

Growth through Business Process Automation

Burdale, a subsidiary of Bank of Ireland, installs system to integrate client services and back-office systems with Linksfeld Technologies.

Burdale Financial Limited, the UK pioneer in Comprehensive Asset Based Lending, has been able to improve its business through Linksfeld Technologies' expertise in and applications for Business Process Automation (BPA). With Asset Based Lending becoming one of today's most advanced sources of commercial finance, Burdale's ability to match its clients' borrowing needs to its assets is supported by Burdale's comprehensive and robust processes – recently upgraded and integrated with client services by Linksfeld Technologies and a chosen 3rd party software provider, William Stucky & Associates based in the USA.

Established in the UK in 1992, Burdale became a member of the Bank of Ireland Group in January 2005. The company aims to provide finance for the growth, development and turnaround plans of mid to large corporates throughout the United Kingdom and Europe. Burdale's business of Asset Based Lending, and of the management of collateral and assets under loan, demanded a comprehensive system for capturing data and information to underpin their risk assessments and daily business decisions.

"Linksfeld's technical expertise has been helping Burdale since 2002, when we first approached them for consultancy and management of our IT systems. They've developed our IT systems with us over the years, on an outsourced basis, and have given us a very strong platform to build on and scale with the growth of our business," says Dennis Levine, CEO of Burdale.

Asset Based Lending is a highly supportive and flexible form of commercial financing, involving a complex array of factors for both borrower and lender, which in Burdale's case are all supported by the integrated BPA system. When Burdale considers a loan proposal, a variety of information is required for an initial assessment before due diligence can be conducted. Not only is the value of each asset considered, Burdale also conducts in-depth reviews, as well as substantial analytical and transactional testing that confirms collateral and highlights any problems before progressing with the loan. The complexity of the Asset Based Lending process demands intelligent IT systems to track, analyse and report.

Linksfeld's role was to source, vet and then manage the integration process with the third party vendor, and write additional bespoke software to enable Burdale's back office system to communicate with the user-facing tool. Linksfeld's familiarity with Burdale's requirements meant they were able to complete the project under budget and within the required timeframe.



"When we improve our Business Process Automation we improve our business."

*Dennis Levine, CEO
Burdale*

The backbone of the Burdale IT system is the management of collateral and assets under loan. Uniquely this is a web-based system, allowing Burdale and their international clients to integrate and engage with information flexibly and securely for reporting, data entry and information exchange. Users of Burdale's Loan Administration system can enter and see required information for all loans in one place.

By implementing Business Process Automation and by integrating their complex IT systems, Burdale utilises sophisticated monitoring capabilities for their loans.

Advantages of utilising Linksfeld's expertise in the procurement, integration and development of software, has given Burdale added value in areas such as :

- Automating processes which were previously manual
- Speed of return – little staff training was needed on the new IT systems
- Scalability as the business grows
- Ability to segment customers and assets – for deeper analysis into markets
- Online integration with clients, including reports on demand

For more information on Burdale please visit www.burdale.com or call +44 (0) 20 7935 1115.



“Linksfeld is proud to provide Burdale, a subsidiary of Bank of Ireland, with flexible support through this rapidly changing business environment. We are thrilled that through our BPA expertise, we have helped Burdale maintain their position as leaders in Asset Based Lending.”

Jonathan Shapiro,
Director
Linksfeld Technologies

About Linksfeld Technologies

Linksfeld Technologies help their clients use technology optimally to improve business goals. Linksfeld offers a broad spectrum of services including technology consultancy, high quality software solutions, and the ability to resource expertly trained people to put technology to work. Founded in the UK in 1999 by a team of technologists with proven business experience, Linksfeld delivers technology solutions that make bottom-line impact. Linksfeld's clients span the private and public sectors, blue-chip to small companies and comprise a wide range of vertical sectors. Linksfeld Technologies is a Microsoft Certified Partner for Custom Development Solutions and Business Process and Integration Solutions.



7th Floor, Northway House
1379 High Road, Whetstone
London, N20 9LP, UK
Tel: +44 (0)20 8492 3570
Fax: +44 (0)870 429 2098
Email: info@linksfeld.com
Web: www.linksfeld.com

