



## Pulte Home Mortgage

### Microsoft BizTalk Server integration leads to better customer service and improved operational efficiency

#### Industry

Mortgage

#### Services

- Business process optimization
- Enterprise application integration
- B2B/partner integration

#### Benefits

- Near-realtime integration between key applications
- An end-to-end view of the customer loan process improved customer service
- Eliminated the cost associated with redundant data entry
- Ensured proper sharing of data

#### Key Microsoft Technologies

Microsoft BizTalk Server

Pulte Mortgage Corporation is a nationwide lender committed to meeting the financing needs of Pulte Homes, Inc. (PHC) customers by offering a variety of loan products and superior customer service. Pulte Mortgage is a wholly owned corporation of PHC which is based in Bloomfield Hills, Michigan, and has operations in 43 markets across the United States and is the nation's largest homebuilder.

Pulte Mortgage leverages many best-in-class commercial and custom software applications to manage the loan process from origination through secondary marketing and post-closing activities. Although some overlap existed between applications, Pulte elected to fuse the best of each into their long-term solution. However, leveraging multiple solutions meant a level of integration was needed to allow common data management and to facilitate workflow with little manual intervention or duplicate entry—and work reliably in real time. Although Pulte had built custom interfaces to allow application interconnectivity in the past, the cost and efficiency associated with the continual development of new interfaces was a key concern.

Microsoft's BizTalk Server was selected as the ideal solution to meet Pulte's enterprise application integration needs for high availability and extensibility, while remaining cost effective. The solution meets Pulte's current needs and provides the ability for business-to-business transactions, both with PHC and other business partners.

The EMC Microsoft Practice leveraged Microsoft BizTalk to integrate three disparate systems for Pulte Mortgage with a highly available, extendible, and robust integration solution. In less than eight weeks, the EMC Microsoft Practice helped Pulte identify the most effective and efficient plan for integration, design the solution, perform complex data mapping and business process orchestration, size the infrastructure to support the solution given the load expected, and roll out the solution. The solution gives Pulte seamless transition between the systems to facilitate end-to-end mortgage loan processes.

The EMC<sup>®</sup> Microsoft Practice worked with the Pulte team to create the strategy and implementation plan for effectively integrating their systems to achieve a unified view of their data and applications. Using a blended team approach, Pulte and the EMC Microsoft Practice partnered on the project to ensure any issues could be managed effectively and that solution support could be easily transitioned to the Pulte team.

The EMC Microsoft Practice completed the data mapping, which allows Pulte's different applications to communicate with each other; and business process orchestration, which automates the business process. Additionally, the EMC Microsoft Practice worked with the Pulte team to properly size the physical architecture needed to support the solution.



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Customer Profile  
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