

WAG™ Web Application Generator

Create Astounding Cloud Applications in Days

Case Study Summary – WAG™ Rates Online

Industry	Top US Bank
Data Sources	Bank's Data Warehouse Tracker TRM™ Total Relationship Management
Business Problem Solved	Loss of business to Bank's competitors who were moving on rates more quickly
Solution	WAG™ Rates Online automates the Rate Management process and addresses the shortcomings of the manual process that was previously in place

Business Problem

- Slow response to quickly changing market conditions was causing delays and loss of business to competitors who were moving on rates quickly.
- Manual setting and approval process for market rate products - using Excel based rate sheets.
- Rate Setters in each region had to wait for several days for approvals of rate changes - losing business to competitors which were changing rates daily and even several times a day.

Competing Technologies

- Custom Developed Application: In house custom software development.
- Estimated at 12 calendar months / 48 person-months / internal cost of \$384,000.

Solution

- WAG™ Rates Online application automates the rate management process and addresses the shortcomings of the manual process that was previously in place.
- Instead of using Excel-based rate sheets, Rate Setters request rate changes via this online application.
- WAG™ Rates Online automates the bank's rate management process and includes automated workflow based on product, state, and region.
- Rate submissions were recorded and tracked over time to show competing online rates vs. the Bank's rates.
- WAG™ Rates Online is now a system of reference used by Bank decision makers to view and analyze sales of rates products relative to offered bank rates vs. competing rates.

- WAG™ Web Application Generator solution developed by 2 programmers in 3 weeks. The system went into production 1 week later!
- Entire project completed without writing any Custom Code.
- Entire project completed without creating a single database object.
- Numerous enhancements were added to WAG™ Rates Online since it first went live, most of which took a few hours to create and test in development, approved, and minutes later applied to production.