



Umpqua Speeds Loan Application Processing by 50 Percent with Cypress Software's Mark IV and BizMark Software

CHALLENGE

From its inception, Umpqua Bank has always been different – but in a good way.

Widely recognized as an innovative leader in the banking industry, Umpqua's unique store concept combines financial services with a café-like atmosphere that features in-depth community information, comfortable personal spaces equipped with computers, and an electronic "daily specials" menu touting neighborhood events and resources, as well as bank products.

Their neighborhood store model (a 1,500 square foot version embedded in places where people live, work and play) also features enhanced technologies like cash recyclers that maximize space and improve store associate efficiency and security.

The forward-thinking bank often deploys the latest technology to increase customer service across its 147 stores in Oregon, California and Washington. In fact, its "Bank of the Future" innovation lab in Portland serves as an interactive testing ground for both the bank and its customers.

So when the Roseburg, Ore.-based institution wanted to replace its existing loan origination software – both in its lab and across all stores – it turned to Cypress Software Systems LP and the company's Mark IV and BizMark software.

SOLUTION

"With Cypress, we are a partner, not just a number," said Shannon Johnson, vice president and manager of retail lending at Umpqua Bank. "From day one, Cypress was more interested in our needs, than selling us a product. Also, their Mark IV and BizMark software were the most user-friendly and feature-rich among the platforms we tested."

Cypress' Mark IV software platform automates the consumer loan application and decisioning process. With Mark IV, service associates electronically input application information while interviewing customers. The software then quickly retrieves credit reports, efficiently reviews sources of repayment, and deploys the institution's loan policies. The result is a fast, quality loan decision.

Similarly, the company's BizMark software processes small business loan applications, enabling lenders to efficiently handle small business commercial credit requests for lines of credit, term loans, corporate leases and corporate credit cards. The software gathers principal and financial statement data;

CUSTOMER PROFILE

Name: Umpqua Bank

Location: Roseburg, Ore.

Founded: 1953

Stores: 147

Assets: \$8 billion

About: Umpqua Bank is a subsidiary of Umpqua Holdings Corporation (NASDAQ: UMPQ) and has 147 locations between Napa, Calif. and Bellevue, Wash., along the Oregon and Northern California Coast and in Central Oregon. Umpqua Bank has been recognized for its innovative customer experience and banking strategy by national publications including the Wall Street Journal, New York Times, BusinessWeek, Fast Company, CNBC and CNN.

retrieves and interprets consumer and business credit reports; performs ratio analysis; and scores the results.

“Umpqua Bank is a very progressive institution that provides a refreshing approach to retail and small business banking,” said Stephen G. Sargent, president and chief executive officer of Cypress Software Systems. “Our Mark IV and BizMark software is designed to automate the consumer and commercial loan decisioning process, which helps institutions like Umpqua Bank decrease costs and increase customer service.”

RESULTS

So far, Mark IV and BizMark have had a positive effect on Umpqua’s consumer and small business lending, increasing the speed of its loan application processing by 30-50 percent.

“Mark IV and BizMark has significantly boosted our lending center’s productivity, and has proven very user-friendly among our loan officers and staff,” said Johnson. “We’re now able to manage and process loan applications easily and quickly, which increases our customer service. In addition, the automated interfaces from Mark IV and BizMark to our document preparation system are very smooth, and help us further enhance our lending efficiency.”

ABOUT CYPRESS

Headquartered in North Richland Hills, TX, Cypress Software Systems, LP is a leading developer of automated credit application decision support technologies. The company serves community and regional banks, finance companies and credit unions with loan application decision and tracking tools on par with those used by larger national lending institutions. The Company’s flagship product, Mark IV, is used by clients nationwide to quickly and consistently process consumer loan applications. Cypress Mark IV offers a flexible, risk-based processing approach that includes tracking

ABOUT MARK IV

Mark IV is a “behind-the-firewall” Windows-based consumer application processing solution that provides lenders with a user-friendly application data entry point, quick retrieval of credit reports, reconciliation of debt information, and deployment of the bank’s loan policies. Cypress provides these tools with the goal of speeding a quality loan decision back to the applicant and assisting the financial institution in maximizing loan performance.

ABOUT BIZMARK

BizMark is based on a Cypress-delivered .NET/ Microsoft SQL Server platform. It runs in a customer relationship management (CRM) environment, enabling lenders to take credit requests including principal and financial statement data; retrieve and interpret consumer and business credit reports; perform ratio analysis; and score the results. The software handles small business commercial credit requests for lines of credit, term loans, commercial mortgages and corporate credit cards.

Looking ahead, Umpqua Bank will soon deploy Cypress’ WebApp module for Mark IV, enabling consumer loan application submissions via the Internet and in-store kiosks. This capability also will be illustrated in the bank’s “Innovation Lab.”

“We’ll certainly reap even larger benefits when Cypress’ WebApp function goes live in 2008,” said Johnson. “Umpqua will be heavily promoting this feature, and we expect it to significantly increase our consumer loan volume. Our business relationship with Cypress seems to get better everywhere we turn.”

CYPRESS SOFTWARE SYSTEMS



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