



# CUSTOMER SPOTLIGHT

## Republic Finance



3Cloud helps Republic Finance with digital transformation to enable growth of client base by 4x and increase revenue by 25%

### CHALLENGE

The pandemic and historically low interest rates provided a significant boost to Republic Finance, leading to remarkable growth in its consumer loan products. Nevertheless, the organization encountered obstacles due to its aging on-premises data center and legacy applications, hindering its ability to fully keep up with the rapidly evolving market. This, in turn, had a detrimental effect on loan origination times and the overall customer experience, ultimately impeding its growth trajectory. Recognizing the need for a comprehensive solution, Republic Finance embarked on a mission to tap into the robust market demand and expand its reach from 6 to 15 US states. Their strategy hinged on a commitment to digital transformation, aimed at modernizing their business processes and tooling. This pivotal shift was crucial for Republic Finance to not only catch up with the market but also to position itself as a leader in the consumer loan industry.

### SOLUTION

Aligned with its Azure Modernization Strategy Framework, 3Cloud formed a strategic partnership with Microsoft's Solution Assessment and Account teams to orchestrate Republic Finance's journey through a curated sequence of Solution Assessments. These assessments, complemented by 3Cloud's IP Co-Sell offerings, were designed to instill confidence in Azure and modernization methodologies within Republic Finance's operations. As part of this transformative endeavor, we orchestrated the implementation of a brand-new Azure Foundation (Landing Zone) and engineered a cutting-edge data platform. Furthermore, we seamlessly transitioned critical on-premises applications into a scalable Azure Kubernetes environment, ensuring increased flexibility and efficiency. Additionally, to swiftly address connectivity challenges faced by overseas users, we established an Azure Virtual Desktop (AVD) environment, enabling prompt issue resolution and enhanced user experiences.

 [SCROLL TO VIEW THE RESULTS](#)



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### RESULTS

As Republic Finance thoroughly embraced its digital transformation journey on the Azure platform, they unlocked substantial business value across multiple dimensions. First, the migration and modernization efforts on Azure led to an exceptional transformation in loan origination times. What used to take weeks was now accomplished in mere days, resulting in a staggering 4-fold increase in loan volume. This efficiency boost not only met market demand but exceeded it, positioning Republic Finance as a dynamic player in the industry. Furthermore, the adoption of modern and scalable applications, coupled with process enhancements, paved the way for Republic Finance's expansion from a presence in 6 US states to 15 states. This geographical expansion, supported by technological prowess, solidified their market presence and relevance.

In financial terms, Republic Finance's achievements were equally impressive. Year over year, they witnessed a 25% increase in revenue, reflecting the tangible benefits of their digital transformation efforts. Looking ahead, the organization has set ambitious targets, aiming to triple their annual net income from \$700 million to \$2 billion within a span of just two years. Republic Finance's journey stands as a testament to the transformative power of digitalization, demonstrating how strategic technology investments can not only enhance operational efficiency but also drive substantial growth and financial success.

3Cloud per person delivers 3x in comparison  
to many other firms we are working with.

- Paul Seo  
SVP, Republic Finance

### REPUBLIC FINANCE CLIENT PROFILE

Specializes in providing a variety of consumer loans & flexible lending options.  
**Annual Revenue:** \$247M  
**Employees:** 1,150  
**Innovation Focus:** App Innovation, Cloud Platform