QlikView

Hypotheken Data Netwerk and QlikView provide end-to-end, real-time insight into the complete Dutch mortgage market

> " QlikView has enabled Hypotheken Data Netwerk to evolve as the authoritative data provider for the entire Dutch mortgage market. "
>
> *Arjen de Bake, Project Manager*
> *Hypotheken Data Netwerk Beheer B.A.*

Hypotheken Data Netwerk (HDN) Beheer B.A., is the Dutch Mortgage Data Network. Founded in 1992 the cooperative is an initiative that was started by various mortgage and insurance companies in order to connect all electronic communication in the mortgage chain, using an uniform standard. Its board is made up of four representatives from mortgage brokers and four representatives from mortgage providers, including ABN AMRO and ING.

HDN serves as an intermediary between the electronic highway, mortgage lenders, insurers and the land registry. The Hypotheken Data Netwerk is a platform for requesting and receiving mortgage quotes, life insurance policies, valuation reports, status updates, sending file documents and receiving portfolio reviews. HDN facilitates the process from application to overall management for 4,000 mortgage brokers and 35 mortgage providers. Today 45% of all Dutch mortgage requests pass through HDN.

Arjen de Bake of HDN Beheer explains how HDN came about: "The mortgage market in the Netherlands is one of the most complex in the world, thanks in part to the Dutch taxation system. For a start, thousands of different mortgage products are available to Dutch consumers. In addition, there are 4,000 mortgage brokers active in the Netherlands, all with a permit from the Autoriteit Financiële Markten (AFM, the Netherlands Authority for the Financial Markets)for mediating mortgages. HDN was founded in response to the mortgage providers' need to standardise

Solution Overview

Hypotheken Data Netwerk
Hypotheken Data Netwerk Beheer B.A. (HDN) is the electronic messaging platform of choice between 4,000 mortgage brokers and 35 mortgage providers The entire process, from requests for proposals to distribution of portfolio overviews, is standardised by HDN.

Industry
Financial Services

Location
The Netherlands

Challenges
- To provide mortgage providers and mortgage brokers secure reporting and analysis capabilities for benchmarking.
- To increase the added value offered by the HDN electronic messaging platform to increase market share.
- To provide insight into up-to-date and valid information about the status of the Dutch mortgage market.

QlikView

the mortgage request process. Under the name Hypotheken Data Netwerk, these parties have jointly developed a strong and secured communication platform."

From traffic broker to market intelligence provider

At the start the platform had been used to process data. In 2007 HDN's management team conceived the idea of using its platform for exchanging data. The idea was also to make the platform available for benchmarking, reporting and analysis.

Traditionally mortage providers and intermediaries have had no insight at all into market data. The only available data had come from the Dutch land registry, Kadaster, which records property sales. As the land registry only has a record when properties are actually sold, the data that is available is neither up-to-date or complete. This is because it takes an average of three months before a mortgage request is received, the purchase is completed on a property and the sales recorded with the land registry. Arjen explains: "The board of HDN realised that we held enormous volumes of data. After a comprehensive evaluation of the possibilities and security and privacy criteria, the company decided to store this data centrally using a 3rd party. At the start of 2010 we began look-

ing for and evaluating the most suitable Business Intelligence (BI) solution, for achieving transparency into this huge volume of data for benchmarking purposes."

QlikView: market leader in the Dutch financial services sector

One of the fundamental criteria the BI solution had to meet was security. This was our top priority; scale size was a close second. The solution had to provide optimum scalability and support an unlimited number of users, starting with over 4,000 mortgage brokers, mortgage providers and intermediaries. A Request For Proposal was sent to four parties at the beginning of 2010, and two of the four proposed QlikView as the BI solution. "We knew that Florius (ABN Amro) and De Hypotheekshop already used QlikView to gain insight into their management information. We saw that QlikView offered a short implementation cycle, required little management effort and was highly cost-efficient." HDN selected QlikView in June 2010 and HippoLine, a specialist provider of business and IT solutions for the financial market, was selected as the QlikView implementation partner.

QlikView successfully passed hacker test by KMPG

The implementation of QlikView started in June 2010. The first task was making the Extensible Markup Language (XML) message traffic available and providing insight into this data. To allow for this HDN defined the dimension criteria based on product, interest rate and demographic level. They also wanted to use geographical dimension criteria by web mapping postal codes. The data was separated accordingly so that mortgage providers

Time to Value

Value

The implementation involved a large number of users, who gained access to the HDN Index with its various reporting and analysis dimensions from day one.

Time

and brokers would only see the data applicable to their role.

As a QlikView application HDN Index is made available to all AFM permit holders through the new HDN website (www.hdn. nl). The implementation involved a large number of users, who gained access to the HDN Index with its various reporting and analysis dimensions from day one. The security is based on using an existing HDN certificate whereby the owner is authenticated by their identity. "We have linked this methodology to the HDN Index, as well as to www.hdn.nl" says Arjen De Bake." For optimum security, we commissioned KPMG to perform a security penetration test, imitating a hacker. The application passed with flying colours. The HDN Index was born"

Up-to-date insight into the Dutch mortgage market at a national and demographical level

Using QlikView, 4,000 mortgage brokers and 35 mortgage providers now have an insight into the Dutch mortgage market that is open and integrated. For the first time they have visblity into the most common and popular types of mortgages, the current interest rates and the mortgage market potential at a national, regional and demographic level. Mortgage providers can analyse their results immediately

Return on Investment

Return

In the first month after the implementation of QlikView, HDN increased its market share by 5%, yielding time and cost efficiencies for mortgage brokers.

Investment

and compare them against the market. How many mortgages have been requested during the past week? How does this compare to the previous week, month or year? What types of mortgages are requested, and how does this compare to the market? These questions are now within clicking reach. Users can perform further analysis where necessary.

For HDN providing access to the HDN Index is just the beginning. The HDN customer base is expected to increase as a result of this new feature. For example, mortgage providers will use the new QlikView application to encourage mortgage intermediaries that are still working independently into having their mortgage requests handled by HDN. One of the key selling points used here is that the interme-

diary will get instant access to the correct, relevant and up-to-date market information available in the HDN Index.

Dutch mortgage market information authority

"QlikView provides us with an unique umbrella and, national overview of the Dutch mortgage market. The HDN Index offers an indispensable overview and insight of the mortgage request market. Mortgage providers can thus gain market insight and achieve marketing and sales efficiencies. And as the number of mortgage requests through HDN increases steadily, they will also operate more efficiently. The HDN Index provides the mortgage brokers access with up-to-date market information. They can benchmark their results against regional data and perform targeted local marketing campaigns.

In addition, the real-time market insights they are gaining are also used for product development and risk portfolio management purposes, and to control the intermediary channel more effectively", concludes Arjen de Bake.

Solution Overview

Solution
- The Hypotheken Data Netwerk implemented QlikView to provide mortgage brokers and mortgage providers benchmarking, reporting and analysis capabilities.
- This created an end-to-end national and regional overview of the entire Dutch mortgage market, accessed daily for benchmarking purposes by more than 4,000 users.
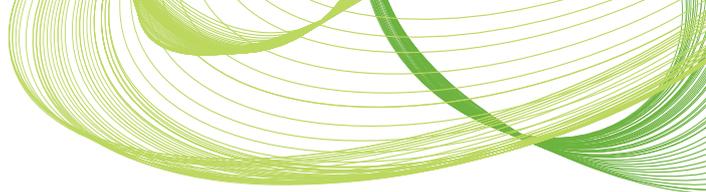
Benefits
- The QlikView application, HDN Index, offers an up-to-date overview of the Dutch mortgage market. Prior to the HDN Index, market information was around six months old.
- In the first month after the implementation of QlikView, HDN increased its market share by 5%, yielding time and cost efficiencies for mortgage brokers.
- Intermediaries and distribution parties have access to up-to-date market information, allowing them to benchmark their results against their region and to improve their revenue.

Data Source Systems
Application: HDN
Database: XML, postal code maps for the Netherlands
Hardware: VMware, Virtual Machine, 4GB RAM, 2 x Intel X5550 2.67GHz CPUs

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> QlikView allows us to give our users a market insight, allowing them to improve their market positioning through targeted marketing campaigns.
>
> *Arjen de Bake , Project Manager, Hypotheken Data Netwerk Beheer B.A.*

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