



# Mindtree

*Welcome to possible*

## Designing a syndicated loans deal management system.

The customer, a global provider of virtual data rooms, needed a dynamic system for better management of allocations from their investors.

A syndicated loan is provided by a group of lenders. It is structured, arranged and administered by one or many commercial banks / investment banks, known as arrangers or book runners. It involves multiple enterprises and the book runners work with the other participating firms. Typically, one enterprise takes the responsibility of handling the books.

### Business challenge

This was the first attempt in the syndicated loans domain to bring different systems together, such as content management, deal management, syndication, allocation and book building. It was also the first attempt to use book building over a web service.

The system addressed the following:

1. The business process was lengthy and technical, requiring meticulous attention from different users at different times.
2. The system's range of users included relationship managers, sales executives and syndication agents. Each of these roles came with specific needs.
3. The new system, unlike older ones, needed to be a seamless and integrated interface, as per business process and user needs.
4. The content heavy book had always been managed by software such as MS Excel in the past. To create an equivalent utilitarian software such as it, on a web service, was a steep challenge by itself.

### Our solution

- Personalized landing pages were designed for each role. The services were designed to provide relevant business data for each role.
- The user can move from one screen to another without using 'navigation controls.' Special attention was paid to the interaction design between the screens.
- The screens were designed so that the related information always supported the main task. This helps the user to easily access any additional information without discontinuing the ongoing task.
- The content heavy book building screen benefitted the most from content strategy. The screen could now fit in the data and simplify the process.

### Our approach

Owing to the large number of data elements and business functions, it was imperative to understand the mindset of different users. A quick user research showed that each role is distinct and is played by a person of different psychographic background. A card sort was conducted to understand the grouping of elements and sequence of the business flow. Our aim was to:

- Make the system lean and easy to use.
- Using business innovation, strip the content down to its basic essentials.
- Discuss the purpose and significance of all the required additional data with users, before including the same on the screens.

# Syndicated loan management tool

**DMS Home** Deals Reports Organizations Contacts Admin

**Home**

**My Deals**

Deal Name	Under...	Stage	Status	Title	Curr...	Commitment	Proposed...
Alpha syndicate deal	Yes	Pre market	Pre pitch	Mandated lead ...	USD	100,000,000	01/01/13
Beta syndicate deal	No	In market	Mandate	Mandated lead ...	USD	200,000,000	03/16/13
Charlie syndicate deal	Yes	Closing	Agency site tr...	Syndication ag...	GBP	500,000,000	04/03/13
Delta syndicate deal	No	Pre market	Pitch	Consolidated b...	EUR	1,000,000,000	05/18/13
Echo syndicate deal	Yes	Pre market	Pre pitch	Joint lead arran...	USD	100,000,000	06/31/13
Foxtrot syndicate deal	No	In market	Mandate	Mandated lead ...	USD	200,000,000	07/02/13
Golf syndicate deal	Yes	Closing	Agency site tr...	Mandated lead ...	GBP	500,000,000	08/10/13
Hotel syndicate deal	No	Pre market	Pitch	Syndication ag...	EUR	1,000,000,000	09/04/13
India syndicate deal	Yes	Closing	Agency site tr...	Consolidated b...	USD	100,000,000	10/14/13
Lima syndicate deal	No	Pre market	Pre mandate	Joint lead arran...	USD	200,000,000	11/20/13

Showing 1-10 of 125

**My Calendar** Milestone List

September 2012

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Friday 28

Event 2 of 3

**Time:** 14:30 - 16:30  
**Event:** Execution of engagement letter  
**Deal:** Verion NA  
**Description:** Signing of Engagement letter for Verion deal  
**Created by:** Kevin Harris

**Comments**

Subject	Comment	Contact	Organization	Deal	Book Tranche	Date
Deal closed	Changing the deal status ...			Alpha	Term Loan B	09/14/2012 11:59 PM
Blackrock ...	Fund manager at Black...					09/13/2012 11:59 PM
Franklin u...	Fund manager expres...	Eric Gibson				09/12/2012 11:59 PM
Blackrock ...	Spoke to Blackrock, the ...	John Smith				09/11/2012 11:59 PM
Assisting ...	Assisting borrower to cre...					09/10/2012 11:59 PM

Showing 1-5 of 25

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**DMS Home** Deals Reports Organizations Contacts Admin

**Deal** Term Loan A Revolver - 3yr

Amount: \$ 90,000,000; Interest: Libor, cap: + 450 - 475 BPS; Libor, floor: 1.25-1.35 %; Amortization: 1%; Maturity: 7 yrs OID: 48.5-99.0

**Term Loan A Book**

Investor	Sales Contact	Level of Interest	Indication of Interest	Total Interest	Order	Bid OID	Draft Allocation	Draft OID	Final Allocation	Final OID
			% USD	% USD	% USD		% USD		% USD	
<input type="checkbox"/> Cit Capital Advis...	Jill Carson	Yes	1.0							
<input type="checkbox"/> Cit Group	John Smith	Maybe								
<input type="checkbox"/> Deutsche Bank ...	Pete Sander									
<input type="checkbox"/> Franklin Mutual ...	Ian Rapson									
<input type="checkbox"/> Franklin Temple...	Caroline Smith									
<input type="checkbox"/> JPMorgan Inves...	Mary Black									
<input type="checkbox"/> Liberty Mutual I...	Edward Brown									
<input type="checkbox"/> Bank of America...	Michelle Telle									
<input type="checkbox"/> Chase Asst Ma...	Mark Jacob									
<input type="checkbox"/> HSBC Investment...	Philip Charles									
<b>TOTAL</b>										
Underwritten Bal...										

Showing 01-10 of 020

**Citi Group Comments**

Subject	Comment	Contact	Organization	Date
Deal closed	Changing the deal status to closed		Alpha	09/14/2012 11:59 PM
Blackrock non res...	Fund manager at Blackrock is no res...			09/13/2012 11:59 PM

**Associated Contacts**

Name	Title	Email
<input type="checkbox"/>  		
<input type="checkbox"/> Shannon Burt		
<input type="checkbox"/> Patrick Baker		

## About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 435 million. Our 13,000 experts engineer meaningful technology solutions to help businesses and societies flourish. Mindtree's consulting-driven approach makes us a strategic partner to over 40 Fortune 500 enterprises.