

Factsheet – Finastra Originate Data Insights

Enable portfolio growth and a maximized Back office with insightful consumer data

Finastra Originate Data Insights brings consumer behavior and demographics for your institution alongside more than 1,600 Originate users. With powerful insight, you can build lending, deposits and marketing strategies that lead to a stronger, revenue generating portfolio.

Finastra Originate Data Insights delivers easy to access dashboards that deliver valuable insights.

With the quick toggle of a button, your organization’s data can be compared to global data for Originate Mortgagebot users from coast to coast, allowing you to assess opportunities and quickly shift your lending strategies.

Originate Data Insights can allow your organization to evaluate deposit and loan growth, underwriting practice, application delivery channels and marketing effectiveness.

Utilizing machine learning technology, Originate Data Insights analyzes over 30 points of data from digital applications, allowing you to view:

- Application exit points
- Average borrower age
- Geographical heat maps
- Approval rates
- Application channels utilized
- Time of application submissions
- Approval and decline data
- Average borrower credit score
- Loan to value ratios
- Consumer deposit and loan growth



Evaluate

application exit points to improve flow and retain applicants



Geographical

heat map to identify opportunity



Channel

utilization to better target messaging to prospects



Peer-to-peer

benchmarking data to strengthen growth strategies

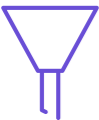
Key features



SaaS solution, hosted in Microsoft Azure



Access to multiple data insight modules including; Consumer Deposits, Business Deposits, Consumer Lending, Business Lending and Mortgages

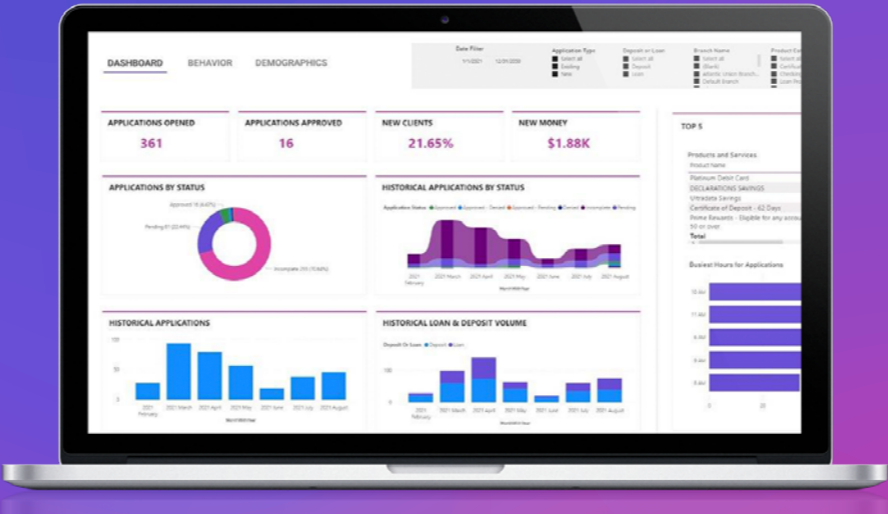


Robust filter options for cascading metrics



Recognize trends using historical data

Finastra Originate Data Insights provides actionable insights that allows your organization to create an improved customer and member experience as well as pinpoint growth strategies and opportunities.



Finastra Originate Data Insights dashboard

“The abundance of Big Data may seem overwhelming, but in today’s competitive market it is important to understand how analytics offer banks and credit unions a necessary competitive edge for their products, markets and channels.”

About Finastra

Finastra is a global provider of financial software applications and marketplaces, and launched the leading open platform for innovation, FusionFabric.cloud, in 2017. It serves institutions of all sizes, providing award-winning solutions and services across Lending, Payments, Treasury & Capital Markets and Universal Banking (digital, retail and commercial banking) for banks to support direct banking relationships and grow through indirect channels, such as embedded finance and Banking as a Service. Its pioneering approach and commitment to open finance and collaboration is why it is trusted by ~8,600 institutions, including 90 of the world’s top 100 banks. For more information, finastra.com

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