appropriate.

Simplify the application process for your customers

Intelligent systems simplify complex decision processes. For example, an automated, web-based loan underwriting system streamlines the loan approval process. It provides immediate, consistent and accurate answers. It ensures compliance with fast-changing regulations. As a result, productivity improves, bad-debt risks diminish and customer loyalty increases through personalized service.

Maintain best policies in a repeatable way

Intelligent automation enables organizations to maintain policies in an automated, repeatable manner. Policies are stored and applied just as data is stored and used in an automated environment. This automation allows you to provide your solution to the customer whenever and wherever he or she is when choosing the best offering. It answers the customer's questions accurately and inspires confidence in your company.

It provides a price and product specifically tailored to that individual's requests and requirements. It allows you to make the best possible offer with minimal information, during the initial client contact. Based on your company rules, MindBox's technology can determine which products are eligible as well as which are the most appropriate fit for the given customer's specific requirements and preferences. With this high level of service, a customer has no reason to shop the competition. Intelligent, automated, multi-channel systems make "anytime, anywhere" sales and service possible. Strategic partners make them practical.


MindBox® — leveraging technology to increase your competitive advantage

CHOOSING A STRATEGIC PARTNER to provide and implement a system to automate your business operations is a major decision. You're putting your future, and the success of your company, on the line.

Some firms provide rule-based technology but don't really know the financial services marketplace. Others have experience in the financial services industry but don't have sophisticated artificial intelligence technology and applications to deliver a state of the art system. MindBox® has all of this — the applications, the expertise and the technology — and a track record of successful implementations to prove it.

Rule-Based Systems — the foundation of automated decision making

MindBox® uses sophisticated component software to deliver an application that precisely fits your needs. The components can be tailored to fit your specific business processes and guidelines. Our state-of-the-art MindBox Power Editor allows your business people to maintain the rules and policies without having to make technical changes to the system. The editor can also be used to implement the overall application in a way that mirrors your ideal business environment. We'll teach your staff how to maintain and update the system using this editor and we'll train your IT staff on the best way to integrate and administer the system in your overall environment. We're there for you 24/7 — even after your application is deployed. That's why our growing list of satisfied customers includes Fortune 100 companies and some of the the most respected names in the financial services industry — as well as many smaller financial institutions.



“As a technology company that is a leader in the financial services industry,

Countrywide utilizes its constantly evolving technology as a key, long-term, competitive advantage.

Our proficiency in technology has allowed us to successfully capitalize on attractive market conditions.

One example of this is Countrywide’s automated underwriting system, called CLUES, which utilizes MindBox’s ART*Enterprise* software.

Supporting our loan agents, the CLUES system has reduced our on-line underwriting time to 15 seconds per loan.”

ANGELO MOZILO
CHAIRMAN, CEO AND PRESIDENT
COUNTRYWIDE HOME LOANS



“We are a relatively new customer, yet we are already experiencing a significant savings in

IT costs because the technology design allows our business staff, who don’t have any IT or technical development experience, to make adjustments to the powerful rules engine on an as needed basis. In fact, the Power Editor will probably save HomeBanc Mortgage \$150,000 a year in IT costs.”

BILL REED
SENIOR VICE PRESIDENT
HOMEBANC



MindBox® Automates the Financial Services Industry

MindBox® has vast experience in successfully automating loan pricing, product selection, underwriting and deal structuring processes. Our systems allow financial institutions to offer their customers individualized risk-based pricing, product selection and credit analysis. With *ARTOptimize* our customers automate cross-sell, upsell processes as well as compliance verification. Before the application of its flagship product, *ARTEnterprise*, the prevailing view was that this automation could not be done. MindBox® proved the world wrong. With its component products, MindBox® continues to deliver world class systems that are revolutionizing financial services, as the following customer profiles prove:

COUNTRYWIDE HOME LOANS implemented a rule-based system for organizing, processing and evaluating thousands of data elements for loan underwriting. Using MindBox's *ARTEnterprise* technology, the Countrywide Loan Underwriting Expert System (CLUES) saves the nation's largest originator and servicer of mortgages over \$5 million per year in underwriting costs.

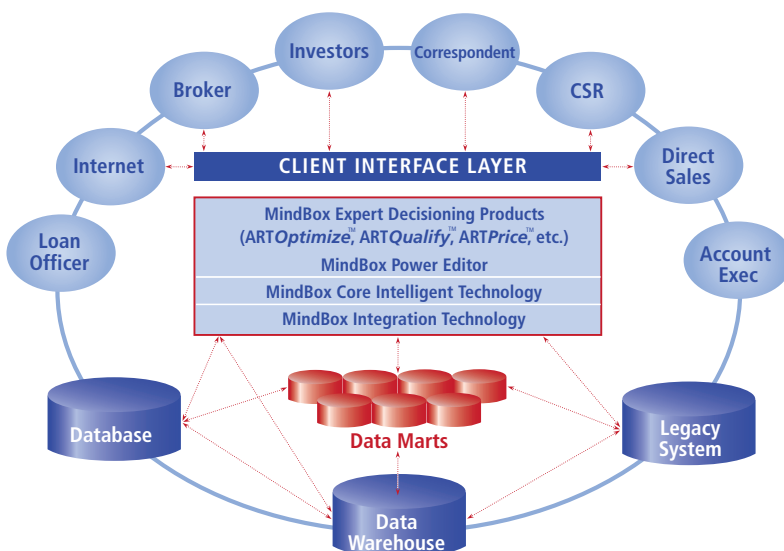
OCWEN FINANCIAL CORPORATION MindBox provided Ocwen Financial Corporation with a system using case-based reasoning and artificial intelligence to enhance Ocwen's Customer Relations Platform. The system, which is called the Customer Relations Expert, or CRE, assists Ocwen's Customer Relations Agents in diagnosing and resolving complex issues for Ocwen's mortgage servicing customers.

AEGIS LENDING needed a system to help them custom tailor loans that fit their customers' needs, but that also fit the company's policies. MindBox's *ARTOptimize*™ allows Aegis to more easily and quickly capture customer data, evaluate credit, price loans and structure deals. The software allows customers to input their information (via the Web) and receive an optimized suggestion of loan alternatives available from Aegis. *ARTOptimize*'s sophisticated deal-structuring intelligence evaluates the 'big picture' and offers the customer the best set of loan choices that fit both the customers' needs and company's lending policies.

SAXON CAPITAL, INC. is using the *ARTOptimize* suite of components and the MindBox Power Editor to implement a new Automated Underwriting and Pricing System. The MindBox technology enables Saxon's business users to manage all the underwriting rules and pricing policies with minimal involvement from their IT staff.

ACT MORTGAGE CORPORATION MindBox implemented a series of components to enable ACT Mortgage Corporation to make its operations more efficient, profitable, and controllable; and to support the rapid business growth ACT plans. The first phase includes a broker portal, a loan tracking portal, an enterprise database, pricing and prequalification engines, credit pull and processing, 1003 import/export, and a rule maintenance portal. The MindBox Power Editor, *ARTPrice* and *ARTQualify* are key ingredients to the software solutions for ACT.

Optimizing Every Client Relationship



ART Enterprise Product Family

Automate complex decision-making processes, deploy intelligent applications quickly and easily

By adding intelligence and efficiency to your critical business processes, MindBox® greatly simplifies the task of providing faster and more individualized service throughout your enterprise. The ART Enterprise Product Family — a suite of cutting-edge artificial intelligence products — reduces costs and risk with a proven approach that enables rapid automation of your unique policies for complex business processes — processes such as loan origination, customer service, loan underwriting, pricing and deal negotiation. ART Enterprise is a powerful, flexible environment that integrates advanced rule-based and case-based reasoning technology with distributed, object-oriented applications so you can:

- Tailor product offerings and deal parameters to individual customers
- Automate complex business processes and policies
- Implement intelligent automated customer interaction and decision-making systems that optimize every customer contact
- Capture the knowledge assets of your top performers and best industry practices and make them available to all
- Share knowledge with your entire organization over the Web or corporate intranet
- Ensure the compliance and auditability of your decisions
- Automate call center response, improving customer service and decreasing costs.

Business Rules for Business People

One of the most powerful aspects of MindBox's products is the MindBox Power Editor. This user friendly editor allows business managers to define and maintain the system rules and policies through an editor, without writing code or relying on IT. In addition, the Power Editor allows the business user to organize the structure and hierarchy of the rules in the system according to their business environment.

Optimizing Every Client Contact with Domain Specific Component Products

MindBox's financial services domain components fit neatly into the workflow of a lending process. ART Optimize is the flagship component, which provides all the functionality required to implement an entire lending process from credit check to deal structuring to pricing to underwriting. ART Price and ART Qualify can be used individually or within the framework of ART Optimize to automate the lending process. The components are structured to capture a company's best knowledge and practices in systems that can be rapidly deployed. In addition, the component approach allows for phased implementation of these systems.

ART Optimize leverages an institution's data and sophisticated decision technology to complete the following steps:

- Integrates credit data from multiple sources
- Analyzes and acts upon that credit data according to specific company policy
- Provides explanations of credit decisions made and why subsequent actions were taken
- Provides complete intelligent product selection capability, including appropriate product matching for a specific customer in addition to implementing product exclusion and eligibility decisions
- Prices the final product, providing the best possible offer for the specific customer
- Completely underwrites the deal, subject to conditions
- Provides a list of conditions that must be met in order for the loan to be granted
- Provides a suggested list of debt consolidation strategies the borrower might take in order to lower costs and create a better debt portfolio
- Structures a deal, specific to this customer, including the cross-selling of other products, specifically HELOCs and line of credit products
- Includes the MindBox Power Editor, used to maintain the rules in a user friendly, recognizable environment

Flexible. Extensible. Scalable.

ART Optimize, ART Price and ART Qualify can be quickly implemented on a variety of platforms, including Microsoft Windows, Solaris, HP-UX systems, and Linux. The components integrate with Oracle, Sybase, Microsoft SQL Server, IBM DB2 and other ODBC-compliant data sources. They are fully web-enabled and have a strong performance record in Internet environments. Because it employs reusable object modules, rule bases and case bases, the ART Enterprise Product Family can easily adapt to integrate new technologies and business requirements. It can also scale to accommodate increased volume demands over time. Your current investment in these products will allow you to update your system over time — adapting and extending it according to your business requirements.

MindBox® was founded to solve the business problems of today's financial services providers by delivering a significant competitive advantage through the use of intelligent applications. MindBox has over 15 years of experience in the financial services industry and over 100 customers including:

- Aegis Lending
- Wells Fargo
- First Preference Mortgage
- ACT Mortgage Corporation
- Saxon Capital, Inc.
- American Express
- Countrywide Home Loans
- Option One
- Ford Motor Credit
- GMAC
- Chase Subprime Mortgage (Advanta)



"We have been using MindBox Power Editor as part of our underwriting and

origination system for several months.

We estimate that the Power Editor saves us anywhere from 2 weeks to a month in time. That time savings has translated into cost savings from not having to wait for anywhere from two weeks to a month for our programmers to change underwriting guidelines, change our loan pricing or product additions. This would not have been possible without the MindBox Power Editor."

WAYNE SADIN
CIO
AEGIS MORTGAGE

CORPORATE HEADQUARTERS

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