


Partner Success Story

Rapid Application Development

Welke FD capitalizes on Alpha Five

Welke Financiële Diensten

“In our part of the financial market, several independent institutions do yearly research on how companies perform on a wide range of objectives. Every single year, Welke FD customers give us a remarkably high score for our ICT products. There’s no doubt in my mind that Alpha Five plays an important role in this”

 Marcel Onck, Manager of ICT,
Welke Financiële Diensten

Customer Situation

Welke FD went through a rapid growth period, where the company and client base expanded tremendously. As a result, the firm was facing numerous organizational challenges in its ICT department. The now mid-sized company had a small number of employees in the department, with a great deal of information to manage. Its core application for tracking customer records and managing requests urgently needed a new chief developer. Welke FD’s founder had created the application some years prior, but no longer had time to manage it because of higher priorities. Welke FD wanted to restructure its ICT arm into a state-of-the-art department to meet business demands, such as maintaining the core workflow platform. The company also needed the application to manage millions of customer financial records, and keep the firm competitive. Welke FD eventually hired independent software developer Marcel Onck to solve their system challenges. After only one year of service, Onck was promoted to Manager of ICT, and is now a full member of the Management Team.

Partner Solution

Onck had used Alpha Five to develop a full-scale accounting program in a year and half, and successfully marketed the program. As a result, he had the knowledge and experience to take on Welke FD’s Alpha Five financial records management database. The Alpha Five application uses over 250 tables capable of managing millions of records. Welke FD’s employees use the highly responsive application to access customer data and add new information with just a few mouse clicks. The application’s midoffice and workflow platform imports XML-based advices created by clients with their

Solution Overview

Customer Name:

Welke Financiële Diensten

Customer Profile:

Welke Financiële Diensten (Welke FD) is a leading financial institution in the Netherlands. They act as facilitator and procurement agent supplying the ‘pipeline’ between large investors, banks, mortgage companies, and approximately 600 independent mortgage intermediary agents and companies. Welke FD employs over 100 people.

Location:

Hoorn, the Netherlands

Industries:

Financial services

Business Situation:

As a result of rapid corporate growth, the Department of Information and Communication Technologies (ICT) of Welke FD was not optimally efficient, organized, or structured. The company needed a Chief Developer for their Alpha application (that quickly and easily manages millions of customer financial records) to increase the firm’s competitive market edge further to analyze the sales data, which was not possible through their current browser-based interface.

satellite mortgage advice software in the field. The midoffice facilitates and maintains the complete dossier from their customers, from producing the best mortgage offer to passing the final contracts at the notary's office and orders. The company is now working with Alpha to create an advanced, all-in-one shopping cart system that fully integrates their e-commerce structure and eliminates unnecessary company work.

Benefits

With Alpha Five, Welke FD gets to the core of their financial services business. They can facilitate and execute virtually all customer requests in days, whereas other financial application tools required weeks. Because the application was custom-developed in Alpha Five, Welke FD can customize and extend the database to best fit their evolving company and customer requirements. For example, the company added a rapid automated mortgage process which can complete mortgage offers in less than 24 hours. In short, Welke FD can now give customers exactly what they need: accelerated progress, and dedicated and thorough service.

For More Information

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Welke Financiële Diensten

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Solution:

Welke FD employed software developer and ICT Manager Marcel Onck, who had a vast experience with Alpha Five to further enhance the sophisticated, user-friendly financial records database application for the company.

Products:

Alpha Five

Benefits:

- Powerful applications that give Welke FD the ability to facilitate and execute nearly all customer requests in a fraction of the time other software tools require.
- Ability to rapidly create programs that establish financial production cycles in days, rather than weeks.
- Fully customizable applications that fit customers' needs, such as a rapid automated mortgage service.
- Sophisticated applications that save time, and allow Welke FD employees to dedicate more time to customer service.
- 24-hour technical support and communication to the Alpha community through Alpha Software's Forum