



codat



Microsoft



# The pain points

Focus: Lending

## For the lender



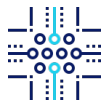
### Cost of building integrations in-house

Building an integration to every accounting software package your customer use is time consuming and incredibly costly.



### Ongoing integration support and maintenance

Integrations need ongoing support and maintenance. Engineering teams will be focused on building and maintaining integrations as opposed to on improving their own product.



### Out of date data

Lending decisions are often made using inaccurate and/or out of date data such as information available from companies house.

## For the customer

### Lengthy applications

Manual processes take a long time when speed is key for small businesses looking for funding.

### Changing customer needs/ poor relationship management

Small businesses often have rapidly changing needs and circumstances, Lenders are not able to offer them the bespoke products and services they need based on snapshot or out of date data.

### Bad digital experience

Manual and slow processes are not the kind of digital experience customers have come to expect as consumers.

# The platform for small business data

## The Solution

Codat provides seamless integrations into the financial software used by their small business customers – all through a single API.

Codat's core product allows banks to pull data from their customers' accounting software via a single API, irrespective of which accounting package they use.

Through Codat's platform, small business accounting data is standardised and fed it into a banks' individual credit risk model or decision engine. This allows them to make fast and accurate lending decisions based on rich and up-to-date data.

Access to real-time accounting data means that small businesses are finally seeing the benefit of real innovation, with better and more bespoke products and services provided by their bank to meet their changing needs.

Codat provides an integration with all the major accounting platforms small businesses use to run their business. This means banks can achieve vast market coverage all via one API.



### A Codat Testimonial

“We can access the data that we need in order to make a funding decision within days. It also means that our customers don't have to spend time each month manually uploading accounts.”

Jonathan Allen, CMO, MarketFinance

# What are the benefits to lenders?

## Faster and smarter underwriting

Codat eliminates manual data sharing with instant access to complete and up-to-date accounting information, leading to faster and better informed lending decisions

## Brilliant end-user experience

Fully white labelled, native accounting integrations enable you to offer SMEs a best in class digital data sharing experience when interacting with your brand.

## Data driven client relationship management

More data can generate better insights on the financial health of a small business, armed with this data the relationship manager can offer a more bespoke service as well as identify the appropriate products for each customer.

## Early warning and loss prevention

Ongoing access to financial data enables lenders to flag key indicators early, for example an increase in creditor pressure or concentration risk which would not be visible in credit bureau data or bank data.

## Reduced technical burden

Working with Codat is faster, simpler, and significantly less expensive than building and maintaining multiple software integrations in-house. We can have you up and running in as little as 24 hours.



## Codat's unique offering



### Trusted & experienced

Best-in-class integration built by industry experts and trusted by the world's leading financial service providers.



### One solution, many possibilities

Through a single API, we offer two-way integrations and advanced standardisation of data between packages. We support various industries ranging from traditional lenders to business applications.



### Small business champions

We're here to make life easier for small businesses. Deliver a fairer, faster and more bespoke experience for your customers by tightly integrating your product with the financial applications they use to run their business.



### Global coverage

We support over 17 data sources and counting, providing direct integration with all the major accounting platforms your customers use to run their business.



### Integrations-as-a-service

We work with you to ensure a bespoke and timely integration and maintain each connection so you don't have to. Our developers have designed our system to be intuitive and provide expert ongoing support.

# How it works



## CONNECTIVITY

Codat handles the technical complexities of accessing data



## AUTHORISATION

Codat manages the authorisation process and access to connect each accounting platform



## SYNCHRONISATION

Codat ensures that on an ongoing basis, data is always up to date



## STANDARDISATION

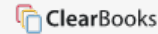
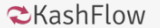
Codat maps to a common format across all data sources



## MONITORING

Automated monitoring and ongoing support

## Data sources include



# Customer Success Story

## CLEARBANC

### Region: North America

Clearbanc are the largest eCommerce investor in the world, providing qualified companies with \$10K - \$10M in funding and using data science to identify high-growth funding opportunities in less than 24 hours.

“Accounting data is a critical part in making the best investment decisions for Clearbanc’s customers.

Codat’s API allows us to quickly assess accuracy and risk while at the same time maintain our streamlined application process”

**Ben Brideaux, Director of Operations**



## Win Results

### Eliminating manual data collection by obtaining read-only access to Clearbanc customer accounting data

Via Codat, Clearbanc are able to better understand the financial position of their customers by looking at the key financial statements, such as P & L (or income statement) and their Balance Sheet.

### Easily keeping on top of customer financial performance

Clearbanc are able to refresh customer accounting data on a schedule, simplifying ongoing loan monitoring for both their internal teams and their customers.

### Best-in-class end-user experience

Clearbanc can offer their customers a best-in-class digital data sharing experience, driven by secure APIs, and within the Clearbanc brand.