



Technology Solutions Delivered

WebCuits Technology Pvt. Ltd.

## Cloud NBFC

Lending Money Made easy.



A software based on customer centric Fin-Tech architecture to streamline your Lending Business. Help you reach out your customers more efficiently.

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Technology Solutions Delivered

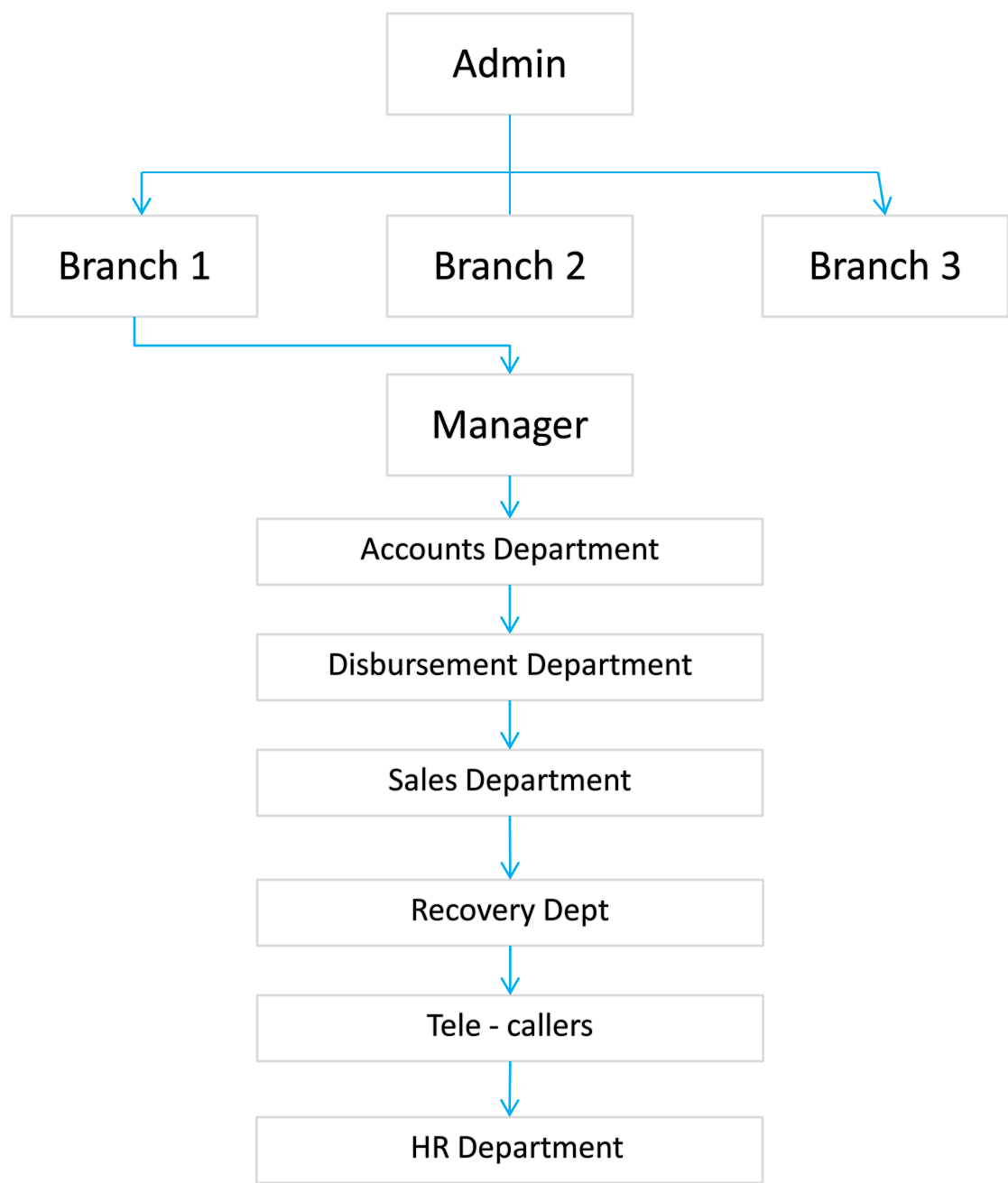
# 1 Introduction

With the increase in IT literacy and Development in digital technologies. More and more customers are using online solutions for their daily needs. And as more and more banks are encouraging their customers for online transactions & digital banking, it has become very essential for the NBFC's & Lending Solutions owners to provide the similar solutions to their customers. Having a customer self help portal not only helps in resolving customer problems in real-time but also increases the customer acquisition rate of the company. Having a Online presence also helps the company in reducing the on-field marketing & sales cost. Online software also reduce the companies cost for in-house IT infrastructure management and maintenance operations. Nowadays cloud software's are self efficient enough to take regular backups and keeps the data safe for future use.

Cloud NBFC Software is been made specifically for the NBFC's and Money Lending businesses to help them reshape their business process and make it more customer friendly and easy to manage.

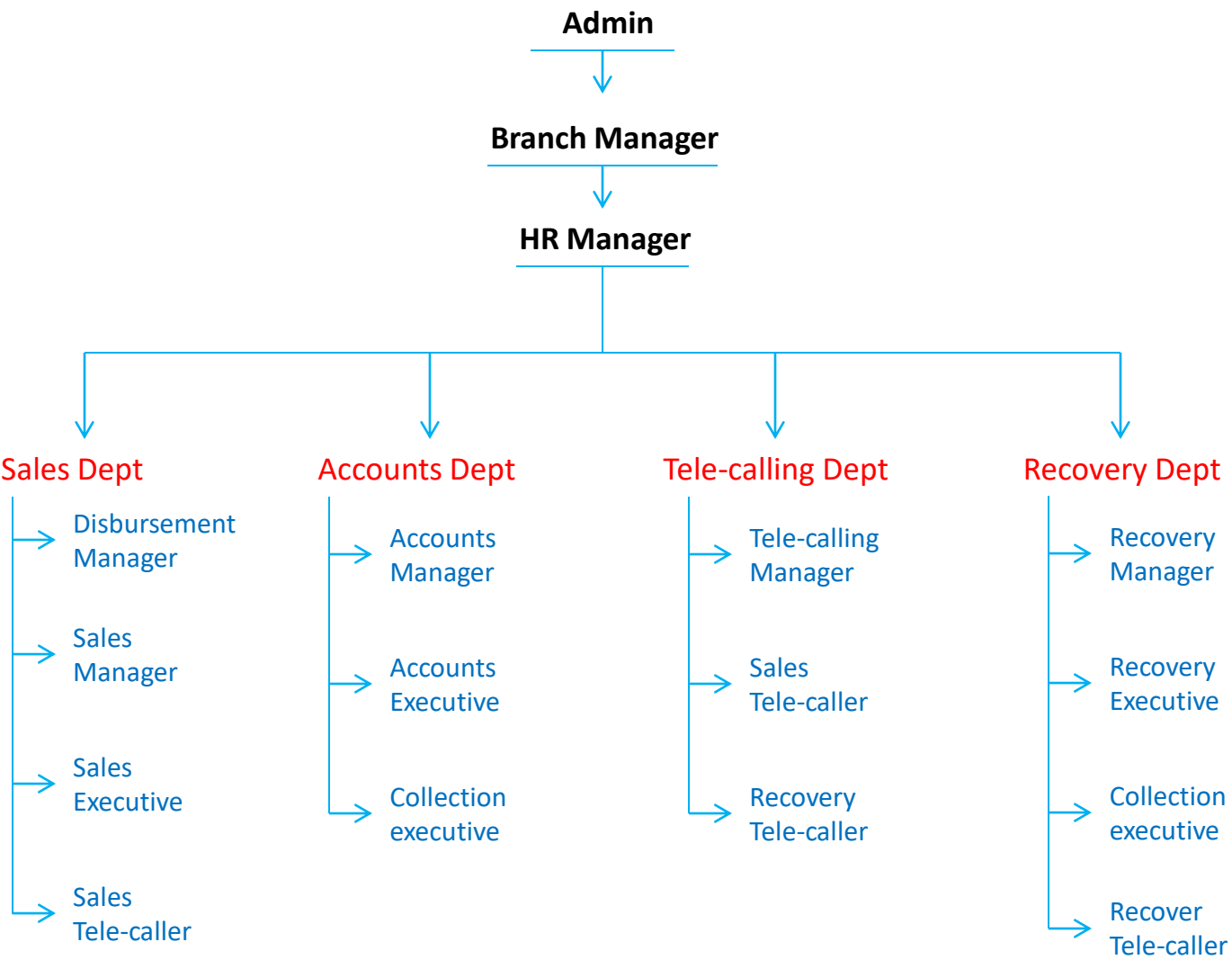
# 2 Architecture Overview

Departmental Architecture Overview & Hierarchy.

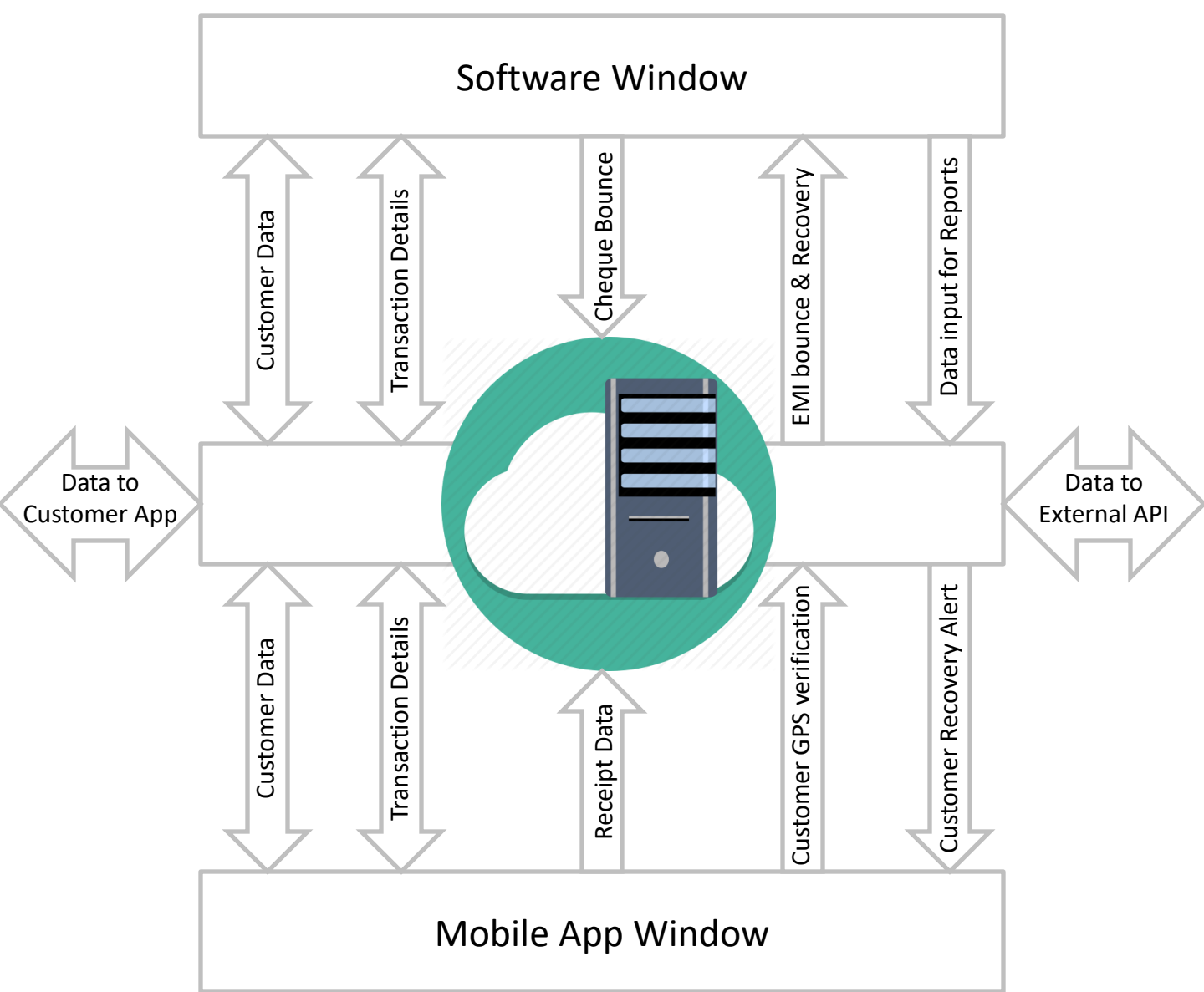




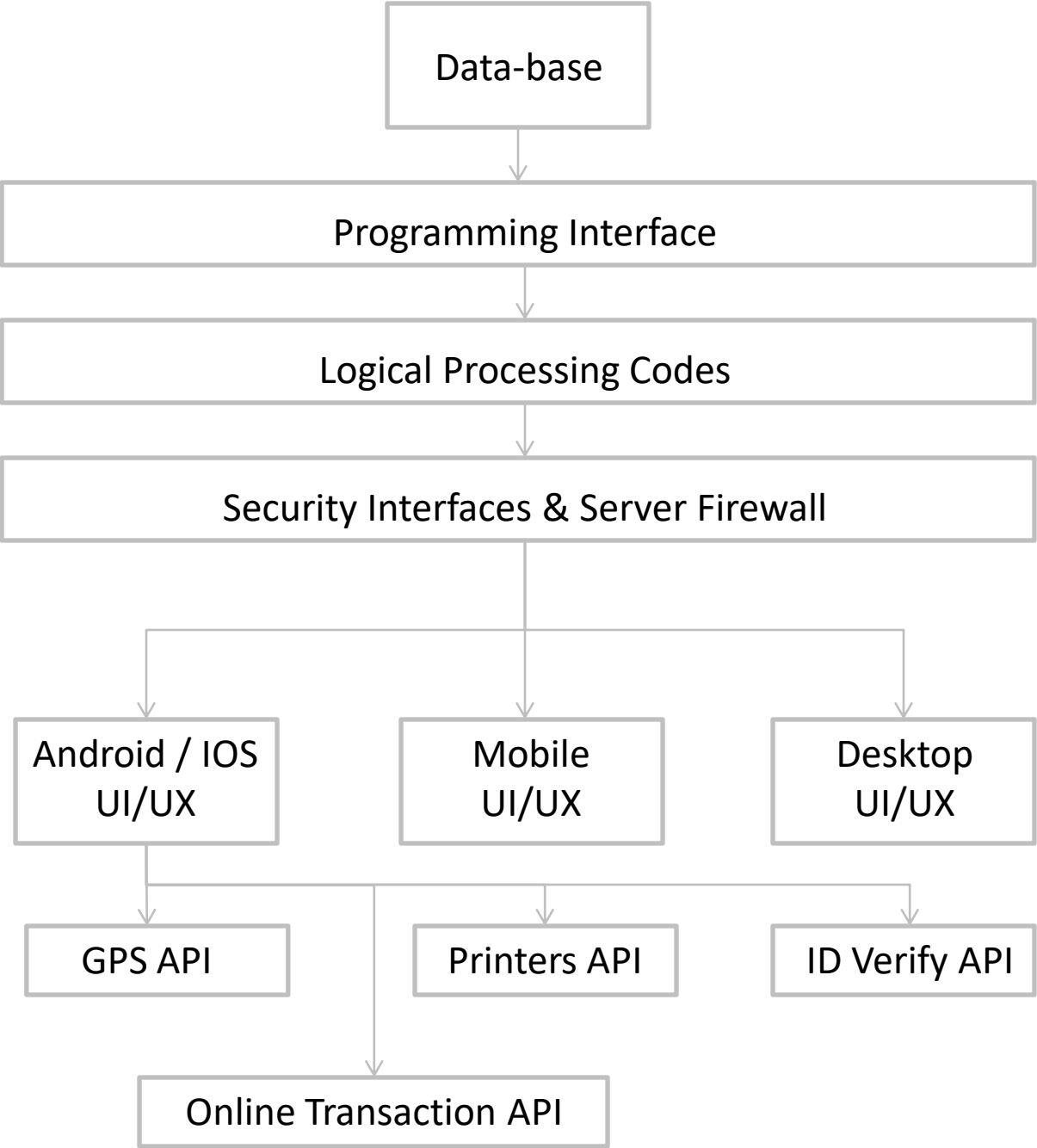
# Branch Staff Operational Overview & Hierarchy.



# Basic Software Operation Overview



# Software Architecture Overview



## Software Architecture Details

As seen in the above diagrams, the Cloud NBFC software is based on modern cloud architecture, and uses simplified data flow process. Instead of managing data of every branch in their locations and then migrating it . Cloud architecture provides a simple interface to host all the data on a single server which can be accessed from any part of the world with the use of Internet & a computer.

This also eliminates the need of a system engineer in every branch of the company reducing the maintenance cost by up to 30% annually.

A major difference in the new software architecture is that the admin always stays as the primary controller of the software and has detailed information about all the processes , Transactions , Activities taking place in the software through a single click when ever he/she wants. Unlike the old systems where he would have to wait for the year to end or had to personally visit a branch to get update and reports. Due to the extended data management support provided by the software architecture, the admin can create n no of employees according to his needs, without disturbing or influencing the work done by previous employee. Every action performed by the employee is tracked and analyzed by the software and then saved into the software for future use, performance tracking , salary & incentive calculations.

The CloudNBFC uses simplified architecture composed of

1. Database
2. Programming Interface
3. Logical Processing Codes
4. Security Interfaces & Sever Firewall
5. UX/UI for different hardware
6. Web API Services

### 3 Solving the Problems

Major problems faced by the NBFC's in their day to day operations can be easily classified into 4 categories

- 1) Data Management.
- 2) Real-time sales inquiry & approval.
- 3) Day to day work and task management.
- 4) Daily EMI collection status
- 5) On-field Employee location tracking.
- 6) Recovery Status.

Looking at these problems closely one gets to understand that the current software systems are made for the accounts management instead of business management. Though the software's perform accounting task perfectly but, they tend to create problems with other aspects of the business which makes the business management a hectic task. Over load of redundant data increases its maintenance cost & reduces its performance over the years.

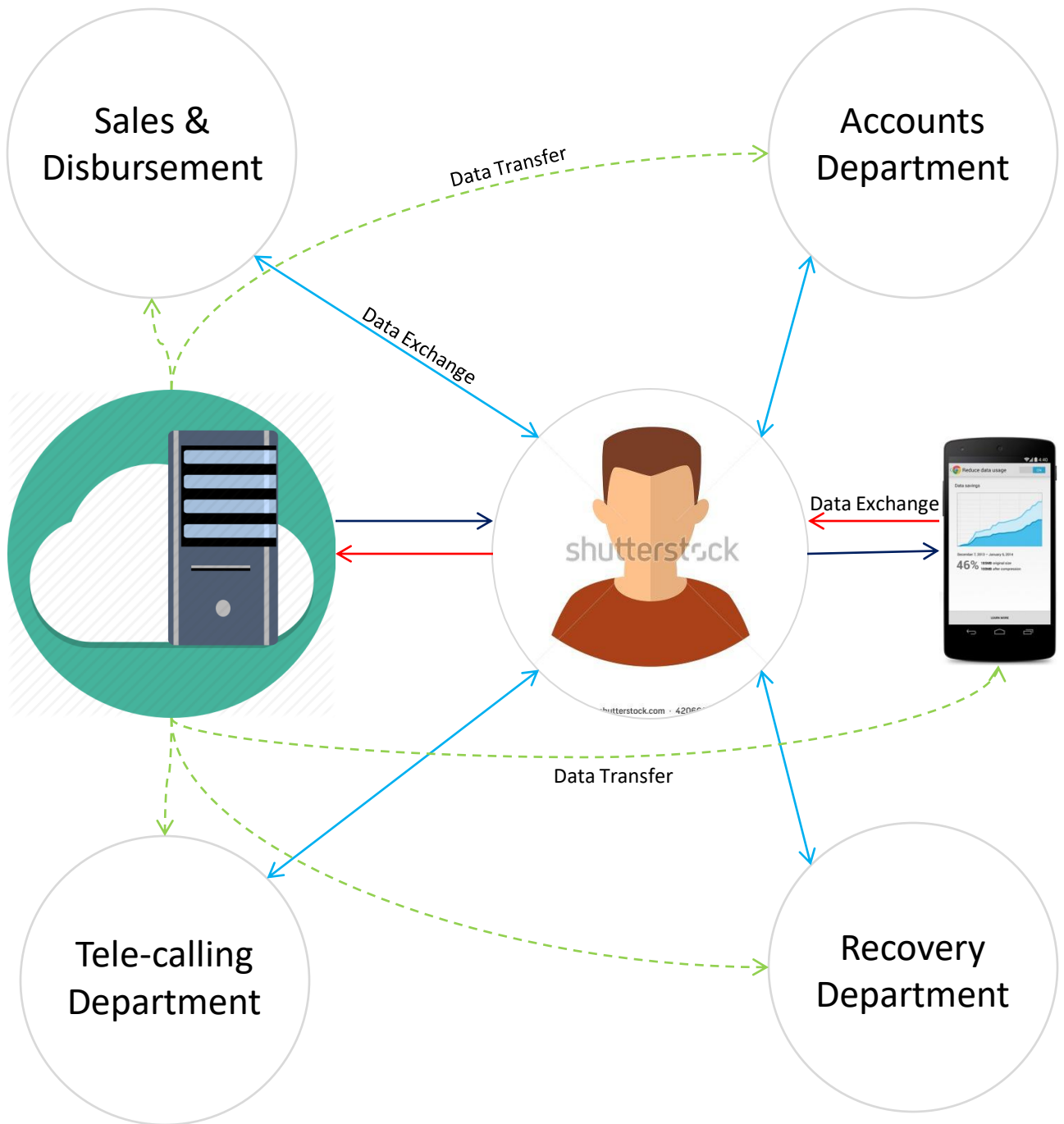
A simple and customer centric approach towards the software development was the solutions to all the problems faced by the NBFC's. So we developed a software in which the customer was always in the center of every department. We made a single customer data access base which could be used by any department at anytime as per their need. This database comprised of various customer details such as, **Customer Name, Customer Contact Details, Customer ID's, Customer Loan Details, Customer Transaction Details.** Handling all these details from a single control point reduces data loss & theft risk, it also reduces memory load on computers used by employees.

In the traditional systems where the software would save all the data in the respective branch making it impossible to maintain the local server and format it from time to time due to data corruption risk. Where as in the Cloud architecture the data is stored in a high performance sever which is accessible from any branch. This database is set from a auto backup from time to time to reduce the data loss during any unfortunate condition . The cloud sever is maintained by highly trained network engineer. And having a single server to maintain reduces the systems maintenance cost.

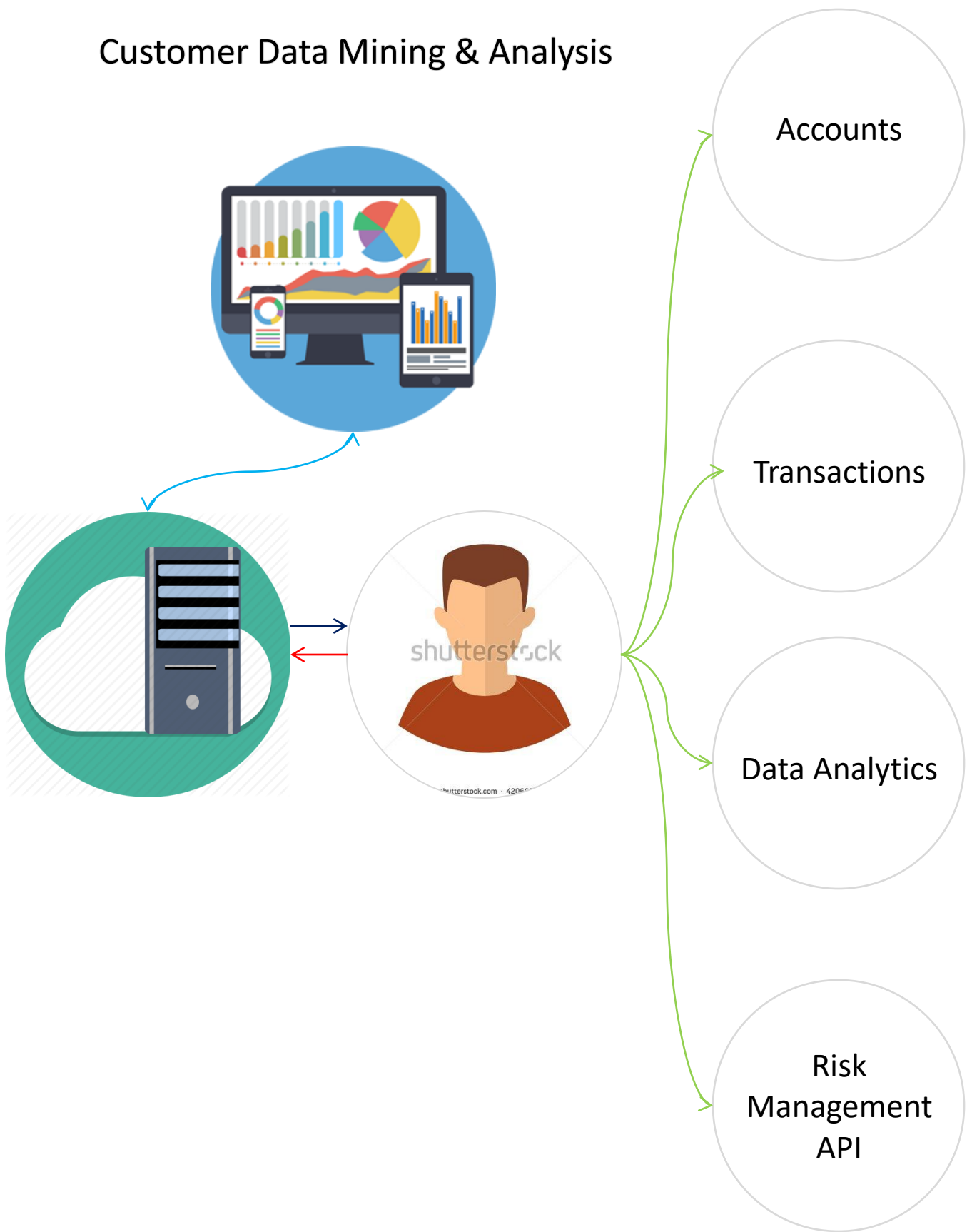
The CloudNBFC software was developed to make the NBFC's more and more paperless, So we provide android applications for various On-field teams and Customers. In the old systems where it would take a long time and travelling expenses to deliver a customers inquiry file at your office the Android Application for the sales team does this task in less than 10 min. This has lead to increase the inquiry to response rates and has shown a prominent growth in the sales of the company. Similarly the for the recovery teams it was unable to get accurate information about the defaulter customer. Similarly it was almost impossible for the admin to monitor the status of money or mortgage recovery done from the customer by the recovery executives. The CloudNBFC provides a simple recovery app for the executives to access the data of defaulted customers and collecting money through them which updates the recovery status in the admin panel in the real time. It also stores the location of the executive when he did the recovery for further security and legal proof.

Apart from this the CloudNBFC software performs all the day to day accounting tasks such as emi calculations, income calculations, business calculations and audit reports on its own. And gives the admin the freedom to access this reports as per his convenience.

## 4 Simplifying the Business Process



# Customer Data Mining & Analysis





## 5 Cost of IT infrastructure & how to reduce it

The main problem with establishing a automated system for any NBFC has always been the cost. Firstly the cost involved in purchasing the software and then maintaining the same. This problem has always stopped enterprises from purchasing online software for year, but with the evolution of the cloud technologies the cost involved in maintenance is now reduced to almost negligible. In this segment we will discuss the cost involved in purchasing a Automated systems and how we can reduce them to increase the profitability.

### Software Costing :-

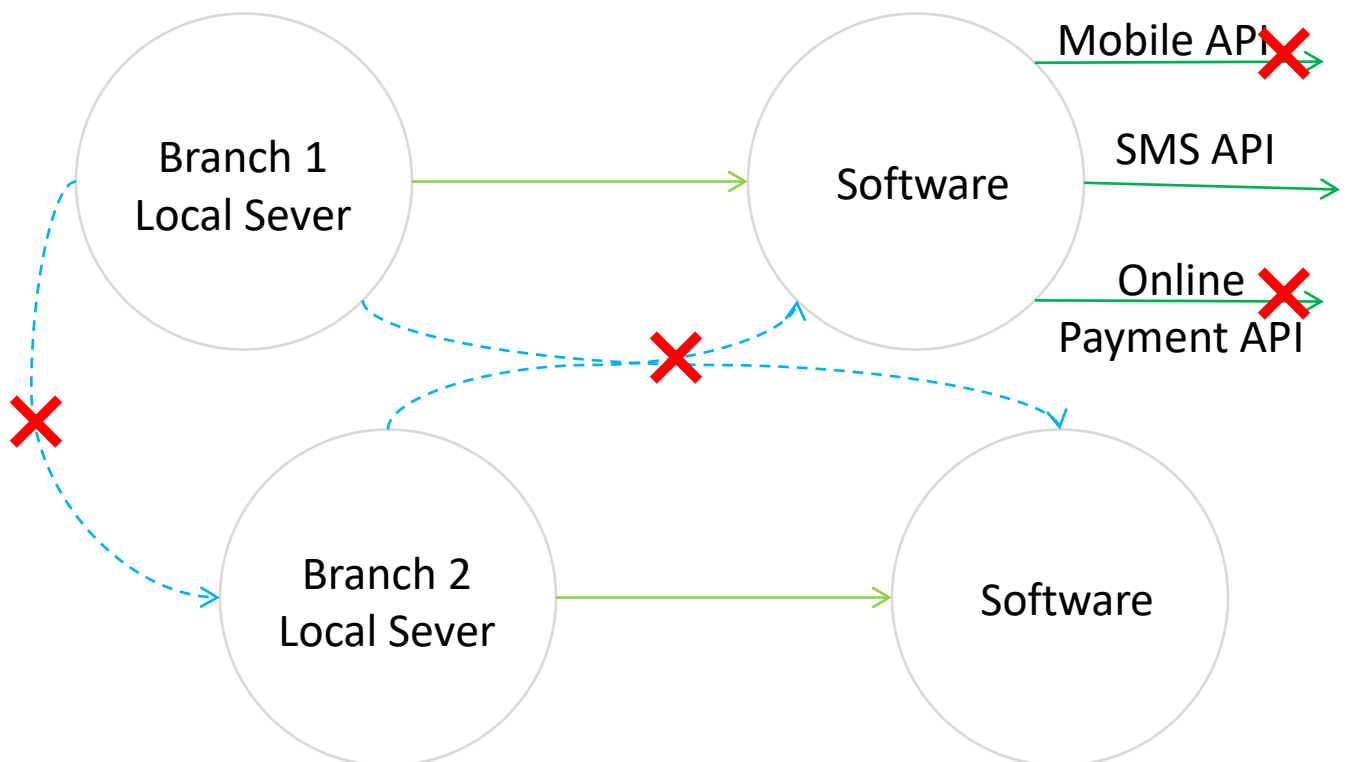
The Costing for any traditional offline software can easily be parted in to

- 1) Initial Software Development/Purchase cost (Approx Around 60% of Total Project cost)
- 2) Initial local Sever Cost ( Approx 17% )
- 3) Per branch Sever maintenance AMC ( Approx 14%)
- 4) Staff Training & Assessment Cost (Approx 9%)

Similarly the recurring cost for the software keeps increase with time. And introduction of new computed systems.

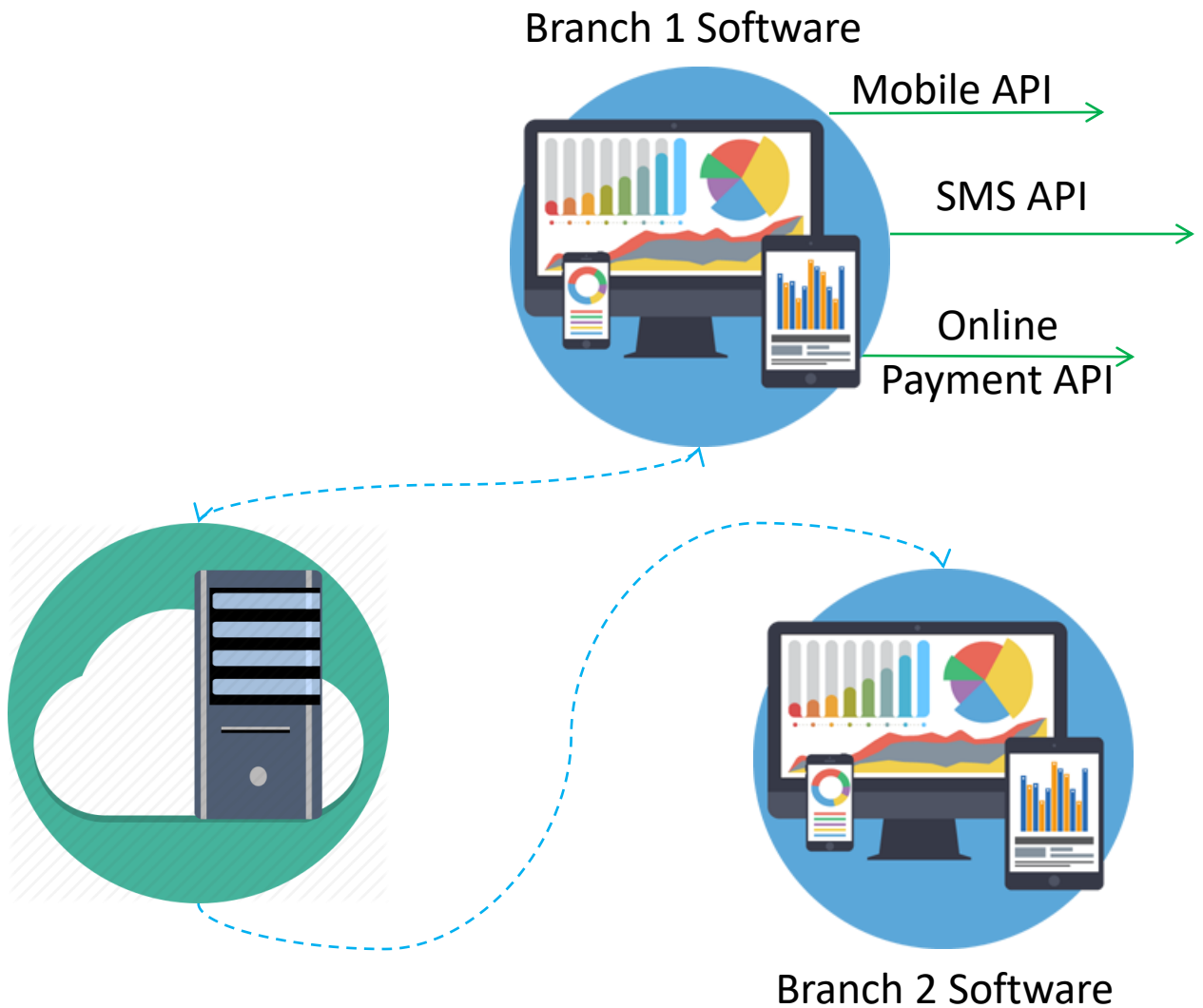
- 1) Installation in new systems (Approx 6% )
- 2) Software Editing or Updating cost ( Approx 14%)
- 3) Weekly data backup & saving cost ( Approx 20% )
- 4) Purchasing server for new branches introduced (Approx 17% per sever)

## Offline Software System :-



As seen above the offline software's have limited operations and are compatible for single branch operation. For every new branch the enterprise needs to purchase a new local server and use a independent software for every branch. The offline software's also don't provide extended support for Mobile API & Online Payment API which makes it less user friendly and almost inaccessible for customers. And increases the cost for online payment modules implementation.

## Cloud Software System :-



As seen above the cloud software does not need local servers at every branch rather it uses a single cloud sever to access the central customer database. Since the cloud sever stores all the customer database it is comparatively very easy for the enterprise to introduce new branches and store its data and access it easily from any branch. Cloud software's also provides options for Mobile API , SMS API, Online Payment API. It makes the software more customer friendly.

## Reducing the Software Cost :-

The cost for software can easily be reduced by following some easy steps such as using a common sever, outsourcing the server maintenance to third party solution providers & developing a customized software as per a enterprises exclusive need.

The Costing for automated software can easily be parted in to

- 1) Initial Software Development/Purchase cost (Approx Around 65% of Total Project cost)
- 2) Initial Cloud Sever Rental for a year (Approx 20% )
- 3) Staff Training & Assessment Cost (Approx 7% )

Similarly the recurring cost for the automated software is almost negligible. The enterprise using the cloud systems only have to pay for the Renewal of the cloud sever once in a year. And the company has to pay extra only when it introduces of new Branches other than specified in his software system.

Recurring cost for Cloud systems.

- 1) Cloud Sever maintenance & renewal (Approx 8% )
- 2) SMS gateway Charges (Scalable as per need.)
- 3) Installation in new systems ( N/A )
- 4) Software Editing or Updating cost (Scalable as per requirement)
- 5) Weekly data backup & saving cost ( Automated included in server renewal cost.) .
- 6) Purchasing new server for new branch ( N/A ) .

Hence using a Cloud based software can reduce the Software operating cost of a server by almost Approx 50%.

## 6 Adaption & Integration Approach

After purchase of any software the main concern of any company is Adaption of the software by its employee. Once an enterprise uses a software or book keeping system for its business management the employees get familiar with its working, these employees then tend to work on the same system no matter the issues or problems they face. In this situation it becomes very difficult for the enterprise to make their employees to shift from one system to another.

An employee oriented approach is needed to handle this issue. To accomplish this goal the new software is to be designed as per the current working system of the enterprise without making any major changes. The system that we design should be user friendly and easy to access. The Simplified architecture and direct approach of the software makes it fit for any type of employee. CloudNBFC uses a work oriented interface for different departments and their daily tasks. Displaying content relevant to one's work reduces the hamper of work load on an employee and makes it easy for him/her to categorize their task according to priority. For sales teams who are only responsible for creating new cases/inquiries for the enterprise it is of no use to show them entire customer transactional details and accounting details. For this reason CloudNBFC uses an Android/ Mobile application for sales team which only shows them inquiry from and customer basic details. It is very important for the development company and the enterprise to make employees a part of the testing & assessment team, so that they can contribute to the system's design and working architecture according to their comfort of working. Which would save the enterprise's time on training later on during the integration process.

Integration is also a very important part of the software development cycle. One of the main problems one might face during integration is data migration, the database used by the offline software's are that it uses old database format and complex programming interface. This data is stored in complex form and in variable tables and places, and due to no documentation available with most of the companies regarding the data extraction it is very difficult task to migrate the data from one system to other.

To handle this situation it is recommended to migrate the data by using simple and trustable techniques such as manual data entry. Which ensures moving of vital data into the new system in request format without need of making any changes in the new system and disturbing its programming interface. Though it poses a problem with the validity of data but professional data entry operators ensure the validity up to 95% during the migration process.

The other techniques are more computer dependent and prone to generate errors and constant error in the life cycle of the software. This type of data migration also requires restructuring of the programming interface. Which might create problems in the future.

Apart from this the integration of the cloudNBFC is relatively a very easy task and does not need to be changed once deployed on the cloud Server.

## 7 Benefits

- 1) State of the art Cloud Environment.
- 2) No Installations! Access from anywhere world wide.
- 3) No Installations! No Need for Desktop software engineer / System engineer. SAVES your 35% of AMC cost annually.
- 4) Fully Automated no need to Call us for integration of branch and Employee. SAVES your 15% of AMC cost annually.
- 5) Life time free Email support. SAVES your 5% of AMC cost annually.
- 6) Save 55% of Annual Maintenance cost.
- 7) Easy integration with Bluetooth Printers.
- 8) Track All moving employees on the Map on the go.
- 9) Save all customer locations. So that you don't waste time finding their address again.
- 10) On the go Authentication & Credit calculation capabilities.

## 8 Why WebCuits Technology

We are prominent ITES Solutions company based in central, India. Our team is composed of highly efficient & experienced php ( Core php & Frameworks ) developers, FullStack Web developers working on HTML5, CSS3, JavaScript, JQuery, Angular js, AJAX, PHP5.5, MYSQL/MYSQLi, XML, Android JAVA, REST Web service, Slim & Flight API, Android and IOS native app development. During the past years we have been constantly working on e-commerce/m-commerce solutions, business automation, Fin-Tech products & banking Software solutions.

Having experience of more than 4 years in the IT & Automation domain we have worked with indian as well as International Clients. We have managed customers for US based Software's companies. More than a dozen NBFC's using our Software to run their business's daily. A dozen indian & International Software companies reselling our NBFC software CloudNBFC.

Contact us:-

WebCuits IT & Media Solutions / WebCuits Technology Pvt. Ltd.  
Plot no.21, First floor, Chandrabhaga housing Society kharbi Road,  
Nagpur-34

0712-6064683,  
[contact@webcuits.com](mailto:contact@webcuits.com)