

DATA ANALYTICS

CUSTOMER STORY

PHOENIX PMP gives 360° data insight

Qlik data analytics on Amazon Web Services (AWS) enables mortgage industry leaders to make informed, smart decisions, monitor outcomes, and optimize results



CUSTOMER STORY

“We have generated a 360° perspective for our clients. This enables them to understand what is going on in their business at all times and act upon it immediately.”

Jerry McCoy, EVP Mortgage Services and Analytics, PHOENIX

Data insights is a core value proposition

Founded in 1997 and based in Denver, CO, PHOENIX is the premier residential mortgage industry advisor with over 250 customers including banks, credit unions, independent mortgage companies, mortgage servicers, investors, and owners of mortgage loans and mortgage servicing rights (MSR). PHOENIX provides comprehensive advisory, brokerage, valuation, analytics, transaction support, capital markets consulting, and a broad array of operational risk management and oversight services.

“Once a mortgage is created, significant work and extensive analytics are required for the valuation of servicing rights. This is a core competency at PHOENIX, helping clients navigate buying, selling, and managing these rights.

“A critical component of our business is our analytics services,” says Jerry McCoy, EVP Mortgage Services and Analytics, PHOENIX. “We analyze and value assets for clients on a monthly, quarterly, or annual basis, based upon a multitude of economic and operational factors. Analyzing those factors so our clients can make smart decisions is one of our core value propositions.”

Need for a single source of truth

Collecting and analyzing extensive quantities of data is a challenge for PHOENIX, but it also presents similar challenges for clients to produce and service mortgages in an efficient, effective, and compliant fashion. The information they need comes from multiple sources, due to the variety of systems these firms employ.

PMP Solution Overview

Customer Name

PHOENIX

Partner: Analytics8, Cloud Platform: AWS

Industry

Financial Services

Geography

Denver, Colorado

Function

Finance

Business Value Driver

New Business Opportunities

Challenges

- Successfully valuing and servicing mortgages rely on the analysis of extensive amounts of data from clients' core data sets
- This data is found in multiple locations and numerous systems. Considerable time is wasted gathering and synthesizing
- Mortgage companies and asset owners need a single source of timely and accurate information about their business activity

Solution

PHOENIX created a cloud-based Performance Management Platform (PMP) for its clients that automates the reporting process. Using a SaaS model hosted on AWS, PMP leverages Qlik Sense data analysis.

Results

- Mortgage servicing companies now have access to all relevant data trends and customized analyses to make informed and timely decisions
- Significant savings and improved business outcomes
- Competitive differentiator for PHOENIX clients and its internal analytics
- Automated, real-time, comprehensive, standardized reporting and performance insights

For example, an MSR owner might employ multiple third-party subservicers to manage its MSR portfolio, compounding the complexity of viewing performance data. It is increasingly difficult to sift through and focus on salient information on a consistent and timely basis to enable informed, smart decisions and to monitor outcomes.

A great deal of highly specialized effort is exhausted gathering the data, understanding what has happened with a particular loan, realizing what it means and then planning a course of action. To help clients accomplish this and to support its own needs, PHOENIX envisioned a solution that would also be a competitive differentiator for its business.

“This innovation provides a customized solution for our clients and leverages our comprehensive analytic expertise at PHOENIX,” says McCoy.

Building a platform for the future

The result of that vision is the PHOENIX Performance Management Platform (PMP); a client-facing portal that provides immediate and dynamic mortgage portfolio analytics to replace manually created performance reports that are largely static and untimely.

To architect PMP, PHOENIX enlisted the help of its existing collaborator, Analytics8, a specialist data and analytics consulting company. Analytics8 went through extensive architectural design sessions with PHOENIX to capture its needs around data security, platform availability, and performance.

“We looked at the partnership scenario with Analytics8 and determined that the functionality and processes Qlik offers was ideal. Its differentiators were ease of use, the sheet design process, dynamic analytics, and the ability to extend beyond the core platform,” explains McCoy.

Having used Analytics8 and Qlik on a previous project, PHOENIX leveraged that work and added a Snowflake cloud data warehouse to create a core data model and an extendable prototype.

Hosting platform for security and access control

As the host platform for PMP, PHOENIX chose Amazon Web Services (AWS) to deliver a secure, scalable, and highly performant architecture.

“AWS gave us certain desired performance benefits,” says McCoy. “It also fit our plans as the firm evolves towards cloud-based operations.”

“Also, the data we have is our clients’ data so we are uber-focused on security and access. We do everything possible to prevent non-public information from entering our environment. This high level of control and governance is one of the benefits we could achieve with AWS, Snowflake, and Qlik.”

PHOENIX’s PMP portal is hosted on Amazon Elastic Compute Cloud (Amazon EC2). Amazon Relational Database Service (Amazon RDS) is used for the Qlik Sense repository with advantages that include elastic-scaling, push-button redundancy, and automated patching and backups. PMP is delivered through a Software-as-a-Service (SaaS) model on monthly subscription.

Future development will use Analytics8’s geospatial mapping engine, QlikMaps, which could help when natural disasters strike and affect mortgaged properties.

Standardized approach

Supported by Qlik, PMP enables users to quickly identify opportunities, discover correlations, make fact-based decisions, deploy practical solutions, and monitor outcomes. It delivers over 100 standard reports and processes ‘out of the box’, saving countless hours with its instantaneous creation.

“It is saving an extraordinary amount of time in amassing this information. Importantly, it is done in a way that is consistent and pervasive throughout the operation, so you get a standardized approach as opposed to everyone having their own view,” says McCoy.

First user

An early adopter of PMP is TruHome Solutions of Kansas City, which provides a range of private-label mortgage services to credit unions. It initially used the platform for analytics concerning mortgage servicing rights.

“We found that the power of Qlik analytics really allowed us to expand the usage of PMP beyond the specific questions we were asking. It has ultimately provided an analytical platform that can help us ask new questions that we had not thought about already,” says TruHome Solutions CFO, Brad Richardson.

TruHome Solutions SVP of Secondary Marketing, Greg Spurgeon adds: “What is invaluable is how quickly you can get this thing stood up. What you get is out of the box analytics, so we spend less time building and more time analyzing. Having timely data on a daily basis allows us to track movements and adapt our business, which is invaluable in our ever-changing environment. This was particularly useful during the COVID-19 pandemic. It enabled us to answer questions on mortgage forbearance issues quickly.”

PHOENIX's PMP Cornerstones



**Comprehensive
360° view**



**Automated and
customized reporting**



**Real-time
actionable insights**



**Rapid deployment
and flexible iteration**

“Qlik is a key component of our Performance Management Platform (PMP) that enables a residential mortgage company’s leaders to see their business in a simple and intuitive fashion. PMP delivers a single source of truth that allows companies to ingest information, dynamically answer their questions, and implement solutions.”

Jerry McCoy, EVP Mortgage Services and Analytics, PHOENIX

PHOENIX Value Proposition

25 years

of experience
as a market leader

250+

active customer portfolio
including 14 of 20 top banks

\$1 trillion+

MSRs successfully
traded since 2013

325k+ (\$70 billion+)

loans under
surveillance

Leadership team + deep bench of talent with decades of unrivaled breadth and depth of experience and market data across multiple market cycles



About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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