



## Press release

**Fareham, Hampshire 1<sup>st</sup> Nov 2011**

LAPS-IT is pleased to announce the completion of integration work with the on-line lending data intelligence company LendingMetrics.

LendingMetrics offers real time data sharing amongst lenders predominantly in the short term on-line industry, for example payday lenders, instalment lenders and those offering revolving credit / line of credit products.

LAPS-IT is generally recognised as the leading provider of loan management software in this sector and the integration between the two companies is designed to give LAPS customers access to the very best real time data to assist with automated decisioning, lead generator performance and mitigating fraud and credit risk.

Due to the significant market share of the short term on-line lender market serviced by LAPS-IT, lenders accessing the LendingMetrics products can be sure of one of the widest market coverages currently available. Coupled with its real time performance, lenders will be in a much stronger position to quickly identify many risks, for example;

- Multiple selling of leads by affiliates and lead aggregators,
- Over indebted consumers attempting to secure multiple loans,
- Fraudulent trends and activity.

Commenting on the news, Managing Director of LAPS-IT David Wylie.

We have been working with LendingMetrics for the past 18 months to deliver this product to a market in need of as much real time data as can be made available. DAS puts much more intelligent and real time data in the hands of on line lenders and will, through some of the measures set out above, reduce the cost of acquiring new customers and reduce fraud and credit losses. We are committed to this sector and our customers can rest assured that we will continue to lead the way in bringing added value and new services whenever and wherever possible. LendingMetrics unique data is currently not available through any other loan management system.

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