Earnix Lending Plus

Integrated AI-Driven Pricing Analytics and Credit Risk Decisioning Platform

Earnix Lending Plus combines advanced pricing analytics, price optimization, and simulation capabilities with automated credit risk decisioning in a single solution. With Earnix Lending Plus, lenders avoid lengthy and costly software implementation cycles while getting a tight grip on the entire pricing and credit decisioning process. This results
in an improved portfolio performance and ensures that each lending decision is optimized for risk, profitability, volume, or any combination of KPIs set by you, the lender.

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✕ Common Challenges

Complex, disconnected pricing and credit risk decisioning systems

Pricing and Risk teams often struggle to accurately forecast loan profitability or volume based on changes in pricing strategy or adjustments in underwriting rules. Seeing the “big picture” and accessing a lending portfolio performance is frequently hindered by complex, disconnected pricing and credit risk decisioning systems requiring multiple handoffs. Impaired visibility, and governance are coupled with overcomplicated workflows and rules that are hard to maintain.

Limited analytical tools applied to credit decisioning

Advanced analytics for credit decisioning is used in a very limited capacity, and, in many cases, rules are created and updated based on personal experience and intuition, rather than data.

Lack of pricing-rich solutions or in-house expertise

Most analytical solutions are designed to address the entire customer lifecycle management; thus, they are more generic in nature and require extensive customization to fit lending pricing analytics use cases. These projects come with a hefty price tag and a 12+ month-long timeline, resulting in a low ROI with high TCO. Additionally, lenders often lack pricing-specific expertise on their data science/data analytics teams and rely heavily on vendor-led customizations.

Tailor-made solutions with low flexibility

Tailor-made solutions involve a long process of defining requirements, development, and implementation, but usually fit a specific use case in a specific point in time. As the market and technology evolve, these solutions quickly become obsolete.

Dependency on vendors, IT, and data science teams

Complex solution architectures involving multiple interconnected modules require constant vendor management with a price tag and an FTEs attached. Additionally, a significant involvement from IT or data science team is needed whenever a change in the pricing model, risk decision rule, or data structure is required. This slows down the ability of the pricing and risk team to react quickly to market and competitive shifts, resulting in poor portfolio performance, lost productivity, and declining spread.

Common Use Cases	Capabilities	Benefits
Profitability Uplift and Improved Portfolio Performance Complete profitability management: Earnix Lending Plus combines advanced pricing analytics, price optimization, and simulation capabilities with automated credit risk decisioning in a single solution.	• Joint simulation capabilities help forecast the impact of decisioning logic changes before they are implemented • Diverse data points are factored into credit decisioning and pricing, including alternative data • Integrated pricing and credit decisioning forecasts	• Each lending decision is optimized for risk, profitability, volume or other combination of KPIs • Pricing and risk decisioning strategies work together for a smarter lending operation • More refined credit decisions allow catering to a broader customer base, including those with limited credit histories
Pricing Optimization AI-powered pricing analytics solution that transforms the way pricing strategies are created and deployed, allowing business managers to analyze, simulate, approve, and deploy rates on a single platform via role-based workflows.	• Data ingestion, manipulation, modeling, optimization, and rates deployment within the same platform • Scenario simulations and visual dashboards for pricing strategies analyses • Real-time price updates via GUI • Pre-built templates and reports	• Profitability optimization without impacting volume or risk profile • Clear understanding of pricing strategies performance without data extraction • Granular pricing management • Long rate deployment cycles are replaced with real-time or as-needed updates led by the business teams

Common Use Cases	Capabilities	Benefits
Credit Automation and Improved Approval Rates Integrated, AI-driven risk decisioning engine with specific application towards lending credit risk, intelligent rules development, credit decision automation, and real-time impact analysis.	• Flexible model management ranging from importing externally developed models to using pre-built ones for common lending use cases • Data models, simulation scenarios, and predictive analytics are shared across pricing and risk decisioning functions • A/B testing and side by side comparison of credit decisioning strategies to access relative impact on KPIs and forecasts • Portfolio level simulation to help understand impact of changes in credit decision rules on the entire portfolio	• A powerful combination of decision rules and advanced analytics with streamlined deployment • Granularity and increased segmentation in credit risk decisioning • Streamlined credit approval process to reduce manual interventions • Expedited decision-making and enhanced customer experience • Decision rule changes updated in real-time without IT handoffs
Alternative Deal Structures AI-driven pricing and credit risk solution that enables delivery of personalized loan offers and alternatives via direct and indirect channels in real-time, promoting faster loan closings and higher win rates.	• Alternative Deal Structures optimized and decisioned in real-time • Quotes and alternatives generated and delivered to LOS via API • Decision rule changes updated in real-time without IT handoffs • Joint credit decisioning and pricing simulations • Shared models and components between pricing and decisioning systems	• Increased pricing granularity and individual-level pricing that incorporates dealer, competitor, macro-economic and behavioral factors • Automated process with zero handoffs, single source of truth, and rapid speed to market • Increased auto-approval rates • Minimized rehashing, improved customer and dealer satisfaction, and higher loan acceptance rates

Common Use Cases	Capabilities	Benefits
Cost Reduction and Productivity Improvements AI-driven, automated solution that helps align loan origination with the organization-wide digital transformation goals.	• Intuitive, no-code/low-code UI • Dedicated workflows for different teams across the pricing committee • Built-in governance: audit trail available for every quote	• Improved productivity and team collaboration due to simplified workflows and approval processes • Pricing and risk teams are able to create, manage and update underwriting rules and pricing strategies without IT intervention • Increased operational efficiency and reduced operational costs to ensure consistency and speed in credit decisions

Personalize your offering.

Schedule a Free Demo Today

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Earnix is the premier provider of composable intelligent decisioning solutions designed to transform how global banks are run. Earnix unlocks value across all facets of the business, connecting with customers through personalized offers and breaking away from the status quo imposed by legacy systems. Earnix's solutions offer systemized, enterprise-wide value with ultra-fast ROI.