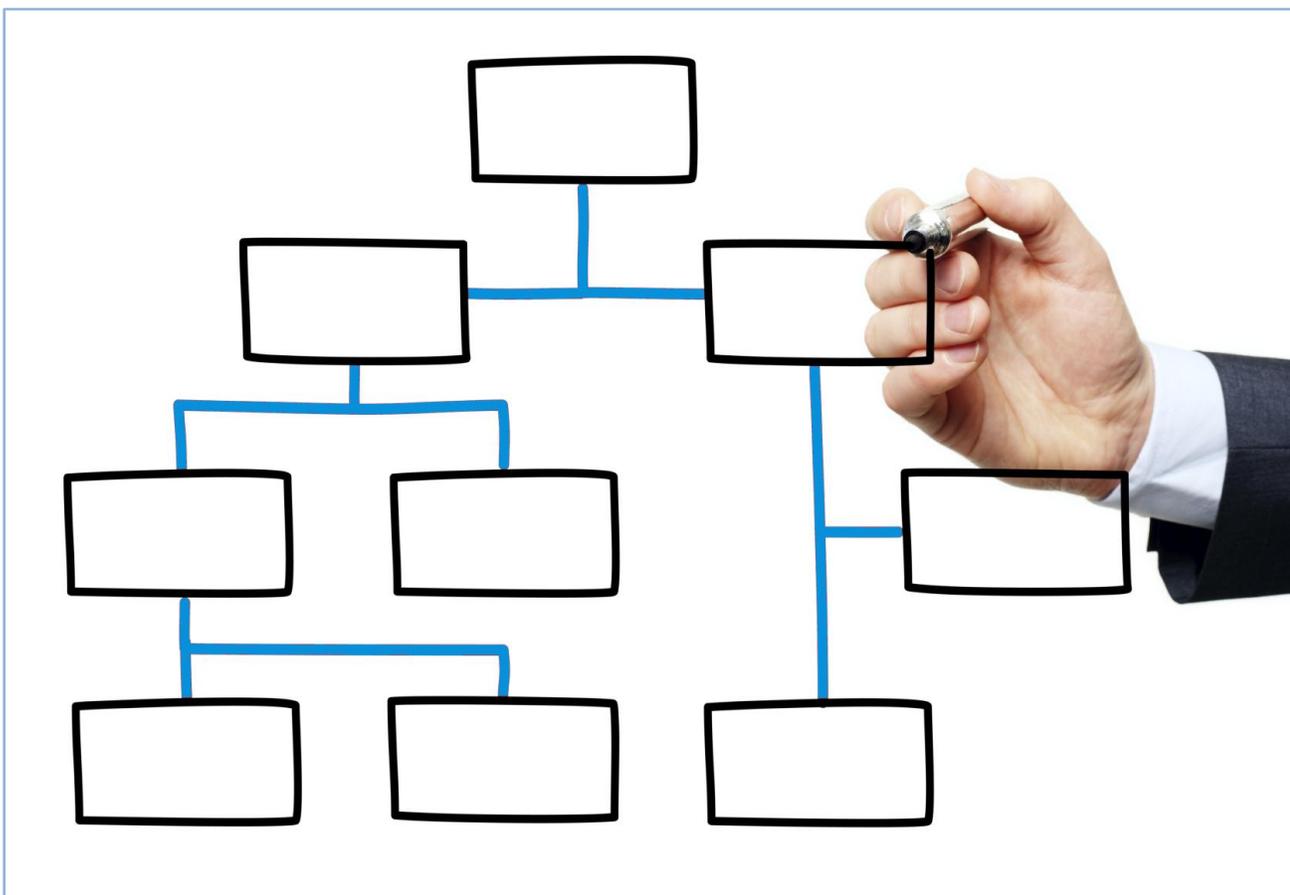


PREP for Success: DATAMARK Maps an Improvement Plan for a Mortgage Bank



Business Process Re-Engineering Case Study

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Case Study Background

A regional mortgage bank had set the bar high for itself. The plan was to double the amount of incoming business-- and handle it all without increasing headcount.

To achieve the ambitious goal, the bank understood it needed to re-engineer its business processes to remove inefficiencies and bottlenecks. However, it was difficult to move forward with the plan because the bank lacked documentation--process maps, Standard Operating Procedures, etc.--of its business processes. As with many organizations, the "how-to manuals" resided in the heads of employees who had been with the company for many years.

The bank recognized it needed assistance capturing this invaluable institutional knowledge and putting it on the record for analysis and improvement. The company engaged a DATAMARK business engineering team to find a solution.

PREP: Plan, Review, Evaluate and Propose

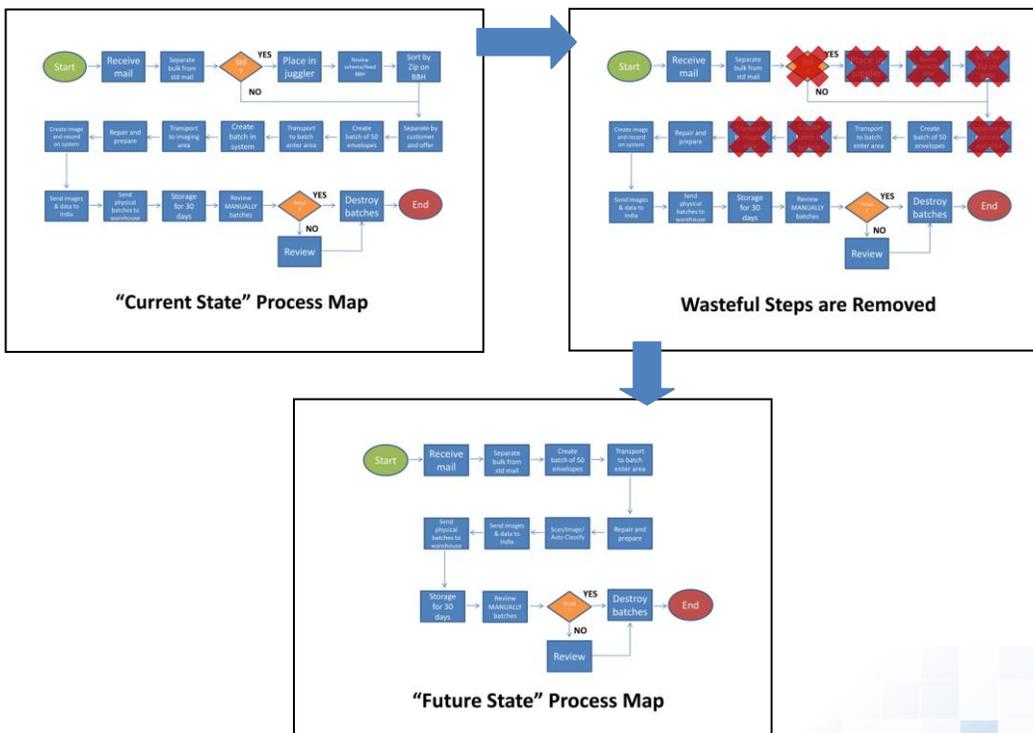
To completely understand the bank's processes, DATAMARK's business engineering team initiated a PREP analysis and assessment. An acronym for Plan, Review, Evaluate, and Propose, PREP is DATAMARK's rigorous step-by-step process analysis that defines requirements, benchmarks the performance of operations, and identifies opportunities for improvement.

DATAMARK's consulting team conducted several on-site review and analysis sessions with bank employees who were identified as Subject Matter Experts (SMEs). The consulting team used this information to create "current-state" process maps to identify inefficiencies, redundancies, and bottlenecks in the workflow.

The team's next step was to apply Lean and Six-Sigma methodologies to remove wasteful steps, determine improvement points and map out a new "future state" for streamlined business processes.

PREP Process Mapping

A DATAMARK PREP engagement includes a detailed mapping of current and future workflows. As shown in this example, Lean and Six-Sigma methodologies are used to remove waste from the workflow, and automation technologies are used to reduce manual touches. The result is a streamlined business process.



DATAMARK's Solution

DATAMARK's PREP analysis and assessment identified several areas in need of improvement. The consulting team delivered a number of proposed solutions designed to help the bank reach its efficiency goals so that it would be prepared for a significant increase in business activity.

DATAMARK recommended that the bank take its first transformative steps with simple, low-budget "quick win" improvements for employees and management, such as creating documented, standard operating procedures. With these in place, the company could then begin to progressively implement higher-ticket items, including investing in equipment and technologies for automating business processes.

DATAMARK's proposed solutions included:

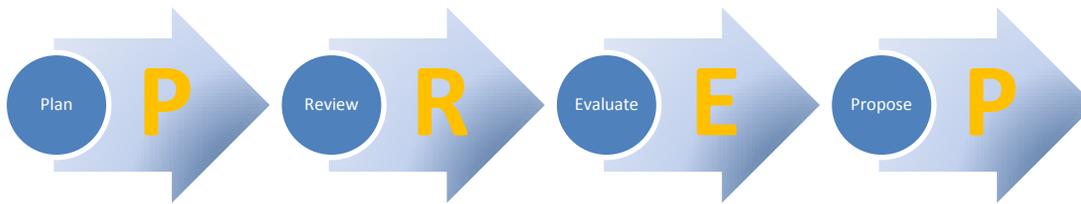
- Automating processes with current technology.
- Error-proofing processes by using data capture technologies.
- Standardizing and documenting work processes to ensure consistency and quality.
- Implementing a system to track metrics for employee productivity incentives.
- Reorganizing work space layouts for logical and continuous flow of work.
- Applying 5S (sorting, straightening, systematic cleaning, standardizing, and sustaining) principles to work areas and process flows to reduce risks of error and loss.

Results: Mapping a Path to Success

As a result of the successful consultation with DATAMARK's business engineering team, the mortgage bank now has detailed process maps and Standard Operating Procedures for all workflow processes. With these as a starting point, the bank can now begin to transform processes into dependable, repeatable functions that can be tracked and monitored for required throughput.

Also, with the solutions proposed by DATAMARK, the bank has several options to explore regarding how to streamline their processes to achieve their desired efficiency goals. DATAMARK's proposed solutions generated by the PREP analysis and assessment included sufficient detail so that the bank will be able to weigh their goals against available budgetary funds, as well as risk, to pursue a best plan of action.

As a result of the successful consultation with DATAMARK's business engineering team, the mortgage bank now has detailed process maps and Standard Operating Procedures for all workflow processes.



Get PREPed: DATAMARK's Business Engineering Department can perform a high-level PREP analysis and assessment at no cost for qualifying organizations. Contact DATAMARK's Director of Business Development at 800-477-1944 to learn more.

About DATAMARK

DATAMARK is a leading provider of digital mailroom management, data entry, document processing and business process re-engineering solutions for Fortune 500 companies, government agencies and other large organizations.

Founded in 1989, DATAMARK is the strategic business process outsourcing partner for Top 10 companies across several industry sectors, including transportation and logistics, healthcare, insurance, banking and financial services. With onshore and offshore centers, DATAMARK delivers process optimization, technology and Enterprise Content Management solutions to help organizations achieve efficiency and profitability in all back-office business functions.

For more information on how DATAMARK's business processing solutions can reduce operating costs while improving efficiency, flexibility, and customer satisfaction, call 800-477-1944 or email info@datamark.net.

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