

## Decision Support Panel Customer Evidence Delivering Business Intelligence with Microsoft Office PerformancePoint Server 2007

### LendingTree, LLC



*"By adding DSP to the Microsoft BI stack we were able to customize Web Parts . . . giving our employees in-depth information and key metrics, making it possible for them to directly act on the information now available."*

#### Overview

**Industry:** Financial Services  
**Region:** North & Central America  
**Country:** United States

#### Customer Profile

LendingTree, LLC is the nation's number one online lending exchange, providing a marketplace that connects consumers with multiple lenders that compete for their business. LendingTree has facilitated more than 20 million loan requests and \$152 billion in closed loan transactions.

#### Business Situation

LendingTree operates in a competitive, dynamic industry. Tracking and measuring results is central to maintaining the company's position in the marketplace.

#### Key Challenge

Employing a Business Intelligence (BI) solution that reports current sales and operational data in a manner that is easy for users to consume while at the same time providing the ability to control the level of access that each individual has.



**Lei Fu, Vice President of Business Applications**

LendingTree, LLC is the nation's number one online lending exchange, providing a marketplace that connects consumers with multiple lenders that compete for their business. Since inception, LendingTree has facilitated more than 20 million loan requests and \$152 billion in closed loan transactions. LendingTree provides access to mortgages and refinance loans, home equity loans/lines of credit, auto loans, personal loans, and credit cards via [www.lendingtree.com](http://www.lendingtree.com) and 800-555-TREE.

LendingTree is headquartered in Charlotte, North Carolina with additional offices in Irvine, California.

#### Business Situation

LendingTree is a relatively young and profitable company progressing at a rapid pace in a highly competitive, very dynamic economic environment. As the company matures, the need for tracking and measuring results becomes increasingly important in order to maintain the company's competitive advantage. Lei Fu, Vice President of Business Applications summarizes by saying, "we are striving for quicker access to information that the business can act upon."

The Information Services team targeted two fundamental segments of the business, Operations and Sales, for their phase I implementation of the Microsoft and Decision Support Panel (DSP) Business Intelligence (BI) Solution. If data discrepancies emerge in these departments, the ability for the business to make accurate and appropriate decisions is impaired. Clear and accurate measures are necessary to provide decision makers with the information needed to act faster than the competition.

The industry and economic environment in which LendingTree competes and operates presents the biggest challenge for the company. Changes in economic policies and daily fluctuations of interest rates,



## Solution

LendingTree deployed a Microsoft solution that includes Decision Support Panel's (DSP) Business Intelligence Portal Solution with an integrated view of up-to-date sales information using business scorecards, graphics and charts.

LendingTree's existing Microsoft Enterprise Agreement helped keep the total cost of ownership low.

## Results

Quick time to implement, a cost effective solution and ease of use for the business were key to the success of LendingTree's BI solution.

**The Microsoft/DSP solution . . .  
"Provided us with an competitive edge versus the rest of the industry."**

**Lei Fu, Vice President of Business Applications**

as well as, the resulting media coverage are part of the day-to-day business of LendingTree.

The ability to report up-to-date sales and operational data in an integrated view is essential. Business decision makers and information workers require a flexible and easy-to-use tool while at the same time the solution must provide IT with the ability to control the level of access that each individual has.

## Solution

Business Applications and Information Services looked at possible solutions considering both cost and effectiveness. LendingTree implemented a Microsoft solution that included Decision Support Panel's DSP Portal Edition BI Portal Solution.

The products included are as follows: Microsoft SQL Server 2005, SQL Server 2005 Analysis Services, SQL Server 2005 Integration Services, Microsoft SharePoint Portal Server 2003, Microsoft Office PerformancePoint Server 2007 and DSP Portal Edition 4.3, as well as, Microsoft Windows Server 2003 and Microsoft Office Professional Edition 2003.

The Microsoft/DSP solution provides LendingTree with a secure, reliable BI platform. The DSP Portal and customizable Web Parts complement Microsoft SharePoint Portal Server and enable LendingTree to leverage its existing Intranet portal. DSP Portal integrates disparate data from multiple sources through the power of Microsoft SQL Server, making it possible to visualize, analyze, interact, and share



**LendingTree's Executive Scorecard main page with key performance indicators (DSP Gauge Web Parts & SharePoint Portal Server 2003)**

live business data.

LendingTree participated in Microsoft's Technology Adoption Program for SQL Server 2005. Participation in this program provided direct

*"Microsoft has always relied on our partners to support and supplement our products and services. Key partners like Decision Support Panel (DSP) offer Business Intelligence (BI) solutions that not only enhance but extend Microsoft's growing line of business intelligence (BI) products, ultimately providing customers with great solutions to business problems."*



**Ryan Buma, Director,  
Business Development,  
Office Business Applications  
Group**

## For More Information

For more information about **Decision Support Panel (DSP)** visit [www.dspanel.com](http://www.dspanel.com).

To contact DSP send email to [info@dspanel.com](mailto:info@dspanel.com) or call +46 8-669 03 40.

For more information about Microsoft products and services visit their Web site at [www.microsoft.com/performancepoint](http://www.microsoft.com/performancepoint).

For more information about **LendingTree** visit [www.lendingtree.com](http://www.lendingtree.com).

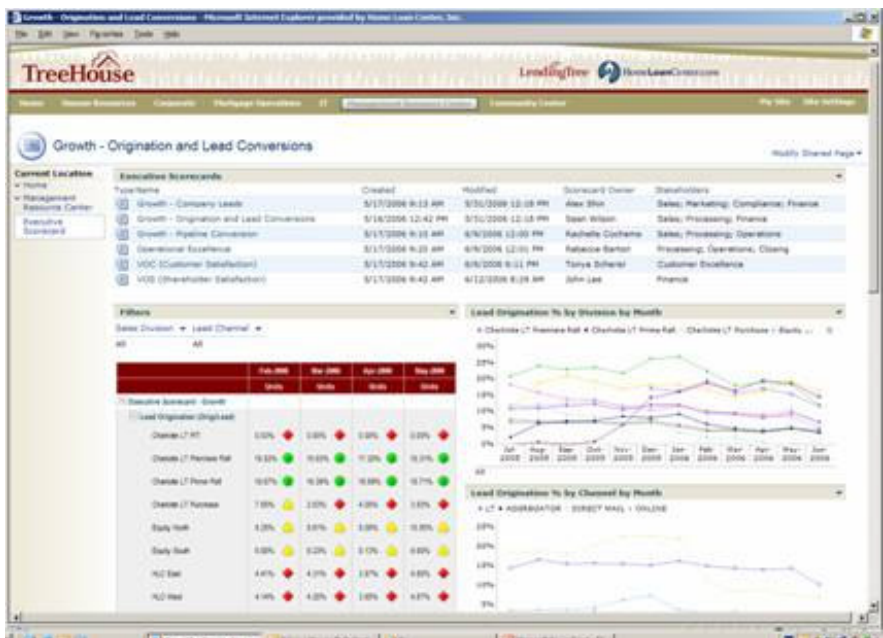


access to the Microsoft SQL Server product team, facilitating early adoption and deployment of the product. Implementation took seven months. The learning curve at project launch was a swift three months. The developers found the transition to be easy due to the familiar developer paradigm and the consistent look and feel of Microsoft products. DSP Portal also gives LendingTree's BI professionals and developers the ability to use wizard driven technology to create and customize dashboards and scorecards without extensive programming.

## The Results

LendingTree has optimized its business on carefully selected metrics. These metrics are of the utmost importance to LendingTree's executives as well as the company's information workers. The Microsoft/DSP Solution delivers the ability to adapt quickly and focus on different metrics depending on external market conditions. In addition, the information is easy to consume. Quick time to implement, a cost effective solution and ease of use for the business were central to the successful deployment.

The solution went live July 2006. The company has already seen tremendous value in the solution implemented. The BI Portal provides a unified and integrated view of the business. Reports are no longer two-dimensional; rather business users can view and slice the data in a way that is relevant to them. Ultimately, the Microsoft/DSP solution has not only changed how LendingTree manages their business but, also, how the business thinks. The overall cost effectiveness and quick time to implement along with the short learning curve and easy transition for information workers have fully justified the project.



**A Functional Scorecard page with key performance indicators specific to a business unit (Microsoft Office PerformancePoint Server 2007, DSP Web Parts & SharePoint Portal Server 2003)**