

How Credigy significantly improved data processing throughput and freed up 4x additional time for data analysis with EasyMorph



4x More Time

to Devote to Analytics

80+ User-Generated Projects

without the Need for IT Support

Time-to-Decision from **Days Down to Minutes**

"Even though our business is specialty finance, we rely on data for everything we do. Data drives all investment decisions at Credigy, and as a result, we receive data in many different formats, daily, weekly, monthly. It all adds up to thousands of files every year"

Casey Adams

Senior Director of IT and Data Strategy for Credigy

The Search for a Modern Data Tool

A significant amount of Credigy's business analysts' time was being spent on wrangling data while less time was spent on analysis and valuation.

"That's backwards," thought Casey Adams, Credigy's Senior Director of IT and Data Strategy. "Given the size of our investments, we should be spending most of our time analyzing every detail available to arrive at the best valuation possible for an investment."

To achieve that goal of massively reducing the time spent on wrangling and processing -- and effectively quadrupling the time available to spend on the analysis that helps grow the business -- Credigy needed a



Solutions:

- EasyMorph Server
- EasyMorph Desktop

Credigy's Story:

Credigy is a global specialty finance company with flexibility across the capital structure to acquire or finance a diverse range of assets. They invest in consumer-related assets across multiple asset classes and geographies. They are the partner of choice when financial institutions face complex challenges and strategic changes.

modern data tool built for business users and technical users alike. "Credigy is unusual in the sense that almost all our departments contain data analysts that work with data in detail, even outside of IT." Casey explains.

Being a data-driven business with analysts of one kind or another in just about every one of their departments, Credigy had built some in-house systems and custom data ingestion apps to support business users, but they found that internal development was not agile enough to keep up with the rapidly-changing needs of the business. Their need for a low-code/no-code solution that was flexible and could adapt quickly to changing needs ultimately led to EasyMorph.

EasyMorph is the Solution

EasyMorph has allowed Credigy to handle data that arrives in every format and in quantities of thousands of files a year. Creating reusable template-style projects has allowed analysts across every department to create a shared common data language. As Casey puts it, this common data language has allowed Credigy to "standardize processes and materially improve our ability to rapidly ingest and transform data to support decision making."

The bottom line: massively quicker data processing leading to rapid decision making.

Rapid Adoption

Casey was pleasantly surprised to find out just how easy it was for users to start running with EasyMorph. The process was rapid, organic, and required almost no setup and training effort from Credigy's IT and Data Strategy teams.

"Our users simply ran with the tool."

EasyMorph Benefited IT and Business Users Alike

In just a few months since adoption, Credigy's users had created nearly 100 automated workflows that previously would have required IT assistance. By putting a powerful, intuitive self-service data tool in the hands of business users, Credigy has benefited from more insights and new sources of ideas and innovation.

"A great deal of additional IT time has been created, but the greater story is that our citizen developers have automated numerous things creating additional value time for Credigy while improving the data processing throughput in our company."

Easy and Natural

EasyMorph proved to be easy to use, so much so that no formal training has been required. Casey shares one example of a user with no technical experience creating a project that never would have been possible without EasyMorph:

"Yes, the really good story is the rotation analyst. Credigy has a unique program where we hire early career professionals and place them into a two-year rotation program where they have four 6-month rotations in different functional areas. We had an analyst with no previous technical experience fully automate a decision-making process for recurring draws. With no training and minimal support from IT, the analyst simply ran with it and created a complex EasyMorph project that automated the decision and delivered a one-page summary report with all the vital checks and balances."

Going From Days to Minutes

Credigy has seen material gains in the post-acquisition phase of their investment lifecycles, and is looking to repeat those gains in the pre-acquisition phase to evaluate potential investments as they come in.

"Soon, we will be moving to production a project that will allow us to do a thorough baseline analysis of a potential investment in minutes -- as opposed to hours and sometimes days -- with data governance and data quality included in the process, which is something we did not have before EasyMorph," Casey explains.

Inspired by the benefits realized from EasyMorph so far, Casey has an ambitious goal for the future: creating EasyMorph projects that continuously run machine learning models to produce artificial intelligence capabilities that will one day allow Credigy to automate the vast majority of data ingestion activities without human interaction.

The Big Red Easy Button for Data Analysis

After a journey from in-house data apps to testing off-the-shelf solutions, Credigy has found that EasyMorph offers a better solution while still managing to cost significantly less than the competition. When asked what advice he would have for other businesses looking for a data prep solution, Casey says, "My advice is to buy it. At the price point, it is an easy decision for any company that must manually wrangle data arriving in many different formats."

"I call it 'the big red easy button for data analysis'."