

## **Auto Finance Benefit Modeling**

**Client Need:** A provider of on-line origination services wanted to demonstrate the financial benefits of their solution to prospective clients in their marketplace using a benefit modeling tool. The tool would incorporate all labor, systems and operating costs and benefits, and would support the calculation of benefits from planned future enhancements.

**Solution:** BenchMark interviewed key client personnel, obtained historical data and used its industry knowledge to produce a benefit model that encompassed all origination business processes and allowed for future assumptions. The model produced total benefits estimates over a five-year time frame, including a breakeven and return on investment (ROI) analysis. BenchMark developed a user guide to document the model's functionality.

**Results:** BenchMark delivered the model and supporting documentation to the client's senior management team. The model is currently under implementation.