



Hoosier Heartland State Bank Selects WebEquity's Commercial Lending Software

Bank standardizes on Company's cloud computing platform to achieve optimal efficiency and uniformity of lending practices

Omaha, NE ([PRWEB](#)) February 1, 2011 -- WebEquity Solutions® LLC ([WebEquity](#)), announced today that [Hoosier Heartland State Bank](#), a community institution with \$130 million in assets based in Crawfordsville, Indiana, has selected the Company's cloud computing platform as its single system of record for commercial lending. The bank has adopted WebEquity's credit analysis solution to automate, optimize and achieve uniformity throughout the entire lending process. Hoosier Heartland also plans to take advantage of the [WebEquity Risk Management Dashboard](#) for loan stress testing and overall portfolio risk management.

Hoosier Heartland State Bank has replaced its legacy lending system with WebEquity's on-demand solution to gain superior risk rating capabilities, the ability to consolidate multiple data sources on one platform and significantly streamline the flow of loan information. The community bank was also seeking a more user friendly and cost-effective solution that would not only easily accommodate its current needs, but also scale to support the bank's loan growth.

"One of the most important factors in selecting WebEquity was its risk grading scale—the solution offers tremendous flexibility in setting up parameters that specifically meet our lending policies," Tammy Harshbarger, vice president, agriculture and commercial lending. "We also recognized that with WebEquity we could drive greater efficiencies by standardizing lending practices on a single system across all six of our branches. Now we have a secure, centralized repository of our loan portfolio data accessible throughout the organization—among other things, this ensures that when there are policy changes everyone is following them."

With WebEquity's software, Hoosier Heartland's staff can easily and efficiently share and manage loan information anytime, anywhere with an Internet connection. The solution has enabled the bank to achieve uniformity in its credit analysis practices and credit presentations and eliminate disparate spreadsheets and laborious data entry.

In the future, Hoosier Heartland expects the WebEquity system to help significantly streamline its annual renewals. The bank also seeks to leverage the WebEquity Risk Management Dashboard to analyze the risk that lies across its entire commercial portfolio (commercial real-estate, commercial & industrial and agriculture) and gain insight crucial to prudently managing and mitigating that risk.

"As so many institutions, Hoosier Heartland State Bank was tired of grappling with the challenges of a lending process reliant on disparate data sources and latent with paper-driven processes. The bank knew that it was time to embrace the latest in technology innovation," said Doug McGregor, CEO, WebEquity Solutions. "The WebEquity cloud computing platform is helping hundreds of institutions of all sizes make more profitable credit decisions, effectively manage risk and serve their commercial borrowers better each day. We look forward to providing Hoosier Heartland with that same measurable value."



About WebEquity Solutions

WebEquity® is the proven leader in on-demand lending software. More than [650 financial institutions](#) and 10,000 lending professionals use WebEquity to automate and streamline their lending process and reduce operational costs, while making more uniform and profitable credit decisions. The company offers financial institutions a distinct advantage with a single solution that works for all loan types, an on-demand model that provides centralized, anywhere access, and the flexibility to configure the system so it fits their lending practices. WebEquity serves institutions in the U.S., Canada and Australia. For more information call 800.264.0787 or visit webequitysolutions.com.

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